Social Selling for Manufacturers

Advances in manufacturing technology are collapsing the time between competitive advantage and commodity. Sales and marketing must act quicker and in more meaningful ways to create relationships that sustain sales or else race to the bottom on price. The old approach of spray and pray to third-party lists is ineffective and inefficient; there is, however, a need to educate and inform buyers digitally and personally as they navigate the market. Social selling is the perfect fit for manufacturing because it's about building relationships and sharing knowledge. Building long-term relationships based on expertise means more wins in complex and high-price sales. Grapevine6 is the solution for building these powerful relationships.

Grapevine6 is an easy-to-use platform that helps sales teams build better relationships, become more competitive and win more new business by accessing and sharing truly relevant content through digital channels. Nearly 92% of B2B decision makers expect new or different insights from sales professionals, and Grapevine6 easily connects sales people to those insights.

What is social selling and why is it important?

> Social selling is about sales people building a strong personal brand. It is about understanding the role of content and how content can be used to tell a powerful and emotional story.
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> *What is Social Selling – Michael Brenner, Forbes*

The customer journey has changed dramatically over the past few years: buyers are more connected than ever before with 24/7 access to information. Consumers conduct research and form an opinion long before they pick up the phone or send an email to an advisor. We know that 72% of buyers use social media to research before making a purchase. Therefore an omni-channel approach that incorporates social selling is critical for engaging with target audiences.

LinkedIn calculates Social Selling Index (SSI) to assess how effectively individuals engage in social. The average SSI those in manufacturing is a lowly 15. That's 15 out of 100. We live in a world where 81% of buyers are more likely to engage with a strong, professional brand so if you're avoiding social, now is the time to create a strong competitive advantage and build your book of business. Check your score on LinkedIn here: Social Selling Index (SSI).

30% **Increase in content shares**

Lift in website traffic **4%**

One Grapevine6 client saw a **30% increase** in content shares in just four weeks than the previous six months using an email distribution list. This firm also saw a **4% lift** in web traffic. And their team maintained productivity as it only takes a few minutes a week to find and share great content.

Let TPG show you how to leverage content to help your sales reps build their professional brand, create more qualified leads, increase quota achievement and drive revenue with GrapeVine6.

Find out more at pedowitzgroup.com/services/grapevine6/