

USING twitter FOR SALES



A SALES GUY
CONSULTING

TWITTER USES:

TRACK
DISCOVER
SHARE
ENGAGE

(What someone had for lunch has nothing to do with it!)

COULD ANYONE ON YOUR SALES TEAM DO THIS?



WHY TWITTER MATTERS:

1. YOU'LL CLOSE MORE DEALS

2. INCREASE YOUR KNOWLEDGE OF YOUR INDUSTRY

3. IMPROVE YOUR PIPELINE

4. HAVE MORE CLOSING INFORMATION FOR SELLING

5. KNOW WHO THE KEY PLAYERS ARE

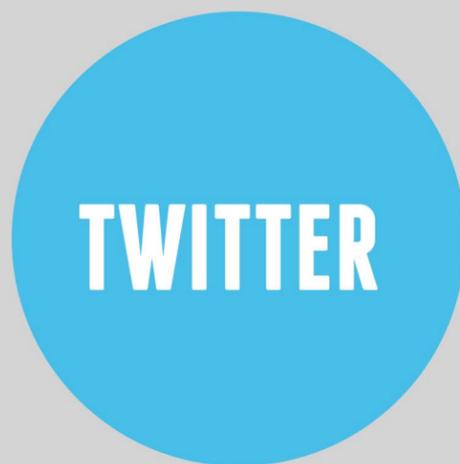
6. IMPROVE YOUR PERSONAL BRAND IN YOUR INDUSTRY.

WHY TWITTER MATTERS

YOUR COMPANY	HIGH-LEVEL EXPOSURE AND GENERAL INFORMATION ABOUT YOUR COMPANY AND INDUSTRY: GENERAL INDUSTRY OBSERVATIONS, BROAD INDUSTRY ORIENTED QUESTIONS, INDUSTRY DISCUSSIONS, DEBATES, INDUSTRY TRENDS INDUSTRY AND GENERAL PRODUCT ANALYSIS, GENERAL BRAND MENTIONS, BRAND REFERENCES, MODEST BRAND EXPOSURE	DETAILED, TARGET EXPOSURE AND SPECIFIC BRAND AND INDUSTRY INFORMATION: LEADS, COMPETITOR COMPLAINTS, COMPANY COMPLAINTS, SPECIFIC CUSTOMER INFO, NEW SALES OPPORTUNITIES, SHARE AND RT EVENTS, PRODUCT INFO, CONNECT WITH BUYERS, CUSTOMER SENTIMENT
	PERSONAL EXPOSURE AND GENERAL INFORMATION AROUND THOSE THINGS YOU ENJOY MOST: HOBBY INFORMATION, FUN CONVERSATIONS, NEW PERSONAL CONNECTIONS, SHARE AND RT DAILY EXPERIENCES, LOCATION CHECKINS, THOUGHTS ON CURRENT EVENTS, NEWS UPDATES	PERSONAL INDUSTRY EXPOSURE AND PROFESSIONAL INFORMATION: BECOME A SUBJECT MATTER EXPERT, BUILD A FOLLOWING, ENGAGE OTHER INDUSTRY EXPERTS, GROW YOUR NETWORK, JOB OPPORTUNITIES, STRENGTHEN INDUSTRY KNOWLEDGE, SHARE INDUSTRY NEWS, PRODUCT INFORMATION, EMERGING TRENDS, NEW PLAYERS, YOUR THOUGHTS AND POSITION ON INDUSTRY
EXPOSURE	PERSONAL & GENERAL	INDUSTRY & SPECIFIC
YOU	INFORMATION	

TRACK

Imagine being a fly on the wall of your biggest prospect. Imagine if you knew what was going on in the halls, the conference rooms and the offices. Imagine if you could bug your prospects work space and get valuable information that could help you sell. Imagine if you could be the first to get wind of big industry news. Imagine if you could know what was going on with your competitors, what their customers were saying about them. etc.



allows this, and more. Twitter is a phenomenal monitoring tool that allows you to get real-time information on your customers, clients, competitors, and buyers. Twitter gives you access to information you just can't get anywhere else.

TRACK

Twitter isn't a Panacea, but it's pretty damn close. Twitter can give you an amazing amount of information; information you wouldn't know how to look for, information you didn't know existed, information that can be the difference between exceeding quota or missing it.

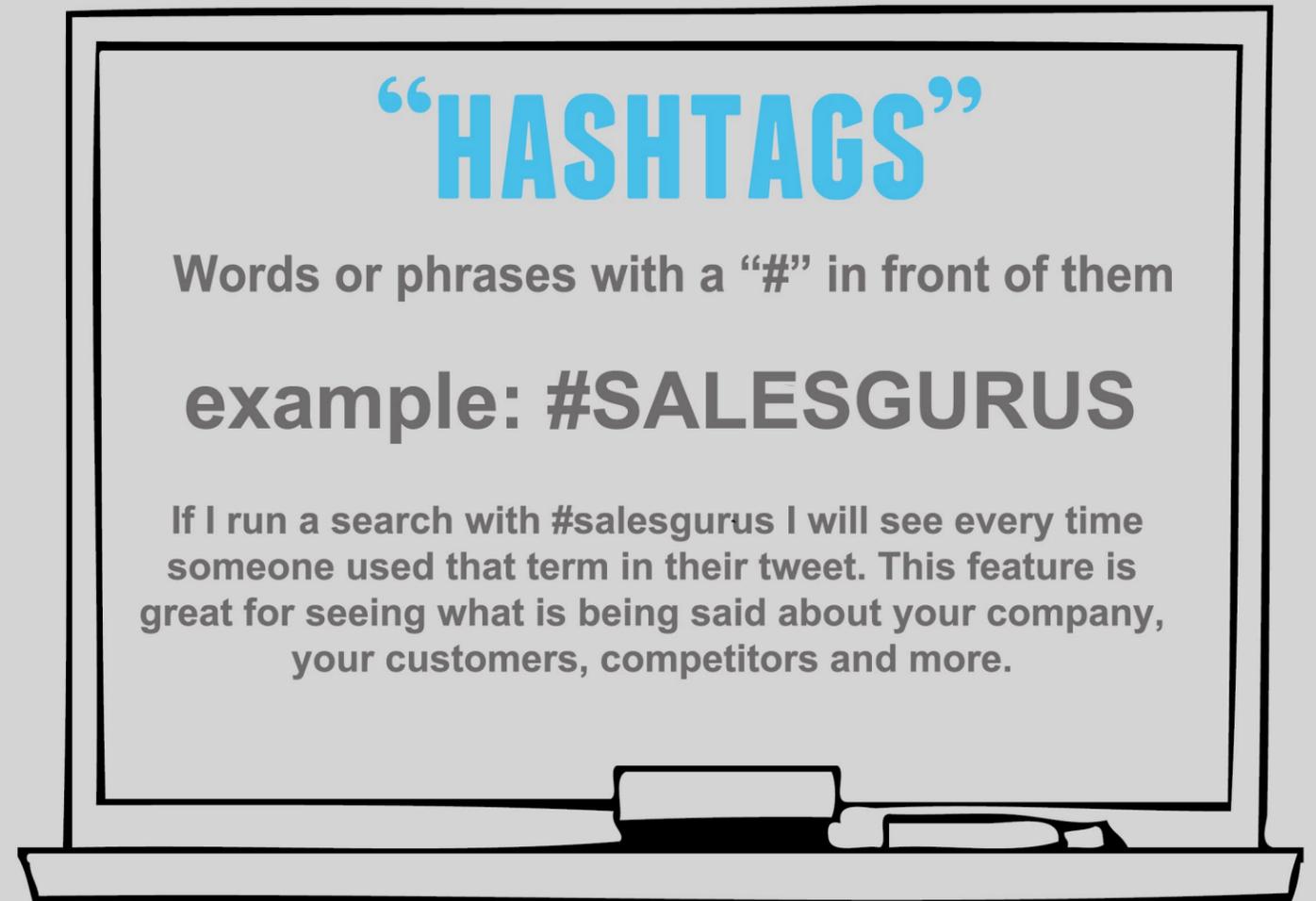
Twitter does an amazing job allowing you to track any word, name, phrase, etc you want. It does this VIA hash tags.

“HASHTAGS”

Words or phrases with a “#” in front of them

example: #SALESGURUS

If I run a search with #salesgurus I will see every time someone used that term in their tweet. This feature is great for seeing what is being said about your company, your customers, competitors and more.



TRACKING



TRACKING

So how do you go about getting all this rich, targeting info and not become overwhelmed?

The first lesson in managing Twitter is to try not to consume everything. It's too overwhelming. You're going to miss things, but that's OK. The key is to keep your eyes open for those things that are most important to you and ignore the rest.

To organize Twitter you'll need to download Tweetdeck, a Tweet managing system. There are other applications as well. Hootsuite, and Seesmic are the two other well know Twitter applications.

Once you've downloaded Tweetdeck and connected your Twitter account you are ready to go. It's that easy. Now, start identifying what word, phrases, #tags and people you are going to follow. I suggest tracking only a few; maybe 5-7 at the most. It's too overwhelming if you track too many.

A few tracking suggestions:



TWEETDECK

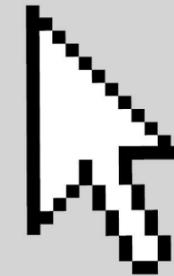
COMPETITORS
CUSTOMERS
KEY INDUSTRY WORDS
YOUR COMPANY'S NAME
KEY CLIENT NAMES
YOUR COMPETITORS CLIENTS

TWEETDECK

2 X 2



When it comes to your clients and competitors, I recommend a 2x2 approach. Follow their Twitter pages by simply clicking “follow” on their Twitter page AND searching their name as a term. To follow clients and competitors as “terms” simply add a new search column in Tweet deck with the search term for your clients and competitors.



CLICK FOLLOW



SEARCH “TERMS”

This way you get to see what your clients and competitors are saying AND what others are saying about your clients and competitors.



DISCOVER

The problem with today's search is you have to know exactly what you are looking for. Search engines like Google demand that you know key words or phrases that will lead to a list of information that might be useful. You have to proactively search based on what you already know. On Twitter you don't have to know what you are looking for and you don't have to go get it.

So, how do you capture what you don't know? How do you find information you don't know to look for? That's where Twitter comes in.

Twitter helps you discover what you don't know. It allows you to tap into conversations that you could have never known were going on. Imagine learning about a new player in your space. Imagine finding out a company you had never heard of is about to buy what you sell. You know this because they asked folks on Twitter to recommend a specific product. Imagine getting the 411 that one of your competitors' customers are irritated with them. You can't Google that!

There are billions of conversations going on in the world at anytime. Twitter is capturing millions of them. There is gold in those messages and mining them in your favor is where you get the win.

Tweets are like water cooler conversations. They are a stream consciousness. They are people asking, sharing, expressing and engaging. They are people's thoughts, needs, emotions, feelings and more. Twitter gives you the ability to tap into these troves of information to improve your ability to make your number.

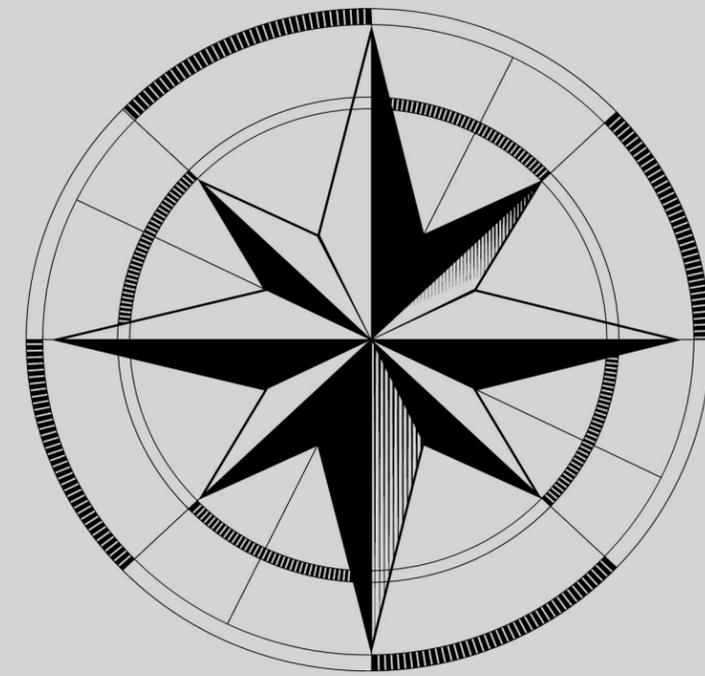
Using Twitter to discover is very similar to tracking. Unlike tracking however, discovery requires following more broad topics. When tracking we can discover because we are following known companies and people. Discovering requires a bit of creativity. Think of discovery as reverse SEO. Rather than finding key words to help people find us, discovering in Twitter requires identifying key words so you can find others.

Picking the right “key words” to follow in Twitter increases your chance of information you can use in sales.

When using Twitter to discover look for words, phrases and even people to follow that are more on the periphery. For example, if you sell telecom services, consider phrases like; “slow network,” “high phone bill,” “switching to mobile,” “internet down,” etc

CONVERSATION

KEY WORDS



#HASHTAGS

YOU!

TWITTER SEARCH

@JohnDoe23: Can't deal with this slow network today. Darn telecom company.

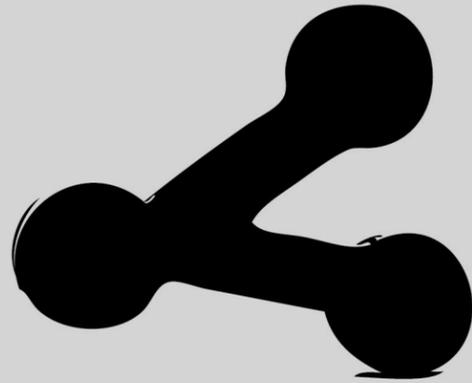
@Roger_Smith: High phone bill out of control...need new service provider ASAP!

@MelissaWhite3: That's it. Switching to moblie. It's long overdue. Anyone know a good provider?

The best way to discover unknown things that can help you sell is being creative with the key words. Put yourself in the shoes of your customers. What might they say if they were unhappy with what you sell? What would they say if they were in the market for what you sell? What might a frustrated employee talk about that you could use to get a meeting? Discovery on Twitter is figuring out how to get in on the conversations.

Another way to discover on Twitter is to use search during a big event. Follow #hashtags during your industry's big events. Look for or create a #hashtag during earnings calls. Check out how the Twitterverse is responding to the quarterly earnings call. Again, the key is to find out where the conversations are happening and get in on them.

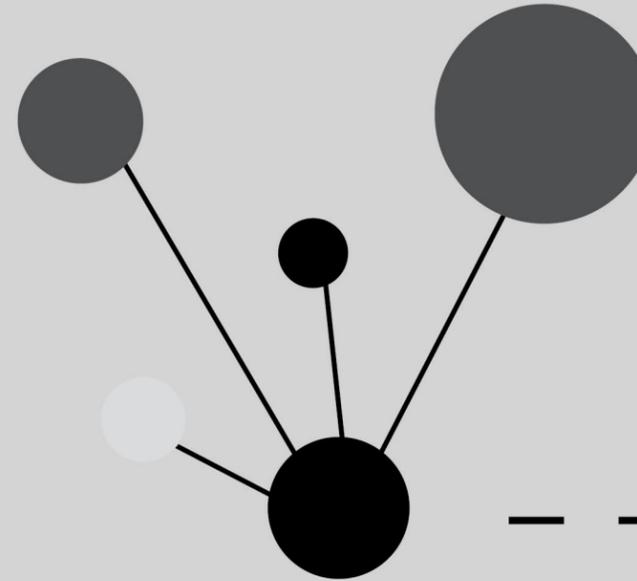
Like tracking, search the keywords you think will provide you with the best information and add them to Tweetdeck. As the terms you are looking for are bounced around Twitter you will be the first to know, and maybe the only one in your company to know. Now, how good is that?



SHARE

As good as Twitter is for tracking and discovering, it's even better for sharing. Twitter is phenomenal for sharing information. In case you haven't noticed, information sharing has become one of the best ways to generate new clients, get leads and establish credibility.

Sharing is huge!



SHARING

One of the biggest changes in sales and marketing in the last 10 years is the idea of **content marketing**. Content marketing is the sharing of targeted, relevant information your customers and prospects want and can use. Content marketing leverages a company's expertise and knowledge to help out prospects before they become clients.

In most cases, content marketing is **used to teach or educate prospects in a specific area**. A marketing company may use ebooks to teach potential customers how to understand SEO. A carpet cleaning company may share a video on how to get a crayon out of the carpet. A recruiting firm may provide a free webinar on how to screen for the best candidates. By giving away (sharing) free content that matters, companies are drawing potential customers to them. **Content marketing is sharing -- and it works.**

As sales people we don't have a lot of time. I get it! Luckily Twitter makes it easier to share. Today, almost every blog, website and news article has this little blue button.



Click this button often. The key to clicking the button is to ask yourself, what would people in my industry like to learn?

Would they benefit from what I'm reading right now? If the answer is yes, then share away.

SHARING YES'S

COOL BLOGPOSTS
GREAT INFOGRAPHICS
INDUSTRY EXPERTS OR LEADERS
WHITE PAPERS
UPCOMING EVENTS AND CONFERENCES
GOOD TWEETS FROM OTHERS
KILLER VIDEO'S
A UNIQUE IDEA OR THOUGHT ABOUT A TOPIC
KILLER ARTICLES
QUOTES FROM INSIDE A CONFERENCE OR PRESENTATION
QUOTES FROM A BOOK
GREAT WEBSITES

CREDIBILITY

Sharing builds credibility. The more you share, the more your credibility grows. Each article, post, video and event you share that enhances the life of your followers, the more credible you become. The more they rely on you as a source of information. Consistently sharing good, relevant information positions you as a resource. Potential clients and customers rely on you to keep them in the loop, to keep them abreast of what is happening. This keeps you on their radar and in their sight.

FOLLOWERS

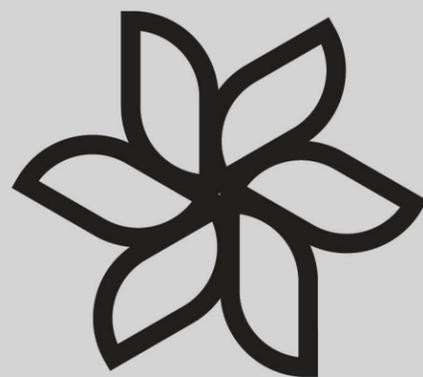
In addition to credibility, as you share you will find your number of followers will increase. Another way to look at followers is as reach and influence. The more followers you have the greater your reach. Like an offline network, reach is critical. It's the number of people you have access to and if done correctly, the number of people you influence. The greater your reach, the greater your influence.

Amazing things happen as your number of followers grows.

Twitter is a killer platform for sharing. Sharing is the new currency in Sales 2.0, engagement and relationships. Don't be selfish. Share like there is no tomorrow.



FOLLOWERS = REACH = INFLUENCE



ENGAGEMENT

It's all good to share, track and discover, but just like in the real world, we have to eventually engage with people. Business is done with people. Although it may feel distant and not personable, there is a real live human being behind all those Twitter profiles. These are people just like you, who are looking for information, looking to grow their business, looking to solve problems and more.

Twitter can be as much about the conversations as it can be about listening. One of the best ways to do this is to reply to others Tweets. If you see a tweet you like, respond to the sender telling what you like about it. Hit them back with a question asking for more info. Reply with your opinion on the subject. There are no rules to engagement that don't apply in the offline world. Don't be shy. Start talking.

When we engage on Twitter we are telling people we're invested and committed. We're building an identity and a reputation. Reputation is a huge asset when it comes to generating leads and driving business online.

@John_Smith: Here's my new article on sales leads: www.link.com/article

@PeterJames4:
@John_Smith love the new article! Always love your new stuff.

YES'S FOR ENGAGEMENT

RESPOND TO CUSTOMER TWEETS

LEAVE OPINIONS ON PRODUCT DISCUSSIONS

ASK INDUSTRY RELATED QUESTIONS (RESPOND TO THE ANSWERS)

ANSWER QUESTIONS POSED BY OTHERS

PROVIDE FEEDBACK

FRIENDS

Not only does engaging on Twitter grow your reputation, you get to meet new people who become friends. Twitter is a great way to get to know people in your industry you didn't know.

It's a great way to expand your network of genuinely interesting people with similar interests. Twitter is great for building new relationships, from mentors to conference buddies, Twitter makes the world and your industry that much smaller.

As you are engaging with new fun people on Twitter be sure to follow them and stay connected. You'll be amazed at the value these friendships bring over time.

...now what?!

GET GOING:

NOW THAT YOU KNOW WHAT TO DO AND WHY TO DO IT YOU NEED TO GET GOING.

FIRST STEPS

- Sign up for Twitter
- Download Tweet Deck or another Twitter client application
- Find your customers, industry experts, influential bloggers, clients, and -your competition and start following them
- Check out what they are tweeting about. Retweet (RT) their stuff. RT often! (except your competition :))
- Build a Twitter list of the most important people you want to follow so it's in a single place and is easy to find.

TRACK/DISCOVER

- Start watching what the people you are following are saying. Click on the links they share and see what folks are talking about.
- Identify the key words you want to track and create columns in Tweetdeck.
- Create a Tweetdeck column for your company's name, your competition and your key product category. This way anytime your company, your competition or your products are mentioned on Twitter you'll know.
- Create a Twitter List for your customers, competition, and key industry leaders
- Identify key industry words you want to search and keep up on. Check out Hashtags.org, it's a great resource for this.

GET GOING:

NOW THAT YOU KNOW WHAT TO DO AND WHY TO DO IT YOU NEED TO GET GOING.

SHARE & ENGAGE

- Grow your Twitter follower count! It's key. Twitter followers equals reach. To do this follow others. Retweet their stuff. Answer their questions etc. Get involved.
- Don't know who to follow after the obvious first 15 or so? Check out Twello.com It's like a yellow pages for Twitter.
- Also, use Tweepi.com to follow the followers of the most influential people in your space.
- Announce company events or deals using your Twitter account. If you're offering a killer deal that month, Tweet it!
- Tweet everything you think your customers or prospects would want to know
- Use Twitpic.com to share cool photo's from conferences or other industry events
- Tweet about you, let people know where you are, what you are doing, your thoughts on a current event, how you are feeling etc. Just like offline, people want to know YOU the person
- Put your Twitter ID on your business card and on your email signature
- Load the Twitter app on LinkedIn
- Tweet at least 5 times a day:
 - 1 promotional tweet
 - 3 sharing tweets (an article, a Retweet, a blog post, YouTube video's, conferences, anything your followers could benefit from)
 - 1 personal tweet (what you are doing, where you are, your thoughts on a topic, how you feel about a current event)