Crelate®

# Social Selling for Talent Businesses

## The Four Pillars for Success

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# Inbound vs Outbound

The difference between inbound and outbound sales strategies is who initiates communication.

**Inbound strategy:**

A lead or prospect is the initiator (they come into your sales funnel looking for staffing or recruiting solutions for their business)

With inbound sales, your prospects come across your content on social media platforms or your website. This strategy focuses on developing strong social and web content to attract the leads into your sales funnel.

**Outbound strategy:**

The sales associate or recruiter is the initiator (you reach out to them asking if they need any help with their staffing and recruiting efforts)

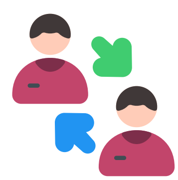
With outbound sales, you research your prospects (likely through their social platforms and websites) and contact them to initiate the sales process.

Social Selling can use both inbound and outbound strategies to get new leads. To build a stronger connection with these leads, it's important that you don't immediately try to sell to them on first contact. In this eBook, we'll start with the basics to ensure your social selling strategy is strong and successful.

## Social Selling Basics for Talent Sales Teams

When laying out your social selling strategy, there are four pillars you must have in order for it to be productive. Your prospective clients expect a lot from you, and your staffing and recruiting sales efforts will go farther if you implement this framework first.

### The Foundation:
Your Profile



### The Audience:
Your Network

### The Interaction:
Your Approach

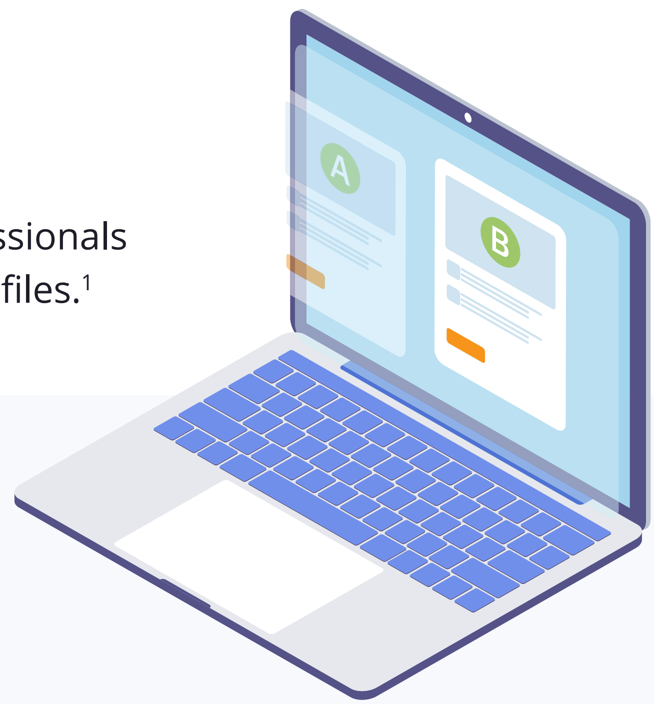
### The Message:
Your Content

# The Foundation:

## The Profile of a Talent Sales Associate

# 49%

of buyers research sales professionals on LinkedIn.[1]




# 50%

of buyers avoid sales professionals with incomplete sales profiles.[1]

With stats like those, it is increasingly important for the members of your sales team to have complete LinkedIn profiles.

Sadly, **69%** of recently polled talent business leaders said they do not provide training or a checklist of profile best practices to their teams.[2]

# LinkedIn Staffing and Recruiting Sales Profile Checklist

So, where do you start? Use this checklist below for your teams to ensure their profile is doing the most for them, and in turn, your business.

- [ ] Make your profile easy to find by making it public.
- [ ] Personalize your URL so prospects can find you easily.
- [ ] Add your LinkedIn URL to your email signature.
- [ ] Upload updated professional photos of yourself. Be sure you are represented online in the same way you would present in real life or a video call.
- [ ] Update your banner image to reflect your place of employment and use free online design programs to add your email and phone number onto your banner so your prospects can easily contact you.
- [ ] Craft a compelling headline that goes beyond your latest job title.
- [ ] Craft a '30-second pitch' in your summary that differentiates you from other salespeople/ companies in your industry.
- [ ] Add and update your work experience and details.
- [ ] Add featured posts related to your industry, company, or any certifications you may have.
- [ ] Include skills and endorsements on your profile.
- [ ] Ask for recommendations after a successful placement or when customers are happy.

# The Audience: Your Network

Now that the foundational pieces have been set, the next step is to grow your teams' audiences/network. Networking is the same strategy online as it is in person – you would never walk up to someone at a networking event and immediately start selling to them.

Instead, that first introductory conversation is about getting to know the other person, what they do for work, and developing a relationship. Selling your staffing and recruiting services shouldn't be part of the initial conversation when you're looking to grow your network.

The same thing should happen online. When first reaching out to someone on social media, you're looking to connect and start a relationship. Instantly selling isn't what anyone in your network wants.

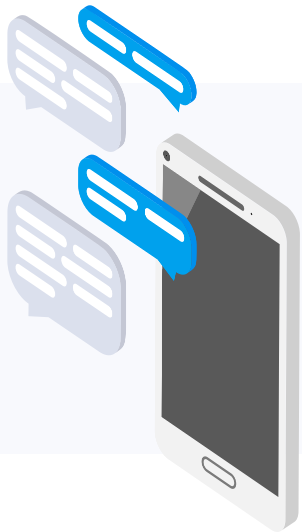
So, what's the best way to build your team's network? Have them set aside time each day to make 10-25 new connections in the industry you serve. Don't just blindly choose, but instead have your team do their research. Then, they can reach out to each with a personalized message. That may sound like:

> Hi Debbie!
>
> I am also in the manufacturing industry and saw we both went to UNR – go Wolf Pack! I'm looking to connect with other industry professionals like yourself and would love to connect with you here.
>
> Thanks!

One caveat to note here – LinkedIn caps your connection invites to **100 per week**, so be mindful of the limit and choose responsibly.

Make this part of your touch plan strategy, and always make sure these connections get added into your ATS/CRM, and have a workflow inside your CRM to nurture and keep track of these new connections.

# The Interaction: The Approach of a Talent Sales Professional



With a strong profile, and a growing audience of the exact prospects your team wants to talk to, your teams are ready to interact and engage with their network. That thought might be overwhelming, but we are going to break this section up into 2 parts.

## 10-4-2 Approach Checklist

The 10-4-2 Approach outlines the tasks to do daily and weekly on LinkedIn to get maximum lift and exposure to your team members and your brand.

### Daily Task: 10 Likes

10 likes seem easy enough – your teams can just scroll through their feed and like all day long, right? The key to success here is being strategic in what they like – posts about your industry, posts from their target audience, anything relevant to what they do every day. They could even like posts about staffing and recruiting as long as it brings lift to the brand.

### Daily Task: 4 Comments

Your teams should be leaving *thoughtful* comments on posts every day. A quick and simple, “Great article!” comment isn’t enough. You want your teams to create a thought provoking and engaging question to stimulate conversation with this connection.

A better comment to leave might be, “Has this insight changed how you approach the industry?” Use industry jargon and ask a question that directly applies to their business. If this person didn’t know who you were before, you’re certainly on their radar now.

# The Message:

## Content from Staffing and Recruiting Account Executives

41% of B2B buyers view 3-5 pieces of content online before interacting with a salesperson.3 The content your teams share matters. Buyers are paying attention. This is where the last piece of the 10-4-2 Approach comes in.

**Weekly Task: 2 Posts**
2 posts per week might sound overwhelming, considering the other interactions you'll be asking your teams to make. These posts can be very powerful in developing relationships and building your teams as thought leaders in the industries they serve.

Ultimately, making them an attractive choice for future (or current!) staffing and recruiting needs. The best part is this section of the strategy doesn't require your team to be the original creator of each post, making this task easier to accomplish.

You have three choices when it comes to sharing or creating content online:

01
The Original Artist

02
The Cover Band

03
The DJ

## The Original Artist

The most time-consuming of the posting tactics, being the original artist means you're sharing your own thoughts, insights, words... you create this content completely. It can be a LinkedIn article, a poll along with your opinion. Depending on the topic, this post type can oftentimes get the most engagement.

## The Cover Band

This is the act of repurposing content with your context. For example, find an article you like and create a video summarizing what you read with your own spin on it. This takes less time than creating something completely from scratch, but still has a significant impact on your audience.

## The DJ

The most common type of post you'll see on social media, this is re-posting the content someone else originally shared, with your thoughts associated with it. This could be an article, image, or Kortney Harmon's Monday Motivation video. When just getting started, this is the easiest to implement as it takes the least amount of time.

# Tips for success

01 Start with baby steps. Tackling each pillar in order is important, but it is not necessary for your teams to take on all four in the same week. Start with a slow ramp as they get used to incorporating this into their day.

02 Always share your thoughts when reposting someone else's content. Ask an engaging question, use #hashtags and tag the original artist by using @.

03 Tag other people (@) in the comments of an article, saying, "This made me think of you based on the conversation we just had!" or something similar.

04 Tagging (@) and using hashtags (#) in the post is the best way to expand your audience. Use this as another way to start a conversation.

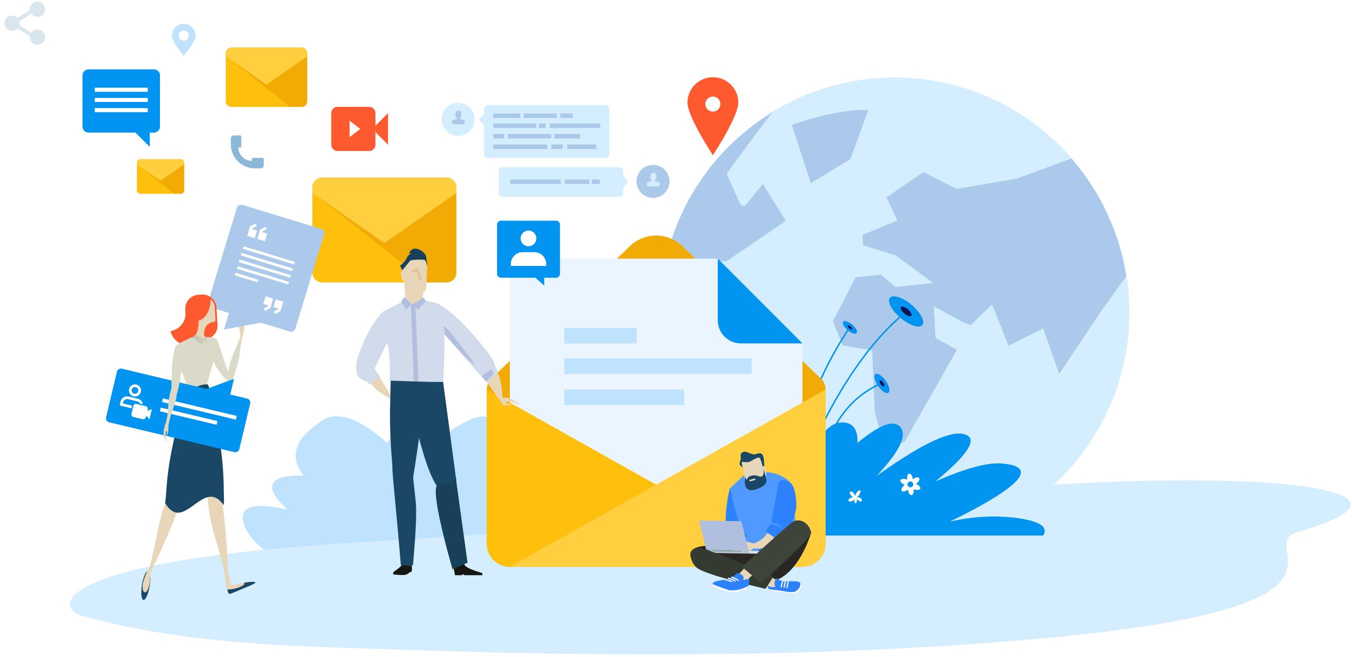
05 Don't forget that LinkedIn is a social networking platform intended to connect people. Use that to your advantage, especially when first building an audience.

# References

01 The Who and What of Your Professional Brand
[Click here]

02 Crelate Poll from The Full Desk Experience

03 37 LinkedIn Social Selling Stats You Need to Know
[Click here]



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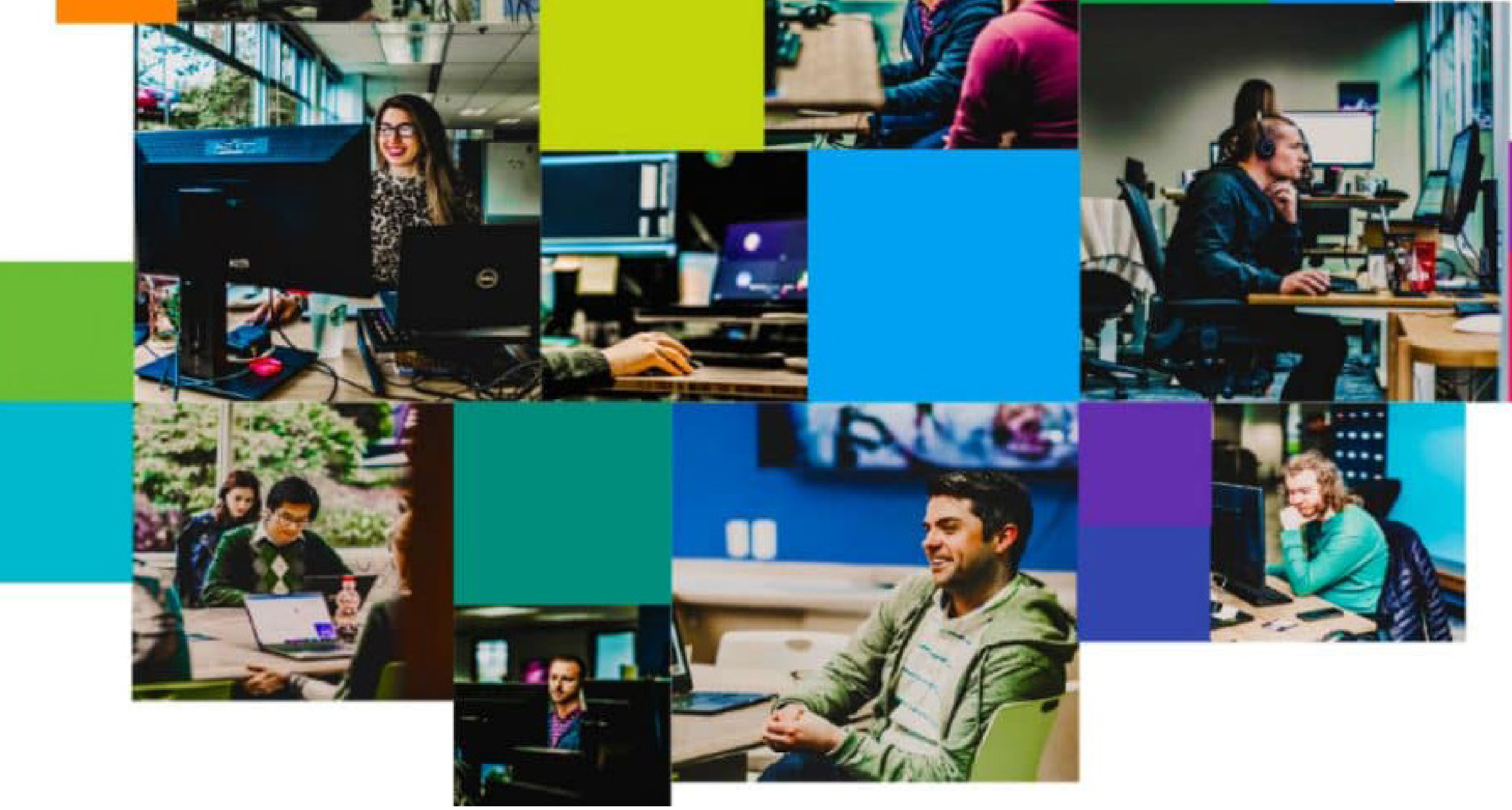
The Full Desk
EXPERIENCE

# About The Full Desk Experience

A show built for leaders in the talent industry, **The Full Desk Experience** is a bi-weekly live event series turned podcast hosted by Kortney Harmon, Staffing and Recruiting Industry Principal at Crelate. From strategy to tactics, The Full Desk Experience is your opportunity for insights and tips from a deeply knowledgeable staffing & recruiting consultant, to hear what the most successful firms are getting right, and to walk away with actionable guidance to drive the success of your business.

Click here to learn more and listen to past podcast episodes.



# About Crelate®

This guide to client relationships is provided by Crelate. Crelate is a modern, flexible, and full-featured recruiting and staffing platform for talent focused businesses. Crelate is packed with recruiting analytics and reporting tools to quantify the work you do on a daily basis. We're committed to helping recruiters align the right talent with the right opportunity at the right time.

Click here to learn more, schedule a demo, or activate a free trial.