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## The Infinite Pipeline: How to Master Social Media for Business-To-Business Sales Success: Sales Person Edition

By Ken Morris

Social Media Performance Group. Paperback. Condition: New. 196 pages. Many sales people, particularly in business-to-business categories, may think that social media is a consumer plaything and not well-suited for use in business, and especially in sales. The Infinite Pipeline demonstrates that social selling is real, its here, and sales people can learn social sales techniques to improve their effectiveness. The book describes the Infinite Pipeline Sales Development Process, which enables B2B sales people to use social media to create online relationships for sales success. It contains social strategy and practical advice for creating evangelists and communities that produce sales without the use of time-consuming, ineffective smiling and dialing techniques. Social Media Performance Group presents easy-to-use step-by-step instructions for getting on popular social networking sites and mastering the techniques of social selling, including a plan for your first 30, 60, and 90 days on social media. The sales person edition contains dozens of case studies that explain how successful sales people are using social selling techniques to prospect and close sales as well as how their companies are creating online communities that help sustain relationships with customers and develop new relationships with customers. The Infinite Pipeline will show you how to...



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