

# Using Social Selling to Multiply Your Revenue with Ryann Dowdy

Nowadays, it is both easier and harder to create connections. It's harder because virtual barriers can limit communication. Nonetheless, online connections are made easy because we're able to reach more people all over the world. This opens up countless opportunities to find, connect and engage with your potential customers. From one screen to another, entrepreneurs can maximise social media to create sales and multiply their revenue.

Much like every venture, there are still many challenges before you can make the most out of this opportunity. Ryann Dowdy, a renowned sales expert, shares her top tips on how you can overcome these hurdles. She shares what you need to establish a good foundation for you and your team in social sales. Apply Ryann's advice and build familiarity to foster good relationships with your clients.

## QUOTE TO REMEMBER:

**“[T]he sales process is the honeymoon phase. That's as good as it gets. As hard as somebody is willing to work to earn, your business is as good as the process is going to be on the back end.”**

## Activity: Increasing Engagements, Making Connections

### I. The Foundations of Social Sales

Before you can connect with your clients and close deals, you have to start from scratch. Ryann lists four things you need to have in place before looking into social sales.

**Your ideal client.** Describe your ideal client. Include their background and the problem they have that you can address with your service.

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**The goal.** What do you want to encourage your client to do?

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**Being prepared for the long game.** Building a relationship and connecting with a potential client can take six to eight weeks. Ryann recommends thirty to fifty “touches” or engagements with that person to build familiarity. What touches do you usually do? List them down and think of ways you can personalize your connections.

Touches	How can you personalize these?

**Social Sales Tracker.** Keep track of your engagements. This way, you can build upon previous conversations and develop a good relationship with clients. These trackers can be simple. Use the simple tracker below as a way to start.

Client Interaction Tracker		
Name	Interaction Count	Interaction Notes

Once you have these four things in place you can continue to seize the opportunity created by social sales. Once you are ready, you can also look into creating a sales team to grow and expand your business.

## II. Your Social Sales Team

You need to have these key factors in place for your sales team.

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**A. The Proven Offer**

Knowing what you offer as a business can let you pass on this knowledge to your team. Describe the services or products you offer with the following guide questions.

What do you offer?

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What does it do? What are the results of availing this offer?

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**B. The Perfect Fit Client**

The perfect fit client is more than just your ideal client. They describe the person who fits the offer the best. Determine your perfect client with these questions.

Where is your perfect client starting?

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Where do they want to go?

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What have they tried doing in the past?

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With these three questions, describe your perfect client.

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Additionally, keep utilising your **tracking system**. Share this with your team.

### C. Sales Process

Having an established sales process can smoothen the turnover to your sales team.

How do you generate leads?

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How are you engaging with your potential clients?

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What is the content you give to these people you engage with?

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### D. Key Performance Indicators

How can you say you're doing a good job? Key performance indicators (KPIs) can give you an idea of how well your team is doing. What are your KPIs?

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To start, how many closed sales do you aim to have per month? From there, you can identify how many calls you need to reach that. You can also find out how many invitations you send to make that number of calls.

With a solid sales team, you can reach your KPIs.

## III. The Social Sales Don'ts

Ryann also gives three things that you shouldn't do to create an effective social sales process. Check if you're doing any of these don'ts.

✓/X	The Don'ts
	<p><b>False Personalization</b> How do you personalize your messages?</p>
	<p><b>Pitching Without Permission</b> How familiar are you with the person you're pitching to?</p>
	<p><b>Not Knowing Your Audience</b> Who is your ideal client? Does the person you're talking to fall under this category?</p>

## What You Will Learn from the Activity

With the boom in technology use, social media presents a viable opportunity to boost your business. This activity aims to help you recall and apply Ryann's expert advice.

The first part of the activity walks you through what you need for social selling. Your ideal client and goal give you an idea of who you want to connect with and why. Each touch or interaction you make has purpose and direction for both you and your client. Keeping track of your engagements allows you to establish an easier familiarity with the people you reach out to. This way, you can build relationships based on more than just what you're pitching.

Creating your social sales team is the next step in scaling up. It's vital that you provide your team with adequate knowledge about your offer, clients and sales process. When they have the right information, they can perform the tasks assigned to them properly. With a well-established team, you can continue to grow.

The last part of the activity keeps in check bad habits in social sales. While they may seem like excellent strategies, they can diminish your chances of establishing a good relationship with your client.

Being an entrepreneur is not just about making the numbers grow. Ryann also advises you to think about how you can serve the market. Keep this in mind and apply what you've learned to maximise social selling, create connections and establish good relationships.