

Social Selling Objection Handling Guide

Change management isn't easy. Getting any new initiative off the ground requires a methodical approach with a future-thinking mindset. Use this guide to prepare for the most common Social Selling objections you may face. When addressed properly, it will be smooth sailing ahead!

OBJECTION	SUGGESTED RESPONSE
<p>Your colleague says: “Social is about Marketing, nothing to enable reps on.”</p>	<p>We're not talking about the company's social account, we're talking about our customer-facing teams' social accounts. The use of social has evolved to be a key part of our customers' buying journey so our teams need to be present in the social space to build connections and credibility just as they would in face-to-face interactions.</p>
<p>Your team may think: “I just don't need another initiative on my plate right now.”</p>	<p>Even doing just one small thing is better than nothing. There is so much content that already exists for us to repurpose that would be a great starting point for this program.</p>
<p>Your manager says: “We just don't have the bandwidth.”</p>	<p>Consider the lost opportunities and connections. If that happened after customer calls/demos, you'd react.</p>
<p>An Executive states: “We need to see the impact immediately.”</p>	<p>Of course measuring impact is important. But consider social as a 'healthy diet'. In order to be healthy, you need to make small, consistent changes. It won't happen over night.</p>

Questions?

Let's talk! if you have questions following the webinar or want to chat about your new Social Selling program, we are here to help. . Please use our team as a resource and send questions to: enablement@seismic.com