

# Social Capital & Networking

Gail Mercer-MacKay

## About This Workshop

Sales skills go under the microscope in this workshop. Starting with addressing the negative perceptions about sales, the focus for the session will be understanding core selling skills, elements of effective processes and how to map out a sales approach that works for “selling yourself” and your business. The workshop will also look at the importance of building relationships and using social capital as a key asset in growing a business. Exercises will be included to capture social assets and areas of opportunity.



# Never say Never

“The only thing I know for sure,  
is that I will never go into sales  
and I will never own my own  
company.” Gail Mercer-MacKay, Age 20

# What Words Come to Mind?

In his book, “To Sell is Human,” Dan Pink asked individuals to describe what words came to mind when they thought of salespeople:

Pushy

Annoying

Manipulative

Dishonest





# Sales? Really?

30% of sales jobs are held by women

21% of sales VPs are women

Fewer women apply – roles tend to use masculine language (hunter, aggressive, etc.) – and list multiple skills that aren't always needed

HP study found – men apply with 60% of skills vs women with 100%

Women outperform men by 73.9%

More diversity = 15% to 41% higher revenues

Women innately have skills suited to sales: build trust, nurture relationships, listen, provide recommendations.

# Exercise - Why Are You Here?

A woman with long dark hair is shown from the chest up, looking upwards and to the right with a thoughtful expression. Her right hand is raised, with her index finger pointing towards her chin. The image is semi-transparent and serves as a background for the text.

- Take 5 minutes to write down everything that brought you here today
- Don't stop writing
- "I came to this workshop today because...."



Who Wants to Share?

# The Steps to Selling



## **People Buy from People**

Establish your personal brand and digital footprint



## **Connect to Add Value**

Sales is about service



## **Identify Your Target Market**

No, you don't want to sell to everybody



## **Build your Ideal Client List**

What is the best way to reach them



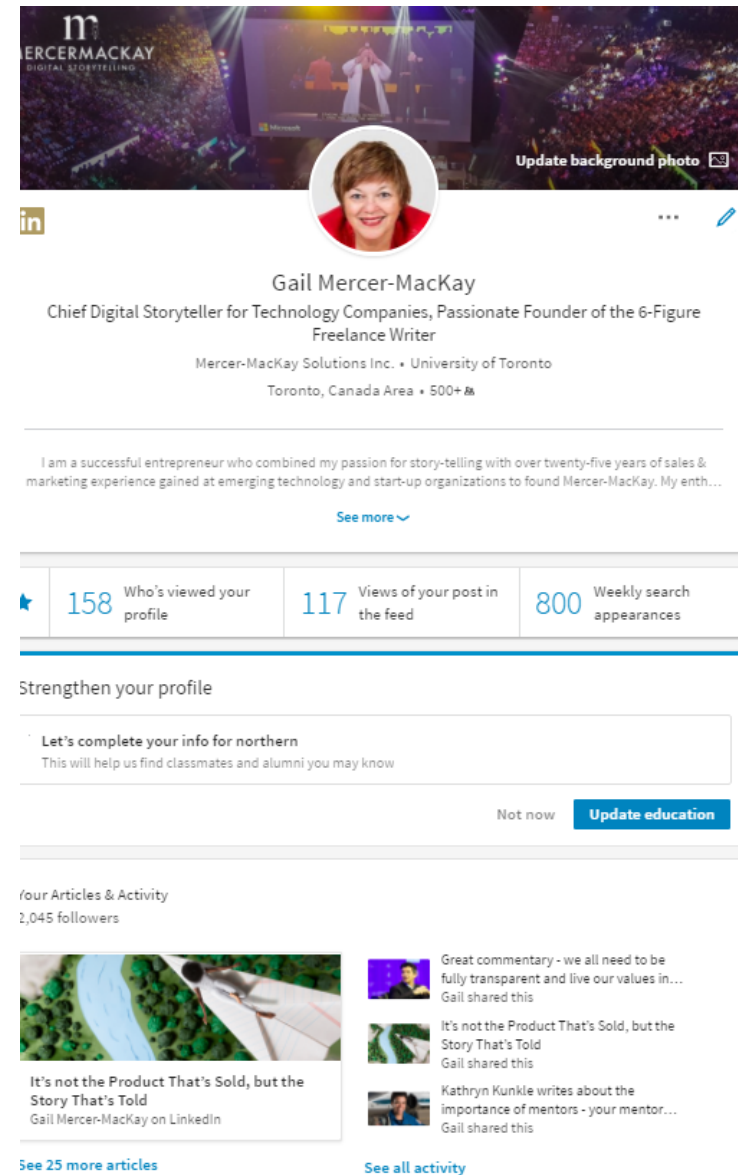
## **The Close**

When selling is not selling

People Buy From People



*“I’ve read your LinkedIn profile, I’ve read your blogs, I follow you on Twitter and I know you can help us. I have \$10,000 to spend – can you help me.”*



The screenshot shows the LinkedIn profile of Gail Mercer-MacKay. The header features a banner image with the text 'm ERCEMACKAY DIGITAL STORYTELLING' and a circular profile picture of Gail. Below the header, her name 'Gail Mercer-MacKay' is displayed, followed by her titles: 'Chief Digital Storyteller for Technology Companies, Passionate Founder of the 6-Figure Freelance Writer'. Her current company is 'Mercer-MacKay Solutions Inc.' and her education is 'University of Toronto'. A summary section follows, stating she is a successful entrepreneur with over twenty-five years of sales & marketing experience. Below the summary are three statistics: '158 Who's viewed your profile', '117 Views of your post in the feed', and '800 Weekly search appearances'. A section titled 'Strengthen your profile' prompts her to complete her info for northern locations. At the bottom, there are links for '4 Articles & Activity' and '2,045 followers'. The activity section shows three articles she has shared, each with a thumbnail image and a brief description.

**m ERCEMACKAY DIGITAL STORYTELLING**

**Gail Mercer-MacKay**  
Chief Digital Storyteller for Technology Companies, Passionate Founder of the 6-Figure Freelance Writer  
Mercer-MacKay Solutions Inc. • University of Toronto  
Toronto, Canada Area • 500+ ♾

I am a successful entrepreneur who combined my passion for story-telling with over twenty-five years of sales & marketing experience gained at emerging technology and start-up organizations to found Mercer-MacKay. My enth...

[See more](#)


★ 158 Who's viewed your profile	117 Views of your post in the feed	800 Weekly search appearances
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**Strengthen your profile**


Let's complete your info for northern  
This will help us find classmates and alumni you may know

[Not now](#) [Update education](#)


4 Articles & Activity  
2,045 followers




**It's not the Product That's Sold, but the Story That's Told**  
Gail Mercer-MacKay on LinkedIn



Great commentary - we all need to be fully transparent and live our values in...  
Gail shared this



It's not the Product That's Sold, but the Story That's Told  
Gail shared this



Kathryn Kunkle writes about the importance of mentors - your mentor...  
Gail shared this

[See 25 more articles](#) [See all activity](#)



# Did You Know?

- 82 percent of children in 10 Western countries have a digital footprint before the age of 2, (yet only 33% of that comes from their mothers posting about them)
- 24% of respondents have been negatively affected by information about them online
- 42% of respondents have changed their opinion about someone based on online information
- 53% of respondents have never searched for themselves online, for those that do, only 1 in 5 believe that the information presented is accurate and what they would like to see
- 79% of respondents are not actively managing their online presence

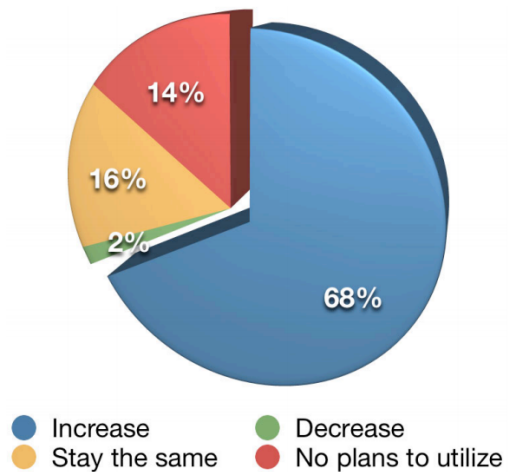


# You Have a Brand – What Does It Say?

- Unclear / Clear
- Boring / Interesting
- Limited experience / Highly experienced
- Generalist / Specialist
- Unconnected / Well connected

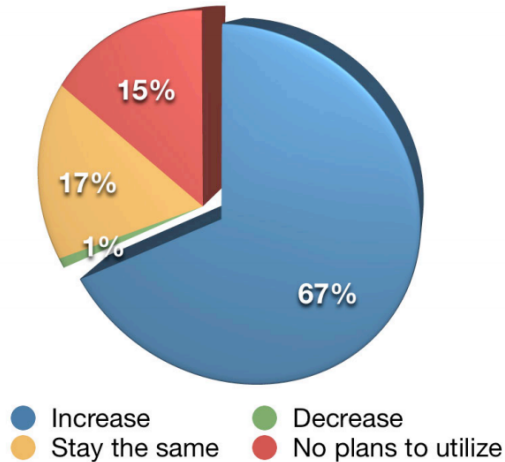


# Top 4 Social Media Platforms for Business



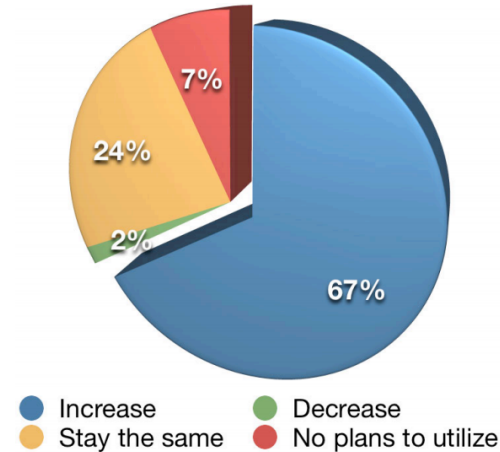
## #1 Blogs

B2B marketers are more likely (74%) to increase blogging activity compared to B2C marketers (63%)



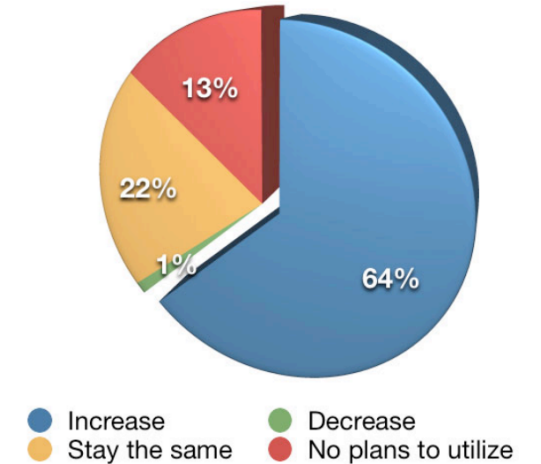
## #2 YouTube

A significant 67% of marketers plan on increasing their YouTube marketing efforts.



## #3 Twitter

A majority of marketers (67%) will increase their activities on Twitter, up from 64% in 2013. Twitter moved from the number-five slot in 2013.



## #4 LinkedIn

B2B marketers are significantly more likely to increase their use of LinkedIn (77% B2B vs 54% B2C.)

1.5 billion on YouTube and 328 million on Twitter monthly – Source TechCrunch

Source: Social Media Examiner – Marketing Industry Report

# Build Your Personal Brand Statement

# Exercise – Pick the 5 Words That You Want to Be Known By

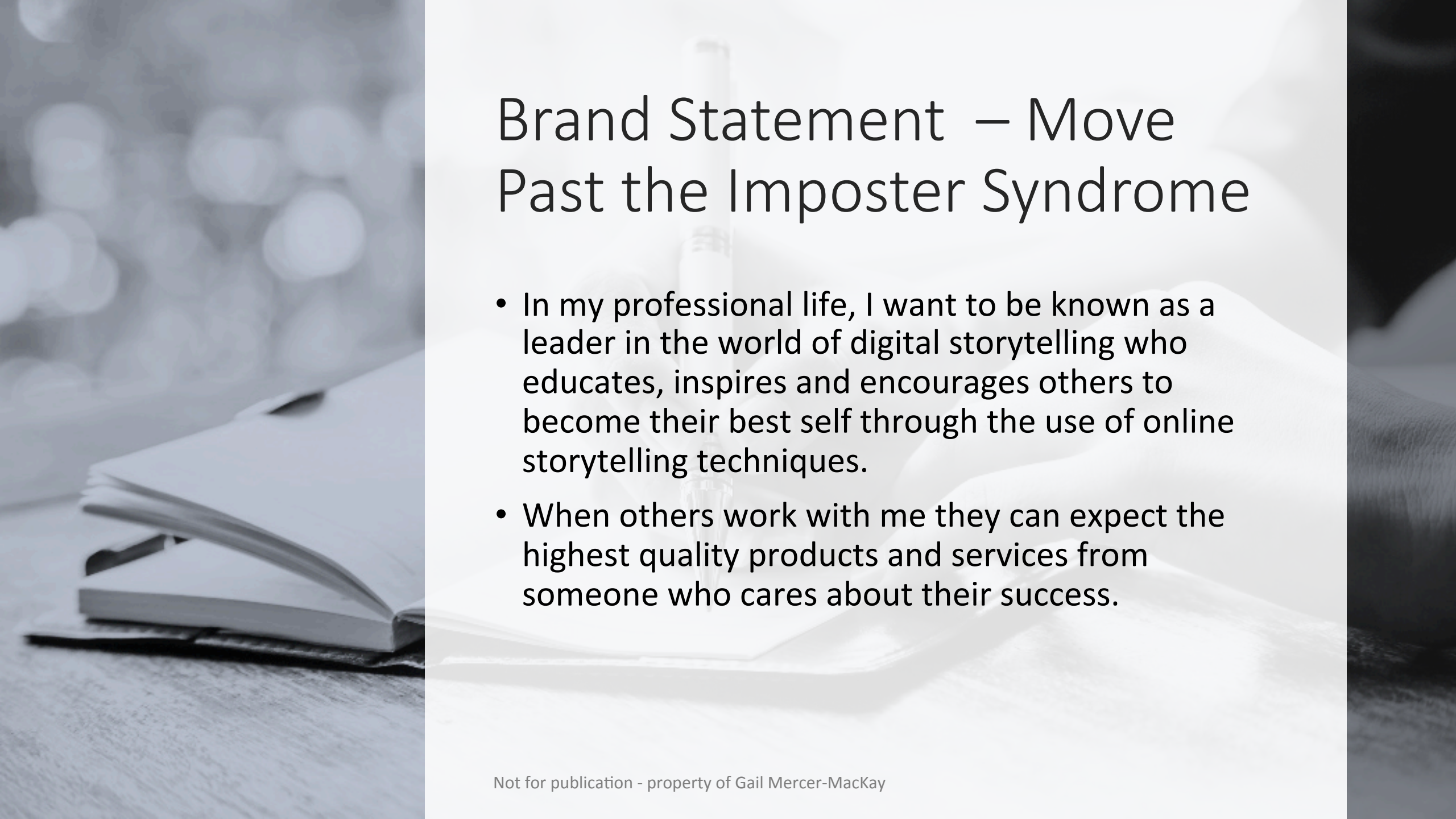
- Achiever
- Acknowledger
- Adventurous
- Ambitious
- Appreciative
- Authentic
- Brave
- Career Focused
- Caring
- Competent
- Confident
- Collaborative
- Contributor
- Courageous
- Dependable
- Determined
- Effective
- Energetic
- Excellence
- Great Attitude
- Honest
- Integrity
- Knowledgeable
- Leader
- Loyal
- Motivating
- Organized
- Purposeful
- Quality Driven
- Respectful
- Successful
- Supporter
- Teacher / Educator
- Team Player
- Tolerant
- Trusted
- Unique
- Versatile

# Use Your Words to Build Your Brand Statement

In my professional life, I want to be known as:

- Leader
- Inspiring
- Motivating
- Educator
- Quality Driven



The background of the slide features a soft-focus photograph of a white notebook with a pen resting on it, set against a blurred bokeh background. The notebook is open, and the pen is positioned vertically. The overall aesthetic is clean and professional.

# Brand Statement – Move Past the Imposter Syndrome

- In my professional life, I want to be known as a leader in the world of digital storytelling who educates, inspires and encourages others to become their best self through the use of online storytelling techniques.
- When others work with me they can expect the highest quality products and services from someone who cares about their success.

# Brand Statement

- In my professional life, I want to be known as \_\_\_\_\_ in
- the world of \_\_\_\_\_ who \_\_\_\_\_ others to become/achieve
- \_\_\_\_\_ through \_\_\_\_\_.
- When others work with me they can expect \_\_\_\_\_.







Gail Mercer-MacKay

Chief Digital Storyteller for Technology Companies,  
Passionate Founder of the 6-Figure Freelance Writer  
Toronto, Canada Area

Add profile section ▼

More...

-  Mercer-MacKay Solutions Inc.
-  University of Toronto
-  See contact info
-  See connections (500+)

I am a successful entrepreneur who combined my passion for story-telling with over twenty-five years of sales & marketing experience gained at emerging technology and start-up organizations to found Mercer-MacKay. My enthusiasm for life, learning and curiosity about how to marry the benefits of techn...

## Articles & activity

2,445 followers [Manage followers](#)



### Don't Worry, It's All Just Practice: What Yoga and Billy...



Gail Mercer-MacKay  
Published on LinkedIn

As I stand, carefully positioned at the back of the studio, the instructor announces our next pose: The Warrior. I groan in advance of my body joining the painful chorus. Listening carefully to her. ...see more

12 Likes

 Like  Comment  Share

[See all articles](#)



Nice job - two amazing women!  
Jennifer and Maria. Some more...

Gail commented  
1 Like



It's wonderful to read stories about  
Microsoft partners around the world.

Gail shared this



Fantastic news - you guys are doing  
awesome. Congratulations!

Gail commented  
1 Like

[See all activity](#)

# Build Your LinkedIn Footprint

1. Great picture (use photofeeler.com to check)
2. Awesome banner (your personal brand in pictures)
3. Your headline (tell your story in 15 words - include searchable words)
4. Your summary (tell your story in 200 words – add in social proof)
5. Examples of social proof – articles, video, awards, etc.
6. Post and share daily *“you can have everything in life you want if you will just help other people get what they want”*. Zig Ziglar
7. Blog on a cadence

Exercise – Check Your LinkedIn Profile

# Connect to Add Value



# Social Etiquette – Think Kindergarten

- Share
- Learn
- Connect
- Grow





# Two Approaches



Donatas Jonikas, PhD • 5:45 AM

Hi, Gail

How are you?

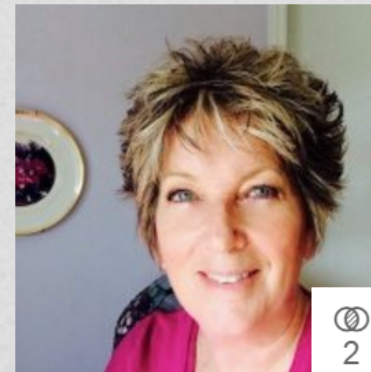
I'm reaching you out as a business founder. Don't worry - I have nothing to sell :-)

I'm writing a new book about leverages in marketing. Here is a post (with video) on LinkedIn

<https://www.linkedin.com/pulse/do-you-use-leverages-marketing-donatas-jonikas-phd/>



Pending invitations (1)



**Cheryl Gregory**



I teach people how to easily and effectively DEAL with others, so they can sell more and

2

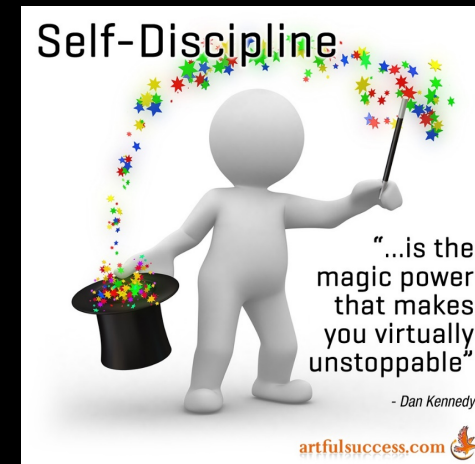


# Exercise – Social Connections

- Share other people's content
- Start to identify a list of people you want to connect with
- Comment on their posts or content (start a dialogue)
- Finish your LinkedIn profile update before making connections

# Adopt a Social Selling Discipline

- Define your calendar
- Schedule time in your day
- Use the platforms to foster business connections
- Measure your success



# Social Speak / Cheat Sheet

## Daily – 10 minutes on Twitter

- Follow 10 interesting people
- Tweet one original comment re your specialty
- Re-tweet the people you want to get to know
- Thank people for mentioning you / following you
- Re-tweet something interesting
- 

## Daily – 10 minutes on LinkedIn

- Find new connections that align to your ideal client
- Reach out to establish an initial connection
- Reach out to take an existing connection to the next level (virtual coffee or face-to-face)

## Weekly – Match Your Activity to Your Goals

- Who did you connect with socially that you want to take further?
- Do you want to move to the next step in the connection cycle?

## Monthly

- Review Twitter Analytics – baseline follower growth of 2 to 5%
- Have you connected personally on Twitter with anyone on your target list?
- Determine how many new LinkedIn Connections you have established
- Are you able to take any new LinkedIn Connections to the next level?

# Identify Your Target Market

# Exercise - What Is Your Company's Value?

- Who you are?
- What do you do? (what are you supremely qualified to help your customers with)
- Who do you do it for?
- What do those people want or need?
- How do they change / transform as a result of what you give them?





# Filling Your Funnel



WHO IS YOUR TARGET  
AUDIENCE?



WHO ARE THE TOP 20  
CLIENTS YOU WANT?



WHAT THE NAMES OF  
YOUR TARGET  
BUYERS?



CAN YOU CREATE A  
NETWORKING MAP TO  
THEM?

Customer Profile												
This chart will begin to form the basic profile information that will drive content and messaging for the ideal customer.												
Please complete each section to the best of your ability.												
This profile grid will help us understand similarities as well as to better identify your unique value add.												
Customer	Industry	Number of Employees	Number of Locations	Customer's Annual Revenue	Product or Service	Client Pain Point	What Drove the Need	What Did I Deliver	Client Feedback / Reference?	Case Study	My Experience	Decision Maker
Fin/Serve Widget Company	Tech for Financial Services	50		2\$10 million	Build software applications for banks and credit unions	Can't create enough assets for sales; no internal marketing	Leads were slowing down and sales are screaming for leads	Website copy, 2 blogs and a customer case study	"Great job - we would definitely work with you again"	Yes	Paid slow. Client disorganized. Too many revisions but I liked working with them because they are super nice and the work was good quality - I use it to get other jobs.	John Brown is the owner but Garth Brooks is the head of sales - John needs to sign the agreement

# Ideal Customer Profile

# Methods to Connect

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- Complete 10 marketing reach-outs per day
  - Phone
  - eMail
  - LinkedIn
  - Warm Intro
- Ask questions on LinkedIn Groups
- Volunteer for an association that is in your target field
- Send letters in the mail with a clear follow-up phone call





Getting a meeting – don't  
talk much, simply probe

- The more your prospective client talks, the more likely they are to give you business
- Ask open-ended questions
  - Tell me how you decided to embark on this project?
  - What is most important criteria for you to ensure this project is successful?
  - What have been your challenges in the past working with other suppliers?
  - How are you measured this year? Can this project help you meeting your personal KPIs?
  - Do you have an example of a deliverable that you think is ideally what you want the end result to look like?

# The Four Cornerstones



- **Budget** – How much were you planning to spend on this project? Do you have any budget constraints you are working with? How can I help ensure you meet your budget restrictions?
- **Need** – How is this project going to benefit your organization? How will you be measuring results?
- **Timing** – Do you have any start/stop timing constraints?
- **Authority** – What is the signing process for this project? Should I send the Statement of Work – SOW – to you directly or someone else? What is the best way for you to pay for this – by invoice or by credit card?

# The Close

# Process (Science) of Sales



**Know your service and believe in your value proposition (not just in your head)**



**Attract or Promote to Suspects (Prospects, Customers)**



**Attention – Determine their interest – are you a good fit?**



**Use assumptive close**



**Never sell, always serve**



*"People don't buy for logical reasons. They buy for emotional reasons."*

*"Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust."*

*Zig Ziglar*





If you speak after you ask the close question you will almost always lose or delay the deal.

# The Assumptive Close

Assuming you decide to engage me, would you like me to start this week or next with the first interview?

# Recap - The Steps to Selling



## **People Buy from People**

Establish your personal brand and digital footprint



## **Connect to Add Value**

Sales is about service



## **Identify Your Target Market**

No, you don't want to sell to everybody



## **Build your Ideal Client List**

What is the best way to reach them



## **The Close**

When selling is not selling

# Feedback, Questions & THANK YOU

