



SALES OPERATIONS PEER GROUP MEETING

Social Media in B2B Sales: Impacts and Opportunities

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The meteoric emergence of the “socialsphere” phenomenon and the opportunities it presents is a red-hot topic for marketing and customer service organizations in B2C companies worldwide. But what potential do social media tools and practices hold out for sales professionals in B2B markets? [Click to view meeting presentations.](#)

Key Takeaways are culled from attendees’ comments communicated during discussion periods and on paper.

Attendees’ Key Takeaways

- √ **“Go to the people in your building who have a story to tell.”** An expert, the old adage goes, is anyone from 100 miles away carrying a briefcase. All too often organizations disregard the intellectual and experiential capital within their own walls. Communication in the social space is like a party. It’s personal. Look to your organization’s employees to tell the stories that enhance awareness and loyalty.
- √ **“Listen before jumping in.”** By all means, jump in, but do so after listening for a while to what your B2B prospects are saying and doing in the socialsphere. From a sales point of view, social media offers gold. You can listen to your prospects’ language and concerns, self-expressed, before approaching them with your pitch.
- √ **“Every audience is online; you just need to find them.”** Including B2B audiences. Just as every business scrambled to have a fax number when faxing was new, and just as every business scrambled to have a website during the dot-com boom, every business now is creating a social presence. Also like those earlier tech revolutions, many don’t yet know what to do with it. But they’re there, and you can listen.
- √ **“Be proactive.”** The social space is ideal for sales operations. It’s time to devote resources to becoming expert in the medium.
- √ **“I took four pages of notes, and I never take notes!”** This topic is a winner within the organization. The investment required is mostly about assigning the right people to the task—digital natives who intuitively understand the medium—and giving them time to go after it. And the potential results are enormous in terms of getting information about what prospects want—crucial information heretofore scarce and hidden.