

P	<u>Pinpoint</u>	<p><b><i>Knowing exactly what your ideal customer looks like is the #1 step for creating sales success</i></b></p> <p>Deloitte has already identified its customer stakeholder persona's and the recent research project carried out by 2MARK-IT has reflected this targeting.</p>
L	<u>Learn</u>	<p><b><i>"Seek First to Understand, Then to Be Understood" (Covey)</i></b></p> <p>Yet again, the recent research project has provided new insights to individual prospects. But, this is a continual process.</p> <p>Deloitte needs to take the time to listen and learn everything it can about its prospects. It needs to learn about their company, industry, challenges, and what is most important to them. Deloitte needs to listen to what they are talking about, the topics that are relevant to them, and the questions that they are asking.</p>
E	<u>Engage</u>	<p><b><i>Get in the game!</i></b></p> <p>Customer stakeholders have to get to know Deloitte executives and trust them before they will buy.</p> <p>This involves creating and maintaining great profiles that articulates the value Deloitte provides.</p> <p>It calls for connecting and engaging with prospects on LinkedIn – Liking, commenting and adding value to the conversations these prospects are participating in.</p>
A	<u>Advocate</u>	<p><b><i>Become a voice for your audience and their interests</i></b></p> <p>We need to use social listening to correctly position Deloitte customer facing executives so that they can share news and information that is relevant and informative to the company's target markets.</p> <p>It will be necessary to align with Deloitte marketing to create content that provides answers, insights, and thought leadership.</p> <p>It will be necessary to advise Deloitte executives on how to connect with other leaders in the industry to create conversations that focus on helping Deloitte's market audience to be more successful.</p>
S	<u>Secure</u>	<p><b><i>"Numbers of sales do not correspond to numbers of readers" (Michael Korda – Author)</i></b></p> <p>Sales is a fundamental element of Social Selling. We need to implement a clear strategy on how to move a conversation offline and 1-on-1 with a potential customer. Deloitte's executives will need to learn and hone their Social Selling skills to secure a meeting, phone call, or email where they can continue the conversation, and move the sales process forward.</p>
E	<u>Expand</u>	<p><b><i>Making the sale is just the beginning!</i></b></p> <p>Particularly considering the complex selling environments that Deloitte operates within, it knows the value of their existing customers. They are not only a source for additional sales revenues but are also crucial for creating social proof, warm referrals, and new connections.</p> <p>Social channels are indispensable for preserving relationships, remaining relevant, and reducing customer churn.</p>