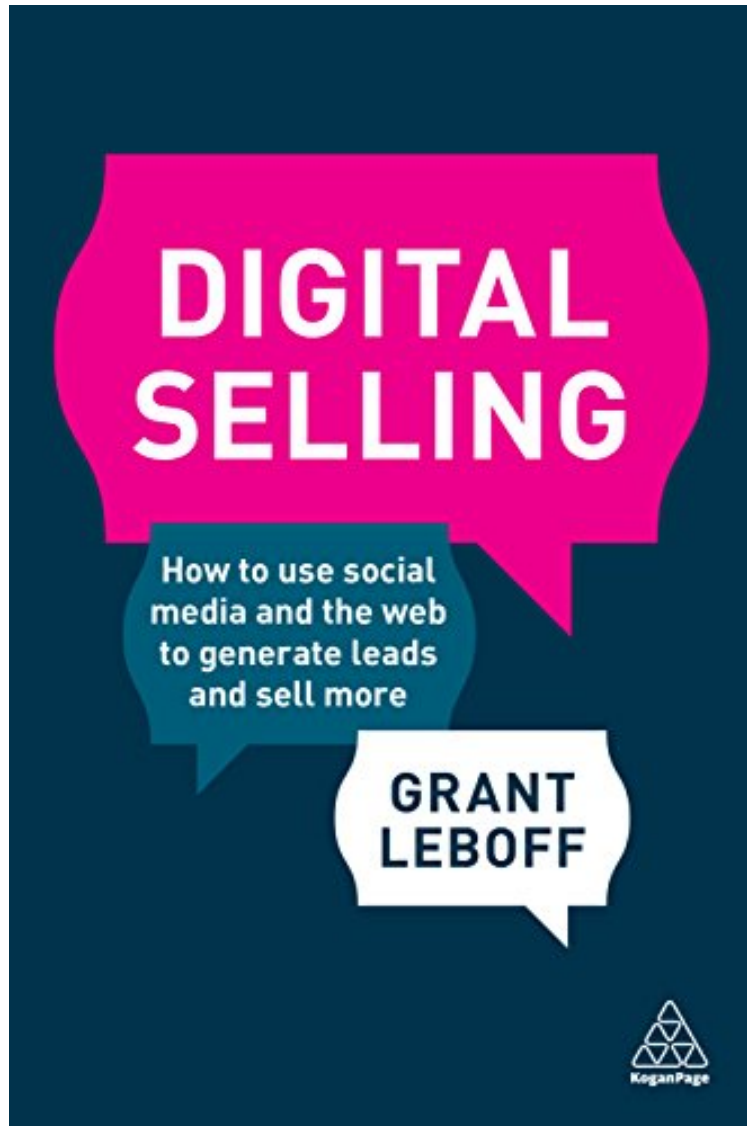


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# Digital Selling: How to Use Social Media and the Web to Generate Leads and Sell More

Grant Leboff

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**Grant Leboff : Digital Selling: How to Use Social Media and the Web to Generate Leads and Sell More** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Digital Selling: How to Use Social Media and the Web to Generate Leads and Sell More:

1 of 1 people found the following review helpful. Very goodBy DarrenIngram\_dot\_comUsing social media and the web to funnel sales to your business is the aim of this easy-to-read, powerful guide to digital selling.If you are still transforming your business from the 'analogue world' to the 'digital world'; the book helps you understand what you are getting

into Those with some form of digital presence and online activity aren't left out either, since there may be a lot of polishing or renovation of existing activities to undertake. You may think you are a digital expert because you've grown up around computers and the Internet, using social media as a third arm, yet the way you conduct your business online is not necessarily so simple. Mistakes can be made or, even worse, you are wasting potential opportunities due to ignorance and misunderstanding. This is an advice-rich, forward-thinking book that is going to benefit predominantly SMEs, yet much of the same goodness can be used within the larger corporate beasts too with a degree of modification. If you let it, the book may even help refocus and restructure processes within your company that may not directly touch on the digital realm since the same advice may be universal, such as how you prospect a customer and present to them; elements may differ but the core remains the same. If you have a rotten core, your fruit harvest may be somewhat rotten too; The author is critical that many companies use outdated sales models, backed up by inefficient and obsolete systems and methods from a bygone time. This is true and you may need to get with the programme before your rivals or a new upstart eats your lunch. That does not mean you throw away the baby with the bathwater, but you selectively and carefully deploy the right new tools to take you forward. There is no change for change's sake here! There is a good chance that a lot of the information presented may be redundant to the reader but it is still worthy of a skim-read as buried in-between "stuff you know" can be additional tips or knowledge that may just make your existing processes shine. Yet there was still a lot of "new stuff" and even refreshing of existing knowledge was not a wasted exercise. This book is a powerful ally to have on your side. Use it, whilst you can, before it may be too late for your untransformed business.

0 of 0 people found the following review helpful. This guy is trying way too hard to sound smart and it's just backfired. By Jaden Terrible. The language used is very difficult to read and the book has no actionable tips whatsoever. Was a struggle to read, couldn't get past the second chapter.

0 of 1 people found the following review helpful. Stevo's Business Book of the Week. By Steven Brock "Digital Selling" is Stevo's Business Book of the Week for the week of 2/5, as selected by Stevo's Book Reviews on the Internet

The sales and marketing functions are increasingly converging, with lead generation now frequently arising from digital promotional campaigns, and the opportunities for tried and tested consultative sales techniques diminishing in the face of scarce customer attention and availability, as well as a plethora of readily accessible comparative product information. To take part in this process, salespeople need to understand and interact with customers via multiple channels, participating in social media in collaboration with marketing to influence purchasing decisions and convert contacts to sales. Digital Selling makes sense of the new paradigms in which a salesperson now operates. It outlines the new strategies required to make the most of the plentiful opportunities that exist, and provides the practical advice salespeople need to use the social web effectively, generate leads and sell more. Packed with great advice for business people on engaging with their customers online and via social media, Digital Selling explains why embracing the social web is vital, how the sales role changes in a digital environment, the lead generation model in a digital world, how to build your online network and more. As such, sales professionals, digital sales directors, senior directors, SME owners and anyone required to make strategic decisions, implement programmes, and go out and sell seeking new ideas and ways to reach their markets will benefit from this straightforward and practical book from one of today's thought leaders on digital sales and marketing.

About the Author Grant Leboff is the founder of Sticky Marketing Ltd., a consulting firm that advises clients on sales and marketing strategies, building their brand and positioning it as market leader in their particular sector. A regular speaker at conferences around the world, he is also a contributor to many business magazines and newspapers including The Financial Times. He is also the author of Sticky Marketing and Stickier Marketing (Kogan Page).