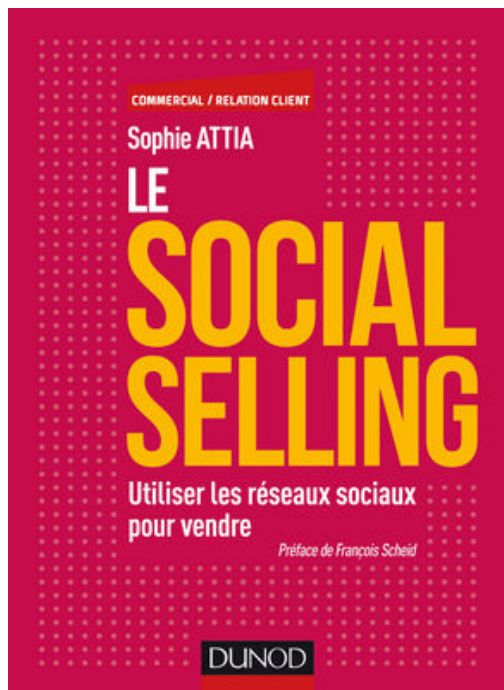


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Le Social Selling, c'est utiliser les réseaux sociaux (Facebook, Twitter, LinkedIn...) pour augmenter ses ventes et ainsi développer son chiffre d'affaires. C'est aussi faire de ses commerciaux des ambassadeurs de la marque sur ces réseaux afin de prospecter et fidéliser les clients.

Pourquoi l'utilisation des réseaux sociaux est un atout dans la relation commerciale? Etes-vous prêt à vous lancer dans le social selling? Est-ce le bon moment? Quel réseau social choisir? Comment ça marche? Comment mesurer les résultats de votre démarche? Telles sont les questions auxquelles répond ce livre.

A partir d'exemples concrets, de tout secteur, en BtoB et BtoC, il propose une méthode claire et des techniques simples pour faire des réseaux sociaux une arme commerciale!

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