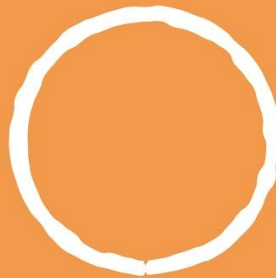
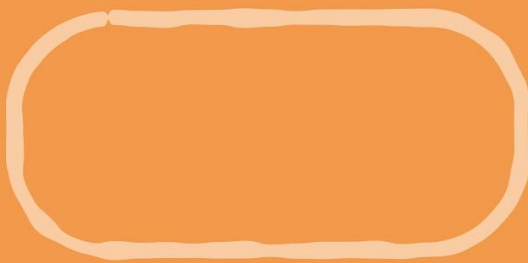
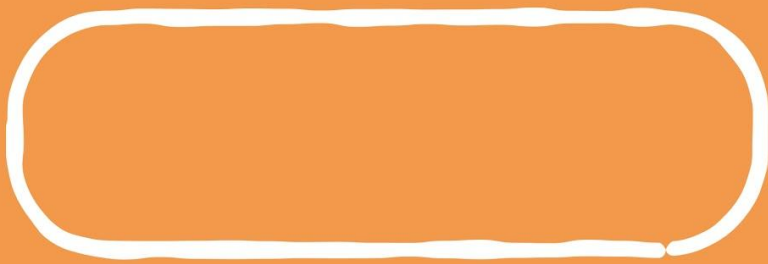




Social Selling Sequence



SDR Nation

Weave this sequence into your other touch points with a prospect.

Day 1

View profile.

Day 2

Engage with a post of your prospect's, respond to/like a comment of your prospects, then, send a personalized connection request.

Personalize based on:

- content prospect shares
 - content prospect engages with
 - what the prospect writes about themselves in their "about section"
 - or what a prospect's former employee/employer writes about them in their recommendations
- ◇ If the prospect accepts,
- ↳ **Then:** bump them with a "thanks for connecting!" or "great to be connected."

- ◇ If the prospect responds,
 - ↪ **Then:** be prepared with a conversational talking point related to your initial request.
 - “Saw your comment on so-and-so’s post, what do you think about XYZ?”
 - “So... saw you're a fan of Avengers (me, too!), who’s your favorite character?”
 - “Lots of growth on your sales team – are you chugging all the coffee?”

- ◇ If the prospect responds,
 - ↪ **Then:** continue with a casual conversation about whatever you initially started with, then, if there’s a natural break, turn the conversation to their company/job.
 - “Well, Avengers aside – what’s it like to be battling salesforce and chasing leads (instead of bad guys) all day?”
 - “Ha – I keep telling myself I’m going to do a caffeine detox, but I can’t last the week. So, how’s it going with ____ (fill in the blank initiative)?”

Try to get the prospect to open up about their job.

The goal is to get them to share something they're working on that your solution could help them with.

Example:

Prospect: "We've been hiring a ton."

You: "Yeah, I saw all the open reqs. How often are you in interviews?"

Prospect: "At least three times a week."

You: "I bet that eats into your time to coach your reps, huh?"

Prospect: "A little..."

You: "Well, I don't know if it would be helpful, but one of our big use cases with Gong is to reduce time to productivity for ramping reps / streamline coaching for managers so you get to the moments that matter. Not sure if that's something that could be worth exploring?"

Prospect: "Maybe... what's the high level?"

You: "For sure, here's a one pager: the TL;DR is we capture rep calls & surface everything from "oh, dang I didn't know my reps were telling customers that" to creating a hive-mind of best practices for your team... easier to show than tell, but if you're hiring a ton & don't have a lot of time to coach, could be worth a conversation. Wanna grab 15 minutes this week? You can always tell me, "nah, not interested," after, and we can still stay LinkedIn Avengers buddies :)"

- ◇ If the prospect does not respond,
 - ↔ **Then:** Follow up one to two days later with another note about them, their content, their profile, etc... keep it light. Something interesting and worth responding to, but not, ya know, a deep philosophical something that will make them have to think super hard.

#hottake — I am most likely to follow up if someone asks me a question about one of my recent posts, or follows up building off an idea I posted about.

- ◇ If the prospect still does not respond,
 - ↪ **Then:** Follow up the two days later with an intro video and/or a LinkedIn voice note

- ◇ If the prospect still does not respond,
 - ↪ **Then:** Lay off the DMs and follow up with likes/comments on their LinkedIn for a couple weeks,
 - ↪ **Then:** Try again, or cut your losses and move on to the next prospect

Day 3

Profile view.

Day 4

Like/comment on their post.

Day 5 – ∞

Repeat until they accept your connect request.