

Social Selling Goals



Home	Profile	Connections	Jobs	Interests
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Social Selling Goals

Use this page to document your social selling goals. Whenever you feel you are not making headway – just refer back to your personal objectives to regroup and focus your activities on what is important.

Not everyone has the same objectives, you may be in sales or you may be a consultant or Company Executive. Choose what is best for you.

<input type="checkbox"/>	Stay on top of industry trends and news	<input type="checkbox"/>	Announce events and news
<input type="checkbox"/>	Stay in touch with former colleagues, college classmates, and past business partners	<input type="checkbox"/>	Circulate content and blog posts that my network would find useful or interesting
<input type="checkbox"/>	Make new connections to people with similar interests	<input type="checkbox"/>	Research job candidates and recruit talent to my department or organization
<input type="checkbox"/>	Establish or maintain my personal brand and professional reputation	<input type="checkbox"/>	Research prospects and sales opportunities
<input type="checkbox"/>	Make connections between people in my network	<input type="checkbox"/>	Give referrals and recommendations to people in my network
<input type="checkbox"/>	Ask for referrals or recommendations from people in my network	<input type="checkbox"/>	Connect with colleagues, clients, and prospects
<input type="checkbox"/>	Look for leads and business opportunities	<input type="checkbox"/>	Target new accounts
<input type="checkbox"/>	Educate customers on your solutions	<input type="checkbox"/>	Position yourself as a thought leader or subject matter expert
<input type="checkbox"/>	Deepen relationships in existing customer base	<input type="checkbox"/>	Other

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Maximizing your professional network - How will you utilize your connections to attain your business goals?

How will you help people in your network connect with people, information, and resources they would find useful or interesting?

Identify information you will share via your personal status update:

How much time can you allocate to social selling per day
