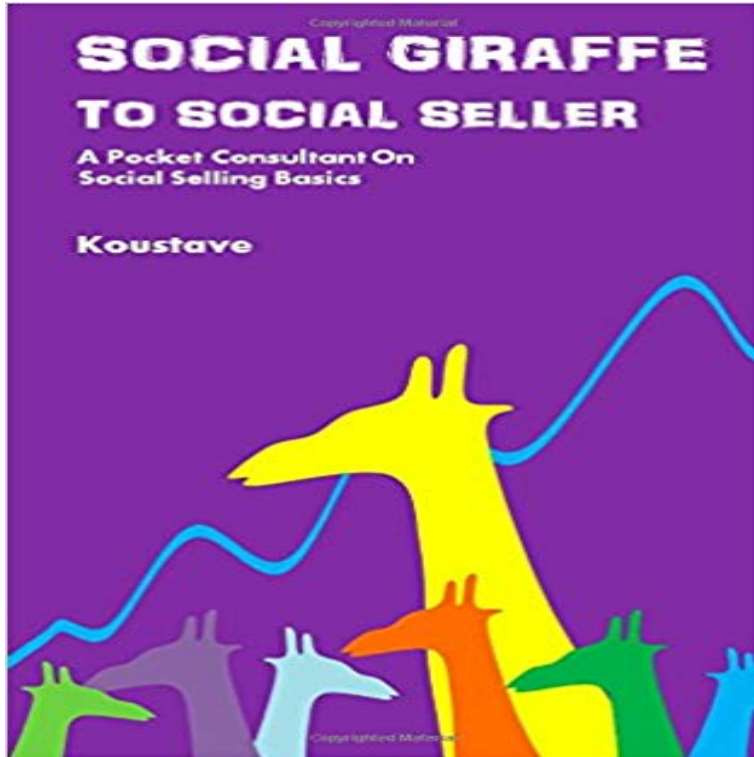


Social Giraffe to Social Seller: A pocket consultant on social selling basics



This book is aimed to give business owners a road map for social selling success. The first thing it does is that it separates the notion of social media marketing from social selling. * Social Giraffe To Social Seller, as the title suggests is a journey from a social media newbie to a social selling expert. The book offers light on bare essentials, rules and steps for the transformation. SGSS is not curated from blogs on social selling. The book is a set of completely original ideas and deals with the complexities of using social media for your business. * The book will answer some subjective and non-technical questions about social media and its role in organization and social selling which many authors often avoid. SGSS does not intend to teach you social media platforms just so you can sell more online. It is a behavioral study of accomplished social businesses and socially savvy CEOs. * Social Giraffe To Social Seller will take you through the hey rules of engagement and the elementary steps of building a social image. You will find some totally new matrices that will explain social selling at a core level. * The salient feature of this book as it serves as a pocket consultant on social selling basics, is that it includes a long list of appendices that provide ample examples and resources for anyone to begin their social selling journey. * The book also includes a list of social influencers you should refer to if you are looking for good advice and ideas.

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