



# Social Selling for Salesforce.com

PeopleLinx integrates with Salesforce.com to embed social in your team's sales cadence and metrics

**S**ocial selling requires new sales behaviors. How do you get your sales teams to integrate social into their everyday sales cadence?

*That's what PeopleLinx does.*

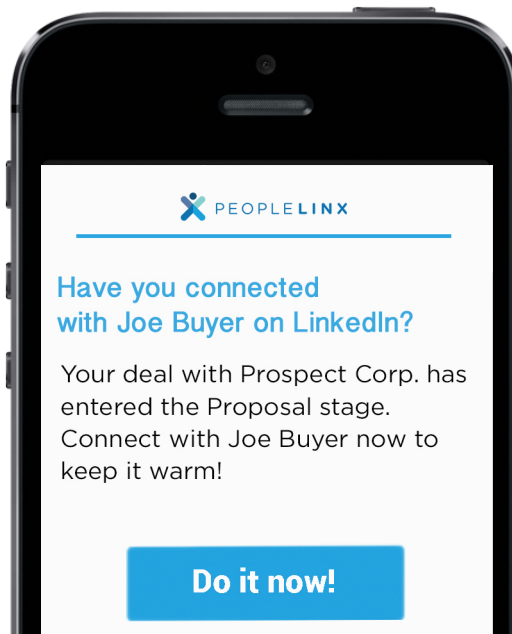
Using your pipeline data, PeopleLinx's Salesforce app automatically prompts salespeople to engage buyers on social media. It tells them whom to connect with, when to connect, and how to engage.

The result? Improved sales execution and a 10-15% sales productivity lift.

## Put Social in your Sales Cadence

PeopleLinx embeds social selling in the sales process. The secure app analyzes pipeline data in Salesforce, then prompts salespeople to take the most effective actions to advance their deals to successful close.

It's like a virtual sales coach.



Your salespeople get automatic reminders when it's time to:

- Update their LinkedIn profiles with company messaging and collateral
- Join LinkedIn groups where their buyers gather
- Follow the corporate Twitter handles of the accounts they're working
- Connect to prospects on LinkedIn

- Share company-approved articles, white papers, and videos
- Email prospects who have gone dark
- Thank new customers for their business

PeopleLinx's proprietary algorithms time recommendations to follow social selling best practices that are proven to engage buyers.

You can even configure the algorithms to reflect your company's unique sales process, methodology and CRM fields.



## Close the Loop to Sales Results

How is social contributing to your revenue? PeopleLinx helps you answer that question with confidence.

With PeopleLinx, you can see which salespeople and teams are most actively engaging buyers on social.

Line that up against quota achievement to understand how social is impacting rep performance.

Better yet, PeopleLinx associates sales activity with specific opportunities to show you how social influences pipeline development.

You can see how revenue is influenced by social, and chart correlations between social activity and stage development.

## Built for Enterprise Adoption

PeopleLinx is designed by salespeople for salespeople. Our customers achieve record rates of employee adoption, because it integrates directly into tools your team is already using: email and Salesforce.

The system proactively notifies salespeople when there are new actions to take, so they'll never miss a step. They don't even need to be logged in to Salesforce to take action. Most actions can be completed with just a couple mouse clicks or screen taps.

PeopleLinx is mobile-friendly and super easy to use.

## The #1 Solution for the Enterprise

PeopleLinx was founded by early LinkedIn team members, and is trusted by the world's top B2B teams.

Fortune 100 technology companies and Big 4 accounting firms use PeopleLinx, along with the world's top law and management consulting firms.

PeopleLinx is an official Salesforce.com ISV partner and member of the Salesforce AppExchange.

**\$1,525,000**

Total revenue influenced by social actions

**563**

Total social actions completed

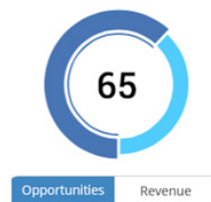
**73**

Reps completing social actions

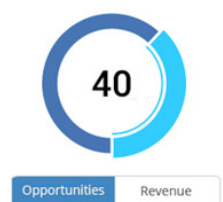
**3.2**

Avg. social actions per won opportunity

Won Opportunities Influenced by Social



Open Opportunities Influenced by Social



## About PeopleLinx

PeopleLinx enables social selling. Founded by early LinkedIn employees, PeopleLinx guides sales professionals to demonstrate expertise, deliver insights, and engage buyers using social networks. Our award-winning technology maps to your sales process, integrates with CRM, and measures results. Customers include Fortune 500 leaders in high-tech, finance, manufacturing, and professional services. To mobilize your team on social, visit [www.PeopleLinx.com](http://www.PeopleLinx.com).

