



Digital Selling: How to Use Social Media and the Web to Generate Leads and Sell More

Grant Leboff

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With an increasing volume of customer time and attention being devoted to mobile and social channels, sales teams need to ensure that they are visible and available online. Until now this has been an area largely left to marketing, but as disciplines converge, sales people need to add digital skills to their existing skillset and how to translate core selling expertise into online business development.

Digital Selling cuts through the abundance of information to help guide salespeople in acquiring the core digital skills needed to understand the new models of consumer behavior. It also explains how to build a brand that is relevant, visible, and has value for the consumer. Author Grant Leboff reveals why embracing the social web is vital, how sales roles change in a digital environment, how to build an online network, how to create structure and time for your lead generation, how to get noticed, and how sales and marketing can work together.

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