



# **The Social Media Sales Revolution: The New Rules for Finding Customers, Building Relationships, and Closing More Sales Through Online Networking**

*Landy Chase, Kevin Knebl*

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**Cold-calling is history—your future is in social media!**

The growth of LinkedIn, Twitter, and Facebook have revolutionized how business is done. Professionals of every type—including your prospective buyers—are migrating in droves to social media to find solutions. If you want their business, you have to be there, too.

Traditional sales methods like cold calling are no longer effective. Social media platforms are now your best tools. *The Social Media Sales Revolution* reveals the enormous opportunities now available for developing relationships and gaining new customers by leveraging the power of social media marketing. It provides a groundbreaking method for dominating markets by using the Internet to reverse the client acquisition process: instead of outbound marketing to generate leads, the entire process will “flip” to one of inbound attraction. You'll Learn how to:

- Present yourself to the business community online
- Build a significant online footprint
- Approach “e-prospects”
- Generate qualified leads through e-referrals
- Close more sales in the new world of social networking

Providing you with an early edge on the competition *The Social Media Sales Revolution* offers the techniques you need today to dominate the marketplace tomorrow.

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