



Staccato
SOCIAL



Staccato - Your Social Selling Assistant

Engaging with prospects via social media is no longer 'social selling'. It's simply part of the sales process. Social engagement enables your reps to reach a wider audience with their message, start more sales conversations and nurture existing relationships. But without direction and guidance, reps rely on guesswork and assumptions to determine the most effective way to leverage social. Staccato Social helps sales professionals succeed through social in 4 primary ways:

01	<p>Sharing high-quality content through social media is an effective way to connect and engage with key players and establish yourself as a thought leader. Staccato Social makes sharing relevant content simple and easy for busy reps and reduces time spent surfing social sites. When you add company-approved articles to the Article library, the right content is at their fingertips.</p> <p>Thought Leadership</p> 
02	<p>Social Gamification</p>  <p>Nothing motivates sales professionals like healthy competition! With every action and share, your reps gain points and climb the Leaderboard. This is not only an opportunity for rewards and incentives, but it provides visibility to managers on who is actively engaging on social . Additional metrics are available in the Manager's Dashboard.</p>
03	<p>Prospect Engagement</p>  <p>From how to create a prospect-attracting LinkedIn profile to the best time to engage with key players, Staccato Social guides your team to take the social actions that deliver the best outcomes. They'll execute the right actions at the right time. It's like having a social selling coach with your team each day.</p>
04	<p>Deal Acceleration</p>  <p>When connected to Salesforce, the platform delivers specific action cards for various sales opportunity stages to help you move deals forward. Whether it's following up after a proposal or simply reconnecting with a contact in a stalled deal, your reps will accelerate sales cycles and close more deals.</p>

 **Contact Us for a Demo**

