

The
first steps
to becoming a
**Social
Seller**



Introduction to Social Selling

Social, search and comparison sites are increasingly used as part of our personal buying decisions. This behavior has now crossed the consumer chasm into the workplace. We are as likely to buy exhibition space, premises insurance and audit services in the same way, as we are hotel rooms and holidays. Social media, online, mobile and digital resources have made business buyers significantly better informed, connected and ultimately more in control. These new behaviours of the connected business buyer are disrupting traditional B2B marketing and sales practices.



Social Selling is a response to the connected buyer rather than traditional sales and marketing pitches on social networks. Instead, it is the use of professional social networks to find customers, listen to their evolving needs, relate to their challenges and engage them in conversations that lead to successful commercial outcomes.



First Steps to Social Selling Habits

In **The Seven Habits of Social Sellers** (see: www.artesiansolutions.com/7habits) we identified the essential, customer-centered habits of social sellers.

1. Be Proactive
2. Build a Network
3. Listen
4. Become a brand
5. Practice 360 Networking
6. Nurture your network
7. Be in Service to your customers



To find out more about the
7 Habits of Social Sellers, [click here >](#)

“We become
what we
repeatedly do”
Sean Covey



Where do you start?

The question you need to ask is; how do I improve as a seller to include new, positive and productive patterns?

Essentially, it's habits that define **Social Sellers**. As one VP of Sales shared during our research 'The harder I work, the luckier I get'. Social Sellers that work at these new patterns, these positive habits are engaging their prospects, delighting their customers and making them consistently successful. Their new habits started and making themselves consistently successful with deliberate change. They built a new working rhythm, replacing old, outdated and increasingly irrelevant behaviours with confident and constructive **first steps**.

Buyers have already changed. They are connected, online, social and half way through their decision making process before they contact a seller. Social Sellers have embraced the change, formed new habits and are enjoying their success in a new social, mobile and connected world.

What follows is an examination of the **Seven Habits of Social Sellers** and practical strides that will form a new way of working.



Be Proactive

Spend your day more effectively

According to a recent McKinsey Global Institute report, sellers spend only

39% of their time carrying out role specific tasks,

eg. selling. Other activities, such as reading and answering emails, searching for information and internal collaboration are pulling them away and whilst email is a valuable communications tool it can also slow progress towards closing a sale. Sales people and managers can start by assessing how much time they are giving to direct communication and restructure their day to focus at least 60% of their day on selling.

This stage will drive the discovery of insights that will be of value to your customers and therefore increase your value each and every day



Understand your Market

You need to understand what is trending in your market, who are the market leaders and who are the analysts and commentators that your customers will be listening to. Profile your market and your buyers. Take a few notes but it does not need to be a long document. However you will need to understand the companies, themes, key words, search terms and hashtags that will provide you with a daily digital picture.

Ask yourself, how well do you know your market and your buyers?

Do your research and make some notes. It need only be a note in Evernote [evernote.com](https://www.evernote.com) or your favourite note-taking app or even a few scribbles in your daybook.

The 7 things to research:

1. Your industry and the market you are targeting?
2. Your customers' businesses. How they make money, keep costs under control and differentiate themselves?
3. The market problems and opportunities faced by your customers.
4. Your own understanding of your solution and why it matters to your territory and your customers.
5. What would be the results of solving the problems or exploiting the opportunities for your customers?
6. Insights that you can personally offer about the problems and opportunities.
7. What are the metrics that matter to your customers and what impact can you have?



Identifying the Connected Buyer Profile – Listening and Connecting around their agenda

You now have a good understanding of your buyer, the company that employs them and their role. Connected buyers rarely decide alone so you will have identified multiple roles within your customers' businesses. Now make a note on what you know about your buyer;

- What about your evolving market, product or service will make them rethink their status quo?
- What kind of information and news will they prefer? Whitepapers, blog posts, infographics, editorial?
- How do they find this information?
- What search engine keywords will they use?
- What are their preferred social platforms?
- What potential editorial and social ? signals will they generate when they are buying?
- How can I monitor these resources in a time effective manner?

You now have a great starting point. As a social seller, you will discover valuable insights each and every day that will be of value to your customers and therefore increase your value.



Professional Social Networks

Of course LinkedIn is the largest social network for business professionals but it will only provide a partial picture.

You can find the complete employment history of a complete stranger in seconds but social networks do not tell you when companies are ready to buy

What is more is the number of active users is lower than many of the other larger networks, many sign up but do not participate.

As a minimum also monitor Twitter and the most popular blogging platforms. However, you will want to consider many other platforms that provide you insights that your competition might be missing or because they are places where you know you will find your customers.

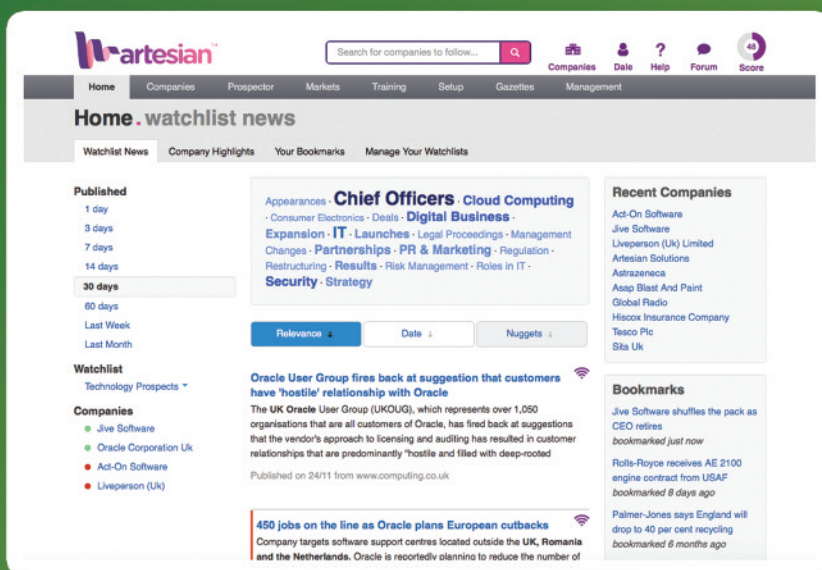


Here are just a few you should not ignore:

Tumblr Eventbrite
Wordpress Quora Twitter
Ning Slideshare
Plaxo Blogger Youtube
Glassdoor Lanyrd LinkedIn
Disqus Google+ Pinterest
Meetup
Instagram Facebook

Being Proactive In Artesian

Artesian allows you to understand and follow companies in lists that make sense to you. It is common, for example, to have separate lists for existing **Customers** and for **Prospects**



but it is possible to get more specific. Create lists that reflect your territory perhaps based

on geography or industry sector. Create a list for **Hot Prospects** or a **Winback** list. After all, everyone deserves a second chance!



Build your network

Having proactively completed your market and buyer profile you now have an understanding of which customers, thought leaders, prospects and others that can be part of your professional conversations. The question now is who do you connect with? The answer varies depending on the platform and individual preferences but here are some guidelines;

Twitter

Twitter is a loose connection network. You can follow others but they do not need to follow you. The reverse is true.

Think of it as a global, 24 hour networking event with streams for every possible professional conversation. You can't listen to everyone all the time but building a network on Twitter means you can stay in touch when it makes sense for you. If you are new to Twitter then the most important lesson is that it takes time to build a network. Start slowly, build up over time and you will be part of a growing and valuable network soon enough.

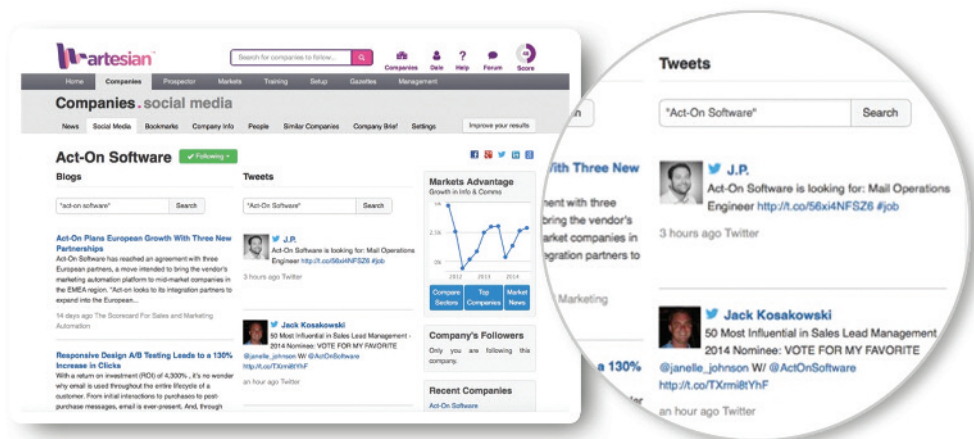




Twitter first steps

- Start following your Customers and prospects if they use Twitter professionally – you can do this easily inside Artesian.
- In addition to following your customers, follow their company accounts. Many will have multiple accounts so it may pay to be selective.
- Use a Twitter search using the hashtags from your market and buyer profile to identify commentators, analysts, consultants and thought leaders in your industry. Follow them.

Social Media searches in Artesian



- **Use Twitter Lists.** Over time, you will not be able to follow the volume of tweets so lists help you chose the conversation that is important to you at any one time.
- **Follow back.** If you are followed and you have common professional interests then follow back without question.
- **Measure.** Analyse your tweets to see how many views (impressions) and how many have engaged with your tweets at analytics.twitter.com





Who You Are in a Twitter Profile

Twitter is a short message medium so you should be prepared to create a profile that is crisp and easy to read. Here are some essential tips to help you get it right and get it right quickly.

- Your Twitter profile should help you get followed. Let people know what you will be sharing so that you attract the right audience.
- Even though your profile is a professional one let your personality come through too. You only have 140 characters though so don't waste them on telling people you like coffee. We all like coffee.
- It is possible to pin one of your tweets to your profile. Of course you can pin news of an upcoming event, one of your wittiest tweets or one that summarises your brand. Instead though consider pinning a tweet that allows people to connect with you a little more personally, something emotionally positive.

Building a Network in Artesian

Don't forget that companies are social structures. They are made up of people organized around a common purpose - an economic or commercial one. This is why social tools can be so powerful when used correctly. Artesian has a people tab that allows users to, at a glance, see key contacts, decision makers and directors.

- Corporate data, from Companies House, gives you insight into other directorships your contacts may have
- A quick LinkedIn search identifies contacts in the company you are following and if they are already in your network

The screenshot shows the Artesian website interface. At the top, there is a search bar and navigation tabs for Home, Companies, Prospector, Markets, Training, Setup, Gazettes, and Management. The main header is 'Companies . people' with sub-tabs for News, Social Media, Bookmarks, Company Info, People, Similar Companies, and Company Brief. The main content area is for 'Portrait Software International Limited' with a '+ Follow' button and social media icons. Below this, there is a 'LinkedIn® Connections' section with a search bar. A 'Directors' list includes Mr. Gerard Richard Willsher (Director, Lawyer), Mr. Michael Monahan (Director, Cfo), and Mr. Timothy Barber (Vice President, Vp Emea). A 'Get to Know™ Mr Gerard Richard Willsher' section provides details: Mr. Gerard Richard Willsher, Director, Date of Birth: 04/01/1967 (47), BRITISH Male. A 'Did you know?' section states: Mr Gerard Richard Willsher is the Portrait Software International Limited Company Secretary. A 'Markets Advantage' graph shows 'Growth in Info & Comms' from 2012 to 2014, with values ranging from 0% to 3%. Below the graph are buttons for 'Compare Sectors', 'Top Companies', and 'Market News'. A 'Company's Followers' section indicates 'No one is following this company.' and a 'Recent Companies' section lists 'Portrait Software International Limited'.



Using LinkedIn Effectively

Many regard LinkedIn the new business card. A connection request usually follows most customer meetings.

In fact, many apply the rule that they will only connect with those that they have met physically. Whilst this is a reasonable position, digital networks actually become larger and more powerful if there is a mix of strong and weaker connections (see callout box)

Apply the [rule of value exchange](#) before sending or accepting a request. If you have common ground and can add value to one another and your network then connect. Ideally, you will have met but you may have held conversations on-line, have followed each other on Twitter for months or share first degree connections. These interactions, whilst not actual meetings, can be as meaningful as any conversation at a networking event in a conference center.





5 steps to LinkedIn success:

1. LinkedIn is the new business card. If you meet someone, connect with them on LinkedIn unless there is a good reason not to
2. Never ever send a generic invite, and think really hard before accepting a generic invite.
3. It is a **digital** network so think beyond physical meetings. What do you have in common, how can you add value, are you in the same groups, do you follow each other on other networks? There are many more reasons to connect than the fact that you have exchanged a handshake.
4. Ask for introductions. Social sellers avoid behaviours disliked by buyers such as spamming. Instead they are targeted in the way they connect, customer centred when they do and authentic throughout. If you are doing these things your network should be happy to introduce you.
5. Use LinkedIn Groups to find new connections.

Other Professional Social Networks

There is more to professional social networks than LinkedIn and Twitter. You should also consider Wordpress, Tumblr, Slideshare, Youtube, Quora, Google+ and many others. If you are, for example, a voracious reader of business books you may build up a network of like-minded professional contacts on Goodreads. The list of social networks is long and changing continuously, so don't be afraid to experiment and try with those that make sense to you and your network.



Become a Great Listener (if you are not already)

First of all ask yourself, as a professional seller, do you listen?

Before you respond, buyers do not think so. Each year Forrester, in their Executive Buyer Study, ask the question **Thinking of a typical meeting with your vendor sales team (or person) how would you characterise their interactions?**

I mean, do you really listen?

The data is sobering.

- Eight out of ten believe that the meeting agenda is driven from the sellers perspective rather than theirs.
- A third believe that their seller is only really listening for a key word or two so that they can launch into a sales pitch.



Listening – the most important skill

The challenge with social and digital networks though is scale. **In a single minute thirty hours of video is uploaded to YouTube, one hundred thousand new tweets are posted and over one hundred new LinkedIn accounts are created.** There is a lot of noise surrounding those valuable signals. Many feel overwhelmed by the sheer volume. However, to quote Clay Shirky, the problem is not information overload. It is filter failure.

The right tools will allow you to listen for important insights from customers, markets and thought leaders whilst filtering out the superfluous or irrelevant.

Listen for Social Signals

In an online, social and digital world, your buyers needs are transparent. They are talking about their business requirements, asking questions, reaching out to their peers in plain view. It is what author and blogger John Stepper calls **Working Out Loud**.

Business buyers now carry out more than half of their decision making process before they will contact a seller. This does not mean that sellers should wait for the phone or the website contact form. Instead we should be where our customers are so that we understand them and we, in turn, become familiar to them. This way, when we do connect it will be warm rather than cold. We should be **listening for buying signals** such as senior management changes, growth and expansion and changes in strategic direction.



Types of Signals

Consider the types of signals you should be looking for. What would indicate that the customer could need your help?

A new Chief Financial Office (CFO) is likely to review financial planning, management reporting, audit and compliance systems in their first one hundred days.

If you sell to any of those requirements then news of a new CFO will be an opportunity for a well-timed, well-received conversation. Every product and service has its own signals. A business that sells digital home-working solutions might find signals in news about local traffic congestion. A company that sells advertising might



find signals about new products. However, your interest in your customers will need to expand beyond the point at which they will buy.

Successful relationships with customers are more than transactional. They don't begin or end with a deal. You will interact with customers far more often than you will transact with them.

Example of Social Signals

Change Signals (Opportunities to Serve)

- Organisational Change
- Leadership Change
- Changes to Markets or Competition
- New legislation
- Relationships and Partnerships

Interaction Signals (Opportunities to Interact)

- All the change signals
- Awards
- Events, Incidents and Accidents
- Local community news
- Sponsorships, charitable contributions
- Individual (career changes, for example)

Top Tip: Before you join a LinkedIn group look beyond its size and subject, check the demographics including typical industry, seniority and corporate function first.



Places to Listen

News. News is often overlooked as a source of insight but not everything can be found on social platforms. By definition, news is information about recent events and business news is insight about your customers and prospective customers. News, like social media is high volume, so you will need some help from apps such as Artesian, which monitor and filter over a million articles a day to ensure professional sales folk see the most relevant news.

Blogs. According to the Content Marketing Institute (CMI) and Marketing professionals in their 2014 Benchmarks, Budgets, and Trends reports more than three quarters of B2B marketers are using blogs as part of their marketing approach. Blogs are an excellent way to understand the culture and direction of an organization.

LinkedIn Groups. Be selective.

Join groups that your customers gravitate towards not just your competitors and peers.

The Twitter Stream. Monitor Twitter Hashtags that you discovered during your market profile. This will identify people and companies that are associated with a particular topic, trend or concept in the markets you serve.



Don't forget other social networks. For example, Glassdoor will give you an insight into what employees think of their company, its future and its management team. This will resonate with many senior decision makers.

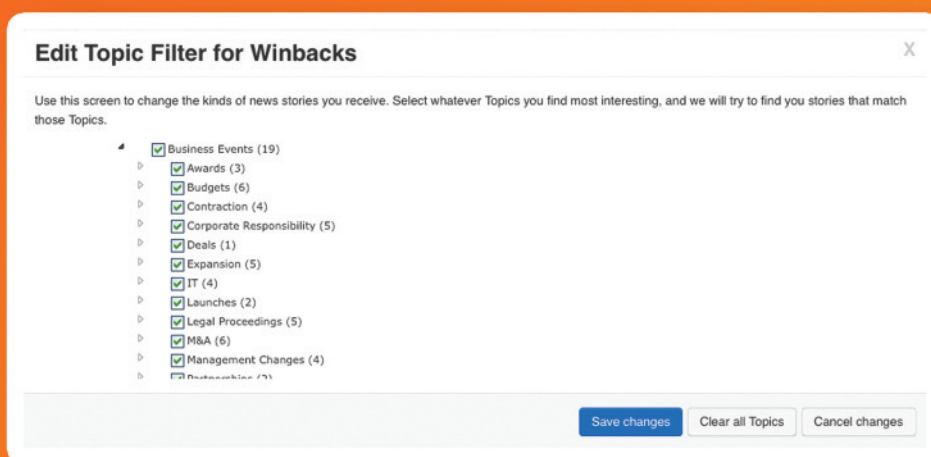
Make your listening routine

Social signals are occurring all day and every day so listening should be frequent but brief, little and often. With the right tools this can be built into your working rhythm to minimize the time you invest. As your use of social approaches improve you will find that you spend less time on traditional research and less time on interrupting customers that are not ready or not interested. Using some of this time to listen instead is an investment in your future success. That being said, you should be organized and efficient in your listening.

Listening in Artesian

Insights for companies that you are following in Artesian can be filtered by business topics. This means that users can be alerted only when specific business events occur such as senior management changes, expansion or new product launches. From the Home Screen, select Manage Your Watchlists then Edit Topic Filters. Once you have checked the topics that are of specific interest, you will automatically be listening for the right social signals. Topics include;

- Awards
 - Budget or Spending Cuts
 - Business Growth or Decline
 - Corporate and Social Responsibility
 - Major Deals or Partnerships
 - Product Launches
 - Changes in Strategic Direction
 - Mergers and Acquisitions
 - Senior Management Changes
- And Many more

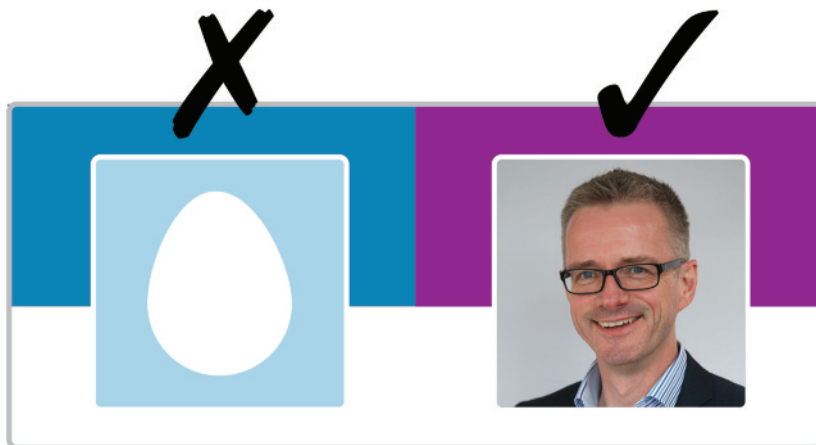




Become a Brand

Basics

We can all miss the basics and profile pictures for professional social networks is the epitome of basic. A simple head and shoulders picture works best. No friends, colleagues, pets, family or motorcycle helmets. Just you.



Headline

Once we are past the profile picture then write a compelling headline and background. Adopt a professional persona that is authentically you in the workplace that will also resonate with your buyers. Update it regularly.

Your market is changing rapidly and professional social networks change even faster. Both Twitter and LinkedIn recently added background pictures and profiles. Changes like these can date your profile rapidly.



Five Steps to Help Customers Discover You

1. Customise your LinkedIn profile URL. [Go to Edit Your Public Profile](#) and then edit your public profile URL to something more memorable and obvious.
2. Thinking about the market profile, are you using key words in all of your social network profiles? Keywords that will be meaningful to your customers.
3. Keep your Twitter profile short. Many Twitter users will be deciding if they should follow you from a mobile device so strip out the clutter and leave any disclaimers or corporate policies until the very end.
4. Have personality your social network profiles should be professional but the style should not be bland and corporate. Let your personality shine through.
5. Make sure your social profiles are in your email signatures.

Build a Brand

Busy sales professionals might find it difficult to find the time to write a regular blog post but consider this. A blog post is available all day, every day. Those that share articles, presentations, micro-blogs and other content across multiple social networks can be discovered by potential buyers as their needs are developing early on in their decision making process. This gives Social Sellers an opportunity to influence the evolving need whilst waiting for the customer to call means that sellers can only offer discounts and terms.



More about building your brand in the habit **nuture** your network below.



Becoming a Brand Basics:

- Personalise connection requests on LinkedIn
- Thank your followers on Twitter for following, favouriting and retweeting
- Use LinkedIn recommendation requests. If you are following the principles of **Social Selling** and are in service to your customers then you deserve it
- Personalise your LinkedIn recommendation requests
- Change the default Twitter profile picture of an egg as quickly as possible
- Use professional language but be authentically you. First person conveys more energy



Practice 360 Networking

The most efficient ways of expanding your network is through your existing connections. We all look to those around us when we are faced with complex or ambiguous decisions. Social sellers understand the importance of influence, the inclination to conform to the same choices taken by our peers.

You may not be able to connect directly with the individual that you wish to. Instead, connect through shared connections, existing vendors, partners and others in their network first.





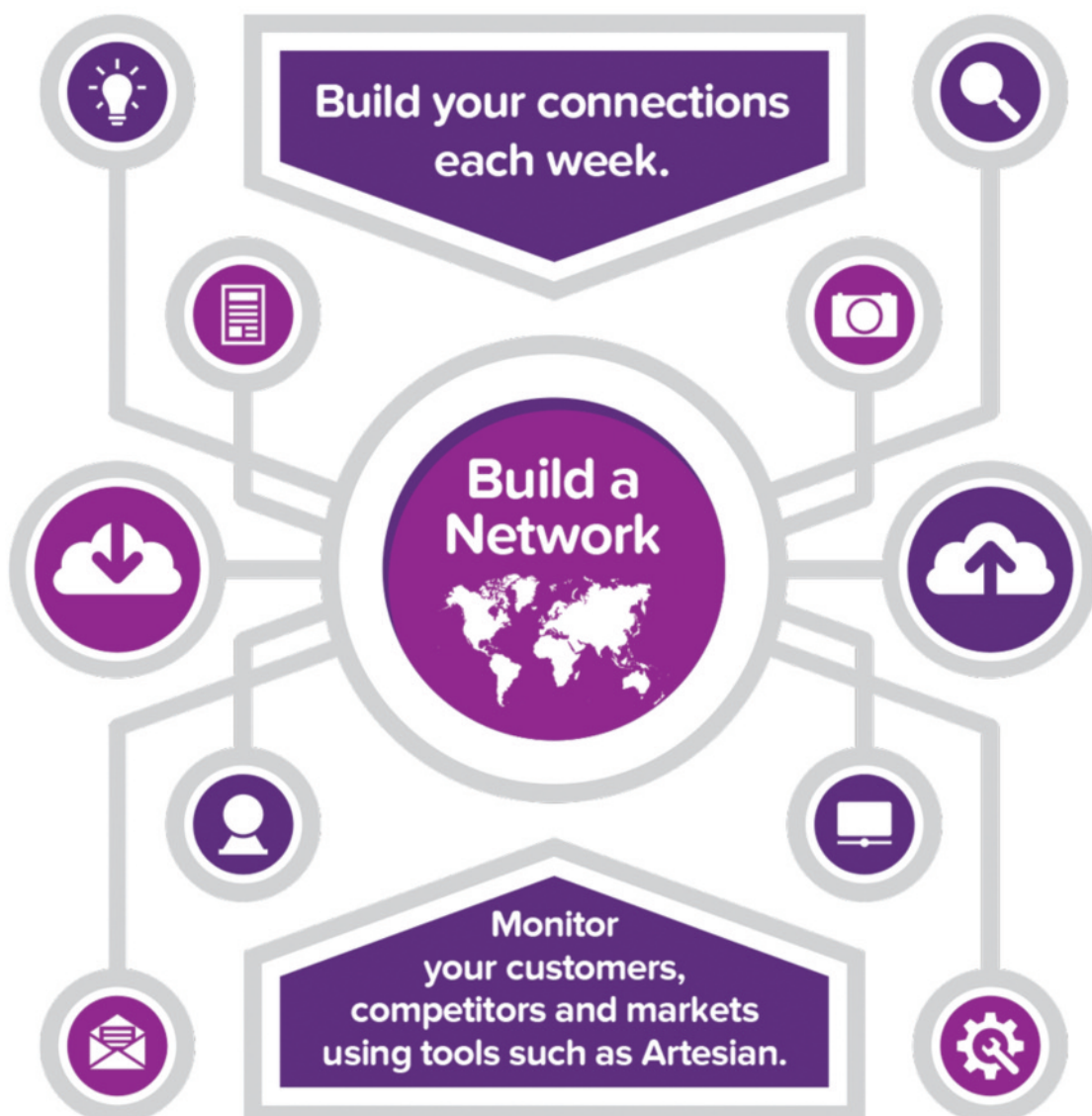
Nurture your network

Jill Rowley is a thought leader in the field of social selling. When she was a rep at Salesforce she would seek out content, read articles, summarise them into bullet points and share these insights with her clients and prospects. Customers returned Jill's calls because they would learn and benefit from those interactions, this was long before Twitter and LinkedIn became dominant digital business networks.

**Create and share content
that shows you are
knowledgeable about
your industry and attuned
to your customers needs**



Once you have a network in place, it must be nurtured. Like listening, this must become routine.





Be Social

Like or comment on status updates, congratulate on promotions, notice birthdays, congratulate your connections when business is good and reach out to help when challenges emerge. Use Twitter Direct Messages or LinkedIn InMail when you want to make the conversation one-to-one but almost all conversations should be conducted publicly unless there is a good reason not to.

Participate

Take part in LinkedIn Groups, Twitter Live Chats, Google Hangouts and the comments section of key blogs. Reply to questions to help and to demonstrate your expertise. Your network is probably taking part so the more visible you are the better.

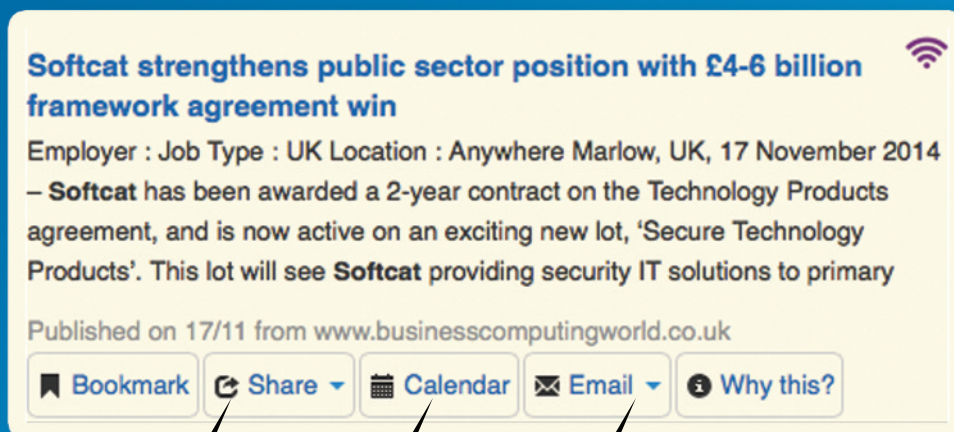
Find appropriate content. You will make good use of materials from your marketing team but there will be material that originates from independent sources that might be equally, sometimes more relevant. Like Rowley, carefully selecting the content, adding context and crafting it specifically for your audience, is a valuable piece of curation that will be welcomed by your community.

Network Nurturing in Artesian

Professional **Social Seller** tools such as Artesian find suitable content and make sharing easy.

- All insights from social and editorial sources can be shared. Hover over the piece of insight and a series of social gestures become visible so that you can quickly post to LinkedIn, Twitter or just via email
- Build a watchlist of the competitors of your key customers. It is a great way of understanding and sharing what is happening in their market more generally

Ways of connecting and nurturing in Artesian



The screenshot shows a news-style insight card. At the top, the headline reads "Softcat strengthens public sector position with £4-6 billion framework agreement win" followed by a Wi-Fi icon. Below the headline, it lists "Employer : Job Type : UK Location : Anywhere Marlow, UK, 17 November 2014" and a short summary: "– Softcat has been awarded a 2-year contract on the Technology Products agreement, and is now active on an exciting new lot, 'Secure Technology Products'. This lot will see Softcat providing security IT solutions to primary". At the bottom of the card, it says "Published on 17/11 from www.businesscomputingworld.co.uk". Below the text is a row of five buttons: "Bookmark", "Share" (with a dropdown arrow), "Calendar", "Email" (with a dropdown arrow), and "Why this?" (with an information icon).

Share via
LinkedIn or
Twitter

Reminder
for your next
engagement

Share
by mail



Contribute

More important than participating is making a contribution.

Offer insight, opinion, contribute to the conversation and highlight your expertise.

Whilst offering 'free' advice seems counterintuitive to the traditional seller, the social seller knows that they are giving to get. They are building up their reputation and influence in a community that will ultimately include their customers.

Making a Contribution

- **Keep it short.** Use a URL shortener. This leaves more space for your microblog and allows you to track responses
- **It is not all home grown.** Share independent content as well as that from your marketing team
- **Rinse and Repeat.** You can share content more than once in Twitter. Most dip into and out of their Twitter streams so repeat (but not too often)
- **Give to get.** B2B Buyers do lean towards vendors that supply relevant and quality content



Be in Service to your Customers

As business buyers are typically more cautious about their decision making process than consumers. Reputations and careers are at stake.

Three quarters of buyers look for social proof, that is to say that they reach out to their social network, as part of making purchasing decisions. The more senior the decision maker, the more likely this is according to the IDC who report that 84% of C-Level Executives similarly reach out to their network.

A digital presence is increasingly critical. Relationship building, referrals, recommendations, reputations are all open, transparent and online.

Become a Trusted Partner

This means that those that genuinely act in their customers best interest, those that genuinely **serve** will be rewarded with an on-line reputation that will be a source of new opportunities.

Those have worked with a customer to a point where they are successful rather than moving on the moment they have a signed order can confidently ask for and usually receive referrals. When we receive exceptional service, we want to share the experience with our professional network. For example, a software seller, behind a solution that significantly reduced costs for a retailer should feel confident in asking for a case study. Working with the customer to the point that they have been successful means that seller will also have first hand experience of the issues and any lessons learned. This is valuable content to be sharing on social channels.



Whilst much has been written about the shift in power from seller to buyer, a **Social Seller** is looking for parity. Good selling has always required openness, generosity and an abundance mentality. It still does. Selling though is an exchange of value not an act of unconditional giving. Sellers also have to be good stewards of the businesses they represent. Being in service to customers means;

- Share Success. Share your lessons learned on Twitter, LinkedIn Groups and Blogs
- Extend your network. Ask for introductions to those in your customers network who might have similar problems
- Enhance your Reputation. Ask for a recommendation on LinkedIn. For sellers, you should have recommendations from customers not just colleagues and old bosses
- Target Prospects. Repeat your success, look for prospective customers with the problem you have just solved and then listen to them

SOFTCAT LIMITED (02174895)

Company Type: Limited Company
 Legal Status: Private Limited
 Trading Status: Active

Total Employees: 488
 Year Founded: 02/10/1987
 Judgements: No
 Growth Indicator: Unknown

Commercial Deplht Score

Score (0-100): 99
 Credit Rating: £4,700,000
 Risk Band: Very Low Risk
 Delphi Star Rating: ★★★★★

Financial Overview ('000 GBP)

Turnover: 355,758
 Net Worth: 48,355
 Pre-tax Profit/Loss: 27,587

Trading Address View Map
 Thames Industrial Estate
 Fieldhouse Lane
 Marlow
 Buckinghamshire
 SL7 1LW
 Phone: 0870 8001000

Registered Address View Map
 Thames Industrial Estate
 Fieldhouse Lane
 Marlow
 Buckinghamshire
 SL7 1LW
 Phone: 0870 8001000

Financials

Latest Accounts Date: 31/07/2013
 Latest Return Date: 25/05/2014
 Account Type: Full Accounts
 Bank Name: -
 Accounting Period (weeks): 52
 Auditor: ERNST & YOUNG LLP

Directors

Mr Brian Wallace
 Director, Chartered Accountant
 Address: Solar House, Fieldhouse Lane, Marlow, Buckinghamshire, SL7 1LW
 Phone: -
 Email: -

Mr Colin William Brown
 Managing Director, Managing Director
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 Phone: -
 Email: -

Mr Martin John Hellewell
 Managing Director, Managing Director
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 Phone: -
 Email: -

Mr Peter David John Kelly
 Chairman, Chairman
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 Phone: (01628) 403455
 Email: peterk@softcat.co.uk

Mr Richard Anthony Lapoutre
 Director, Chartered Accountant
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 Phone: -
 Email: -

Non-Directors

Mr Burke
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 Phone: (0161) 2723110
 Email: -

Mr William James Kenny
 Company Secretary
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 Phone: -
 Email: william.kenny@softcat.com

Company News

Softcat breaks the £500m barrier
 Softcat has broken the £500m barrier with growth achieved entirely organically. In its full financial results for the year ending July 31st 2014, turnover increased 28% to £304.8m, up from £239.5m the previous year. Operating profit increased 30% to £35.5m, while EBITDA improved 31% to £37.2m. In the
 Published on 27/11 from www.comms-dealer.com

Softcat smashes through the half a billion barrier
 Softcat has released its financial results for the year, breaking the £500m barrier for the first time. Results for the year ending 31 July 2014 showed a turnover of £304.8m, a 28% increase from the year before. Operating profit increased by 30% to £35.5m and EBITDA stood at £37.2m. "We were delighted"
 Published on 26/11 from www.microscope.co.uk

Marlow: Softcat jumps 69 places with highest EBITDA on Investec Mid-market 100
 Following four years of exceptionally fast growth, Softcat has made the inaugural Investec 100 list, which ranks the 100 fastest growing companies in the UK. Softcat was ranked 28th, 69 places higher than its position of 97 last year. The Marlow-based company achieved the second-highest turnover and
 Published on 25/11 from www.businessmag.co.uk

Softcat breaks £500m barrier
 Softcat has posted record financial results for the year ending July 31st 2014. The firm's turnover increased 28 percent to £304.8m, up from £239.5m the previous year. Operating profit increased 30 percent to £35.5m. EBITDA improved 31 percent to £37.2m. Softcat has now delivered 36 consecutive
 Published on 26/11 from www.channel4.com

Softcat leads way for IT sector in Investec Mid-market 100
 Softcat has jumped 69 places to finish 28th on the Investec Mid-Market 100, which is a ranking of the 100 fastest-growing private companies in the UK. The reseller achieved the second-highest turnover and the top EBITDA of the 100 companies listed, based on last year's financial figures. Softcat's
 Published on 24/11 from www.channel4.com

Using Artesian to serve customers

Every call or meeting should be driven by the customers agenda. It does not matter if it is first meeting and introductions or a regular steering group meeting with a long-term customer. It is about them.

Use the Artesian company briefing to prepare. In a single place, you are reminded of the most recent social and editorial news, any personal notes or bookmarks and any changes to their finances. Fresh, at-a-glance insights will set the right tone for interacting with customers and demonstrate that you are working in their best interest.

SOFTCAT LIMITED, Fieldhouse Lane, Marlow, SL7 1LW

Softcat
 Fieldhouse Ln
 Marlow, Buckinghamshire SL7 1LW
 United Kingdom
 Open today 9:00 am - 5:00 pm

Directions
 Save
 softcat.com
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Photos

4 reviews - Computer Consultant
 Write a review - Add a photo

"A truly unique company with great people providing great service."
 4 reviewers

"5 years on and Softcat is still a brilliant place to work!"
 2 reviewers

"They rank highly with the other corporate suppliers I deal with."
 1 reviewer

Suggest an edit



Do the Right Thing

As it happens there has never been a better time to **do the right thing**.

Daniel Pink, in his book **To Sell is Human**, concludes that, in an online world, buyers enjoy information parity with sellers.

Today's buyers are informed and connected. They have review sites and extended digital networks to enlighten themselves about their vendors, their products and their people. Being in service to customers was always the **right thing** to do but it is now no longer optional.

Professional sellers should pay attention. Those that do not, those that have not caught on to a world that works out loud should take note that the world has changed. According to Pink, it is no longer caveat emptor or buyer beware, it is caveat venditor, seller beware. Online, social and digital networks are changing the buyer-seller dynamic. Face to face meetings are infrequent and happening later in the buyers decision making process.

Social sellers, those that adopt the seven habits, are agile and take the first steps to proactively building a new, open relationship founded on the success of the customer will find it ultimately a better and more rewarding world.

About Artesian

Artesian is the world's most powerful social selling solution for B2B sellers; it gathers and tracks intelligence on customers, prospects and competitors from millions of online resources including blogs, news sites, editorials and social platforms such as Twitter and LinkedIn. Artesian uses clever science to filter and transform acquired information into commercially valuable insights based on the companies and industries that are important to users.

Artesian gives users the ability to, target, connect and share with customers and prospects more successfully. With a built-in social seller score, Artesian measures each user's sales behaviour score and gives you personalised tutorials on how you can improve your score. Artesian delivers on average 8.5 million actionable insights per month on almost 700,000 companies to its 18,000 users. Artesian customers range from the some of the world's biggest corporates such as American Express, Adobe, Barclays, HSBC, Royal Bank of Scotland, Towergate, Willis and Verizon to start-ups.

To find out more about Artesian visit :
www.artesiansolutions.com



About the Author

Dale is VP Professional Services and part of the founding circle of sales enablement innovator, Artesian Solutions. He is also a keynote speaker, blogger and author of

Decisions Sourcing: Organisational Decision Making for the Agile and Social Enterprise.

Prior to joining Artesian, Dale worked with some of the largest European and US businesses to build analytic and performance management solutions in his role as European Services Director for market leader Cognos, now part of IBM.

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