



Sociable!: How Social Media is Turning Sales and Marketing Upside Down

By Shane Gibson, Stephen Jagger

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Social Media is turning sales and marketing upside-down, are you ready to profit from this global shift? It's not who you know but who knows you in today's hyper-connected marketplace. Understanding the role social media and social networking play in this new dynamic, is paramount to our future success as sales professionals, marketers, and corporations. Inside you will learn: • The new rules of engagement in sales and marketing • How anyone can become a global brand in their niche using social media • Strategies and tips on influencing online "Thought Leaders" • The top social media and networking tools for today and beyond • How to effectively implement and rollout social media in your organization

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Editorial Review

Review

"Oh, how I wish I could have read Sociable! back when I was a social media newbie. I could have prevented tons of confusion, many headaches, and loads of wasted time trying to figure it out. My advice? Read Shane and Steve's book and use it as your roadmap to taking full advantage of the tremendous sales and marketing power that social media has to offer."

Skip Anderson Founder & President, Selling to Consumers Sales Training - sellingtoconsumers.com

"As in business and in life, actions create reputations. A brand is the conversation that users are having about a product or service. As a professional speaker, consultant and author I have been obsessed with providing the best possible staff recruiting and retention solutions thus relying solely on "word of mouth" advertising. Lately, I have felt a massive disconnect with the philosophies touted by "Social media marketing Guru's", advocating using these new mediums to market one's products or services rather than engaging with their community of users.

Happily, Shane and Stephen in their new book Sociable share how the world really works by providing their powerful insights on how organizations can actively facilitate and contribute to the online word-of-mouth conversations pertaining to their brands that will greatly impact profits."

Dr. Denis L. Cauvier best selling author of How to Keep Staff Productive and Happy and The ABCs of Making Money series of books - deniscauvier.com

"You guys have really nailed the critical components of using social media for business, and you've done it in language that is easily understood and enjoyable to read."

Jerry Kennedy author of Motivation 101 and Co-host of the Sales Management 2.0 Podcast - jerrykennedy.com

About the Author

Shane Gibson is an international speaker, and author who has addressed over 100,000 people in the past sixteen years on stages in North America, Southern Africa and South America. He is in high demand as a keynote speaker on the topics of social media and sales performance. Blogging since 2002, and podcasting since 2004, Shane drives the majority of his business from social media marketing. His background in sales and social media Shane knows how to combine both worlds to help you grow your business. Stephen Jagger is an entrepreneur and co-founder of three businesses. His in-depth experience in marketing, entrepreneurship and social media make him a highly sought after speaker. Serving several thousand clients globally, his three businesses are: Combustion Labs Media Inc, (Ubertor.com) Reachd.com and OutsourcingThingsDone.com. Collectively his organizations provide everything from virtual assistants, to real estate web-sites and dozens of online marketing tools and training solutions.

Users Review

From reader reviews:

Dana Martin:

Information is provisions for anyone to get better life, information presently can get by anyone in everywhere. The information can be a understanding or any news even a concern. What people must be consider whenever those information which is in the former life are difficult to be find than now could be taking seriously which one would work to believe or which one the particular resource are convinced. If you obtain the unstable resource then you understand it as your main information we will see huge disadvantage for you. All of those possibilities will not happen within you if you take Sociable!: How Social Media is Turning Sales and Marketing Upside Down as the daily resource information.

India Oakley:

Playing with family in a very park, coming to see the water world or hanging out with friends is thing that usually you could have done when you have spare time, in that case why you don't try factor that really opposite from that. 1 activity that make you not feeling tired but still relaxing, trilling like on roller coaster you already been ride on and with addition associated with. Even you love Sociable!: How Social Media is Turning Sales and Marketing Upside Down, it is possible to enjoy both. It is fine combination right, you still desire to miss it? What kind of hang-out type is it? Oh occur its mind hangout fellas. What? Still don't understand it, oh come on its known as reading friends.

John Dussault:

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May Davidson:

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