



You Are The Key: Unlocking Doors Through Social Selling

Apurva Chamaria, Gaurav Kakkar

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Whether it is a sales person struggling to meet his quota, a love stucklover trying to get introduced to his beloved, a young MBA looking for a job, an entrepreneur looking for funding, marketers trying to enable sales to generate leads on their own - everybody can benefit from understanding and learning the principles detailed in this book. With internet penetration and social media and mobile usage going through the roof, this book is a must read guide which will help you open doors and create opportunities which you never knew existed. "You are the Key:Unlocking Door Through Social Selling" book has been written by practitioners who have implemented social selling for a \$6 billion, G2000 Company spread across 31 countries. There were multiple learnings during the implementation which have been incorporated in the book. All concepts mentioned in the book have been applied, tested and modified based on the experience and outcome. Other unique features of this social selling book includes Enterprise social selling framework: This book provides a practical approach to launch the social selling program for an enterprise. Social selling enterprise framework defines the roles & responsibilities of the various stakeholders, governance framework, which if followed properly can assure successful adoption of the social selling program. Structured approach: The success of social-centered selling depends on the adoption of training for which an organization needs to follow a structured approach. This book contains a structured approach which starts with the basics and goes on to a step by step of social selling process which makes it easier to apply in practice. This book has been written keeping in mind beginners as well as an experienced audience.

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