

# Trust X Alliance Social Masters Program: It pays to get your master's in social selling.

Now more than ever, social selling matters. Buyers are changing the way they search for information and interact with salespeople.

- 88%** of customers prefer to start their buying journey online with content and recommendations from their network.
- 57%** of purchasing decisions are made using online content—before buyers ever speak to a salesperson.
- 76%** of salespeople with a strong digital brand and connections outperform their peers.

As a salesperson selling in this new environment, you'll need to:

- Overcome traditional cold-calling pitfalls**
- Expand reach to new prospects**
- Be viewed as a trusted expert**
- Drive relevance with prospects**
- Shorten sales cycles by gaining trust upfront**

The **Trust X Alliance** Social Masters Program is designed to:

- Educate you on social selling and how to succeed in new business prospecting.
- Equip you with content libraries and digital assets designed to attract customers.
- Feature you as experts in vendor-specific solutions via end user-focused demand campaigns.
- Establish buyer connections via digital groups and campaigns.
- Generate demand and recommendations that help customers make purchasing decisions.

## 4-MONTH PROGRAM OUTLINE



**Onboarding and Persona Builder**

### Step 1

- A participant intake form is sent to all attendees and based on their submission, the JS Group designs a customized persona and messaging platform for each participant.
- One-on-one calls are held with each participant to review their persona and messaging and make any necessary changes to their social media profile.



**Virtual Boot Camp**

### Step 2

- Four remote boot camp sessions are conducted.
- Attendees earn a social selling certificate after passing the JS Group social selling test.



**Content and Campaigns**

### Step 3

- Content is provided biweekly for the participant for a period of 90 days and is customized to the partner's business and sales rep persona.
- Paid placements are provided for key posts along with biweekly power prospecting blitzes to drive demand.



**Sales Advance Program**

### Step 4

- After our participants have completed the social selling portion of the program, it's time to focus on having those new business conversations with their customers and prospects. Our [Trust X Alliance Sales Advance Program](#) provides participants with a systematic, structured and collaborative approach to prospecting.

## PROGRAM DETAILS

At the end of the program successful participants will:

- Be positioned as solution experts.
- Become expert social sellers—with great funnel velocity and lead results.
- Be eligible to receive a sales certification that demonstrates their advanced competency in social selling.
- On average, develop the following lead funnel:

	Total Program	By Partner
MQL (Marketing Qualified Lead)	2,100	210
SQL (Low Point Sales Qualified Lead)	260	26
Close Rate (Low Point Industry Average)	17%	17%
Deal Size (Example Deal Size)	\$75,000	\$75,000
Total Revenue	\$3,320,100	\$332,010

## RAVE REVIEWS

“Through this program, I have been able to connect with some people who I have been unable to reach in person otherwise. It's placed a few accounts back in my activity stream which I had previously dropped as prospects due to inability to reach in the conventional sense. Using various tools I've learned about in this program, I've been able to better focus on quality prospects... providing more of a sniper rifle approach rather than the shotgun approach of prospecting.”

Lonnie Cripps, Account Manager  
Connecting Point

## Ready to become an expert social seller?

Join your fellow TXA Members who have found success driving relevance with prospects and shortening the sales cycle with the Social Masters Program. To learn more about the program and how you can participate, please email:

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