

SOCIAL SELLING 101

A little about me



- Sales and Marketing Executive at INGLOT Philippines
- Digital Marketing and Social Media Expert
- Blogger at www.fashionbysai.com
- Makeup Artist

How's your
newsfeed?

People sell online



ebay

amazon.com.

 lamido

OLX

 AysDito.ph
Your Marketplace In The Philippines

Instagram

facebook®

How to get started

1. Create your business plan

P

roduct
rice
lace
romotion

C

ustomer
ost to customer
onvenience
ommunication

2. Know the basics of selling

Prospecting

Qualifying

Presentation

Handling objections

Closing the sale

Referral

3. Setting up

y

The image shows a social media profile for 'Sai's Beauty Shoppe'. The profile picture is a circular logo with the text 'Sai's Beauty Shoppe' in pink and blue. The cover photo features a woman with pink lipstick and several lipsticks. The profile name is 'Sai's Beauty Shoppe' and the bio is 'Cosmetics & Beauty Supply'. The contact information is 'SMS/Viber: (0915) 403 0059 to order.'. The social media handles are 'Twitter/IG: @saibeautyshoppe'. The navigation bar includes 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. Blue arrows point to the profile picture, the bio, the contact information, and the 'About' tab.

Makeup for less!

Sai's Beauty Shoppe

SMS/Viber: (0915) 403 0059 to order.

Sai's Beauty Shoppe
Cosmetics & Beauty Supply

Twitter/IG:
@saibeautyshoppe

Timeline | About | Photos | Reviews | More ▾

Sai Montes



MAKEUP ARTIST | WRITER | STYLIST

+63 915 403 0059

Makeup by Sai Montes
Artist

saimontes@gmail.com

Liked

Following

Message



Timeline

About

Photos

Likes

Manage Tabs

4. Plan your

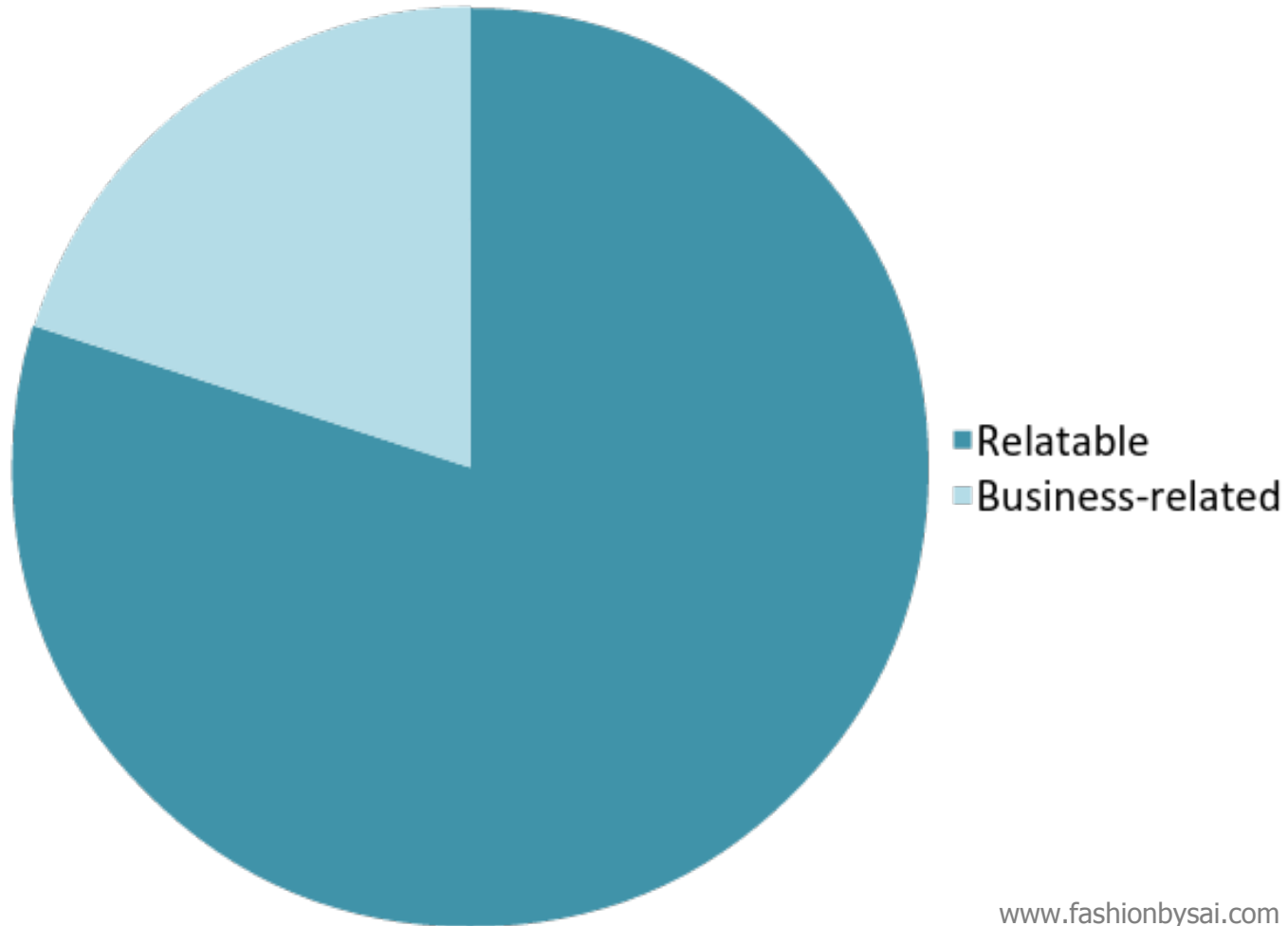
content

engage

Day	Status
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

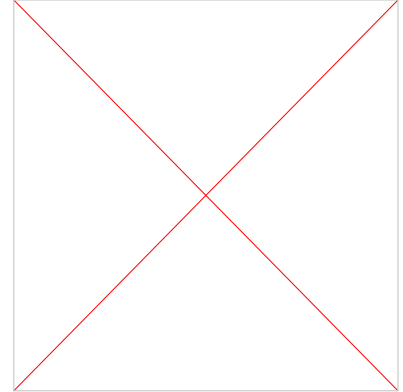
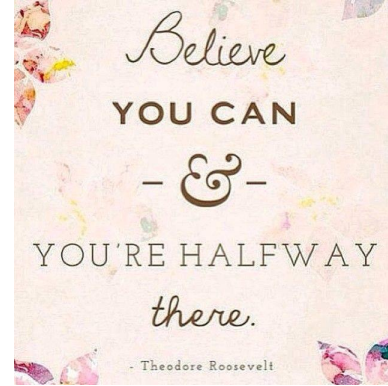
“If you are not
taking care
of your
customer,
your competitor
will”

Content



What can be

y



INGLOT
COLOR MY NAILS
Nail Art Workshop

When: September 29, 2014
Where: Inglot Glorietta 5

Email inglot.g5@gmail.com to register
Limited slots only.



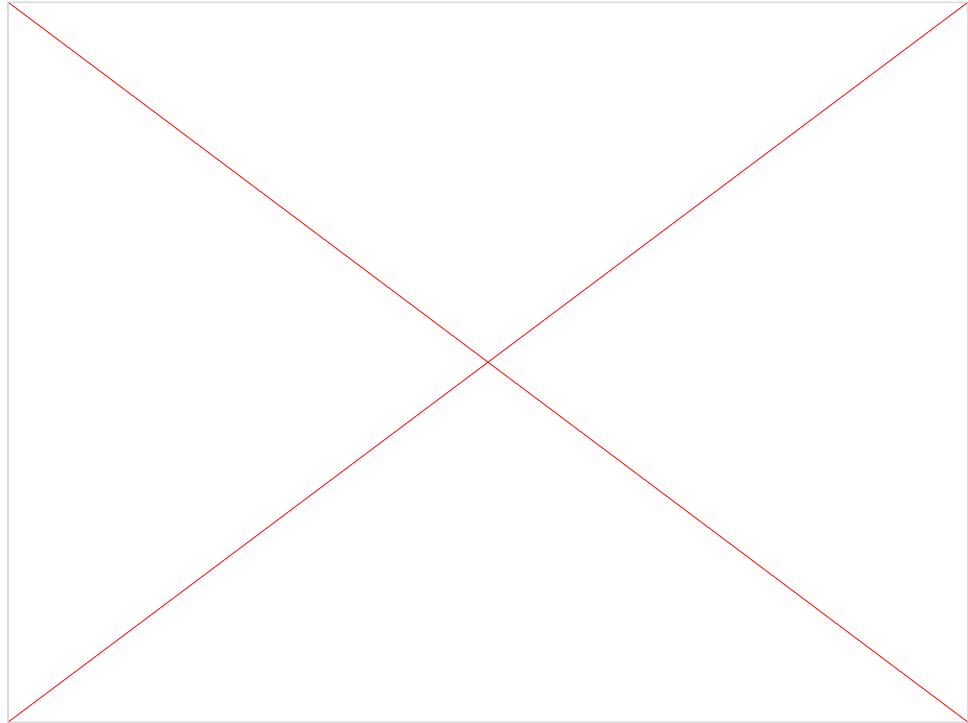
5. Promot ion

Facebook Ads
Google Ads
Cross-promote
Celebrity
Bloggers

“Nobody counts the
number of ads
you run; they just
remember the
impression you

5. Do it

0



5.

Measu

re



Worldwide trends · Change

#WhatAWomanNeeds

Derek Acorah

Ken Henry

#JanoskiansOnHot30

#ilginclakaplar

Salir del Euro

I Love SONIQ

Rebekah Brooks

Malaysia and Philippines

DS5

6. Know your basic accounting +

“You can go to
work
or
you can be the
BOSS”

Thank

Facebook: www.facebook.com/MakeupBySai
Twitter: @ilgriffato
Instagram: @fashionbysai
Blog: www.fashionbysai.com

You!