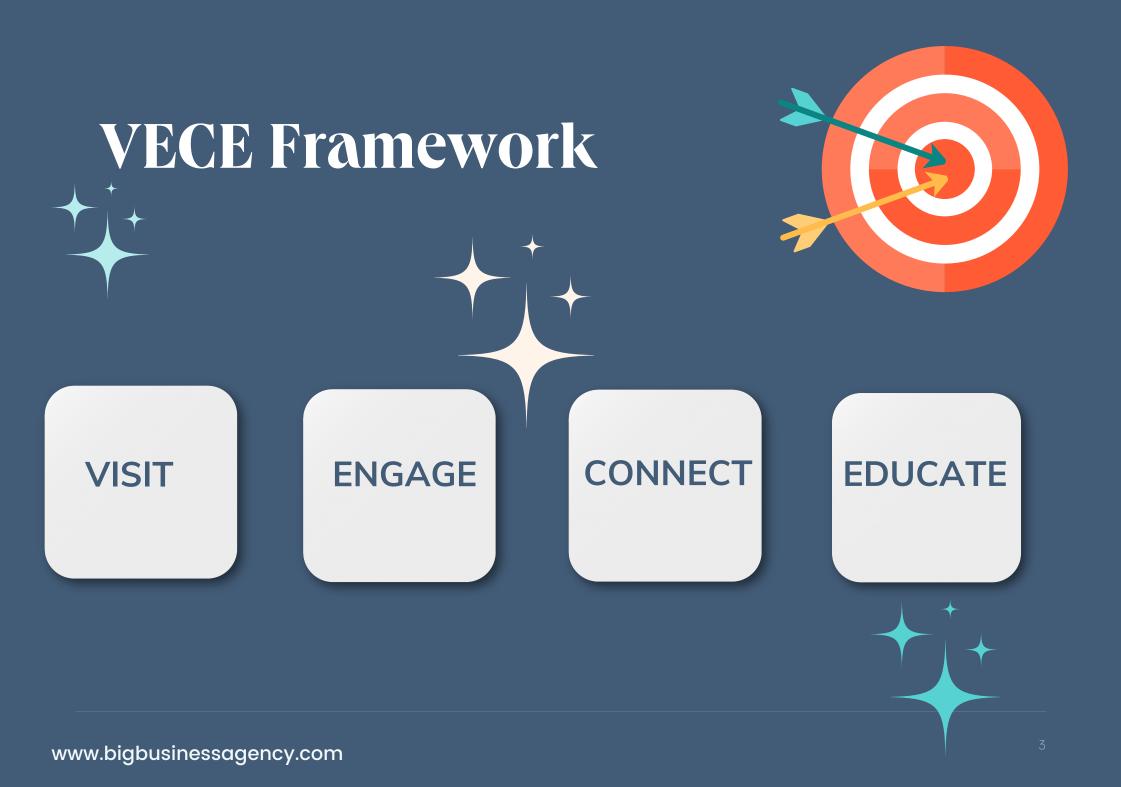
## VECE Framework for Social Selling Success

Don't waste your time on unplanned activities - say hello to the VECE Framework, developed to support our sales activities it's the cornerstone of our Social Selling process and we're sharing it with you here! Without a solid strategy, Social Selling success is hit and miss...

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**Vece** - Italian noun that refers to a turn or shift in a task or duty, often used in the context of work or responsibility



## **VECE - Visit, Engage, Connect and Educate**

**VISIT.** Everything starts with the first step when you **visi**t the prospects LinkedIn profile.While you're there look at their comments, likes and posts to get a sense of their **interests** and more importantly their **communication style**. Have a look at their **Education, Top Voices, Companies and Groups** to get a sense of what they like to read.

**ENGAGE.** Start to engage with your prospect and begin to build trust and familiarity. **Follow** them and their company, **like** posts from both them and their company, leave **comments** on their posts, **endorse** their skills and **invite** them to follow your company. By these actions you create the beginning of a **relationship**.

**CONNECT.** Send a personalised **connection request** which focuses on what you think they are most interested in hearing from you based on your research. After the Engagement, connection request acceptances are **300%** more successful.

**EDUCATE.** Now you're connected you can send relevant content that is **educational and helpful** to start the process of awareness and consideration in your buyer's journey.

## **Success Awaits**

Discover how you can use the VECE Framework to increase your Social Selling success -

get started with VECE



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