

# Charket Social Selling

Charket combines social which is WeChat and selling which is Salesforce CRM into a single mobile app to offer its social selling solution. Charket social selling solution is ideal for B2B sales and B2C sales with a high ARPU (average revenue per user). It covers the whole sales cycle from lead generation/qualification/segmentation/conversion to opportunity and sales activity management. By using Charket, sales people can:

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|  Capture sales leads generated from WeChat QR codes.              |  Manage sales pipeline and record sales activities and follow-ups.    |
|  Qualify them through having chat conversations with them.        |  Collaborate with internal teams using Chatter.                       |
|  Share with them resources, such as brochures and videos.         |  Follow up with WeChat prospects to get deals closed.                 |
|  Convert qualified leads to accounts, contacts and opportunities. |  Run Salesforce reports and dashboards to gain in-depth view of data. |

The social selling Charket enables went beyond being just a technical solution. It was developed as a sales methodology that not only adapts to sales practices in China but also improves sales efficiency by well utilizing sales people's time through patented mobile technologies. Here are benefits from using the Charket social selling solution:

- Over the past decade or so, China developed the most advanced mobile technologies. Computers are playing a way much less important role for getting things done. Many people don't even have computers. People got used to do as much as possible using their mobile devices. The Charket mobile app allows sales people to manage their sales data and stay engaged with WeChat prospects at any time anywhere.
- Business travels are expensive. Travel expenses always represent a high percentage of the overall sales expenses. Charket social selling methodology does not advocate meeting prospects in person frequently and can still make them feel that support and information are always seconds away on WeChat. Reducing travels also means increasing sales people's available time which can well be translated to higher capacity per each sales person.
- Charket social selling methodology adopts the "do it, log it and forget it" rule to further increase each sales person's capacity. "do it" refers to conducting any sales activity, such as a sales call, a demo, etc. "log it" means each sales activity done and its follow-up action(s) must be recorded with as much detail as possible. "forget it" is why such rule can increase each sales person's capacity. After having all details recorded, sales people have no need to remember what they have done so they can feel free to move on to the next deal and work with a high amount of prospects closely. Through reduced travels and by adopting this rule, each sales person can easily engage with 100+ prospects at any time.
- This "do it, log it and forget it" rule will also help produce enough data to develop best practices, sales disciplines and eventually a company's own sales methodology that contributes to the growth of the company's profit margin.



Contact us by scanning this QR code to learn how we can help you implement your social selling strategy.