

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...



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 Framework



VISIT

ENGAGE

CONNECT

EDUCATE

VECE - Visit, Engage, Connect and Educate

VISIT. Everything starts with the first step when you **visit** 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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