

**The Importance of Social Selling Proficiency & the Development of a Social Selling Class
(ABSTRACT ONLY)**

By

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Abstract

Social selling is a strategy that every sales professional must understand in order to increase effectiveness and remain competitive in today's market. According to research by Forrester, businesses see social media as the place where customers are, and therefore the dominant sales channel of the future. Today's most widely-used social media platforms have been in existence for only a decade, and as result, many university sales and marketing programs have not developed courses in social selling. To address this issue, this paper identifies how social media impacts the traditional sales process, discusses the importance of social selling proficiency, and outlines a class designed to incorporate these skills into university sales education.