

— BLACK —
WOMEN IN RESALE
YOUR COMMUNITY. YOUR SUCCESS

 **LEVEL UP
ACADEMY**
ELEVATE YOUR RESALE BUSINESS

SOCIAL SELLING:

SHIFT FROM SELLING TO BUILDING A COMMUNITY

FACT: PEOPLE YEARN FOR COMMUNITY

Humans are social animals by nature. Behavioral economics and psychological research have taught us that we fundamentally crave a sense of connectedness, belonging, mission, and meaning. An increasingly digital, modern lifestyle has created a hunger for authentic and relatable interactions that connect us to others like us.

WHY BUILD A COMMUNITY AROUND YOUR BRAND?

Built-in customer base. If you create enough demand within your community, anytime you drop a new product or service, you will have a built-in customer base that is eager to buy.

Know what your ideal customers want. Market research becomes much simpler because you have an organic way to connect with your customers and find out what they're looking for.

Build trust with your audience. Fostering a strong community builds a sense of trust with your audience that increases the potential for long-term customer retention – not to mention it's a smart way to set yourself from the competition and brand yourself as a business that cares about building relationships.



BUILDING A COMMUNITY TAKES TIME

Building a community around your business is not something you can do overnight. It requires you to develop a certain mindset, one that includes your business and customers as part of a shared entity. This goes beyond selling products.

