

SOCIAL SELLING - LINKEDIN

1 session(s) of 3 hours
(1 x 4 periods)

CHF 900.-

Renseignements

Tél. +41 22 732 51 11
Lu-Ve de 8h30 à 12h00
et de 13h00 à 17h00

DEFINITION

Social selling is the use of social media to increase a company's bottom line. LinkedIn is known for the most efficient platform for B2B sales.

TARGET

- EXECUTIVES who need a professional online presence
- HUMAN RESOURCES - who need a professional presence and want to recruit for their company
- COMPANY CONSULTANTS - who want to stay up to date and show their expertise
- SALES & MARKETING - they all need a professional online presence

OBJECTIVES

In this training composed of 3 workshops, we will start building a strong Personal Brand. Then we will learn how to capture Sales Intelligence and create a Deep Network of Advocates. Finally, we will exercise to Listen for & to Engage for Opportunities.

REQUIREMENT

Access to a LinkedIn account and a nice profile picture.

METHODOLOGY

Hands-on training with theory support. Each trainee has access to a PC.

CONTENT OF SOCIAL SELLING - LINKEDIN

Identify prospects that you would like to engage
Connect with prospects preferably asking a colleague for referral
Observe the prospect on social media
Use content to engage with the prospect and build rapport
Seal the deal by building trust then ask for the deal