PROFESSIONAL DEVELOPMENT TRAINING

5808 8521

REQUEST QUOTE

0.5 DAY COURSE

The Art of Social Selling - 3 hours

The 3-hour live, online PD Training Art of Social Selling course teaches you how to use social media platforms effectively. If you are not leveraging your personal brand via LinkedIn, then you are leaving money on the table.

- **More than 50% of revenue across 14 major industries is generated by social sales.**
- **75% of B2B buyers and 84% of C-level executives are influenced by social media when making purchasing decisions.**
- **Nearly two-thirds of social sales professionals and 90% of the top performers use social networks.**
- **Leaders in social sales attract 45% more sales than their peers and are 51% more likely to reach their quotas.**
- **Nearly 70% of sales professionals use social selling tools for lead development**

We use secure Video Conferencing with interactive features such as live polling, screen sharing, whiteboards, live chat and breakout sessions. Please discuss your preferred platform, most commonly we use Microsoft Teams, Skype for Business, Webex or Zoom upon request.

These courses are facilitated in English, and are open to people from different industries across Australia, New Zealand, USA, Singapore, Malaysia and Hong Kong - this is a short but powerful learning experience that gives you global collaboration opportunities. Our trainers and processes have been refined to give you a personalised learning experience where it is specifically targeted to your needs.

Please click on the Public Class tab below to view our Art of Social Selling in LinkedIn Training course schedule or click the In-House Training tab to receive a free quote for courses delivered to your team or group.

What You'll Gain:

The Art of Selling is ever evolving, especially in these times of lockdown, so motivated salespeople need to find new and effective ways of making themselves and their products known.

If you are a B2B Business Development Manager, an Account Manager or even a Customer Success Manager then you need to attend this course.

Social Selling is Here and it is Now!

Outcomes

After completing this course participants will have learned to:

- Enhance Your Profile – creating a professional and effective profile that attracts people to connect with you and ask more about what you do
- Engage and Connect – how to leverage your profile and connect effectively with prospects, clients and partners and engage them in a nurturing and effective manner
- How to build relationship with connections – Adding value to the relationship and using that to move the prospect to the next stage. Add value by creating or curating content that establishes you and the problems you solve
- How to convert them to a client - Asking for permission to take the conversation offline and position a sale or a new opportunity.

Modules

Lesson 1: Stronger Brand and Profile

- Develop a stronger brand and profile that delivers you results

Lesson 2: Growing a Community

- Grow a large, focused, evangelical community of potential customers, clients, and partners using LinkedIn

Lesson 3: Becoming a Trusted Expert

- Establish yourself as the trusted expert in your industry

Lesson 4: Creating Warm Leads

- Create warm leads by moving people from social media engagement to booking meetings.

Lesson 5: Directing Social Traffic

- Drive social traffic to your company page

Talk to our expert team

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