



Making LinkedIn a Valuable Sales Tool

As part of our program to help businesses understand and use social media in their business development activities, we offer customized LinkedIn Training—**how to optimize your LinkedIn connections and use LinkedIn as a sales tool.**

What you'll learn

This half day interactive session will equip you with the knowledge and action steps to use LinkedIn for: making connections, prospecting, shortening the sales cycle, and understanding issues facing your prospects /clients.

Training Outline

- Social media for B2B networking, sales and marketing—an overview.
- LinkedIn –what’s in it for me?
- LinkedIn as a business building tool
- We demonstrate detailed steps on how to...
 - Build an effective profile
 - Find people, and build your network with the right people
 - Get the most out of recommendations
 - Gain company Insights
 - Demonstrate your Expertise
 - Build groups to realize the value of connecting and collaborating
 - Use LinkedIn to Recruit
 - Evaluate other applications for sales and marketing professionals
 - Integrate LinkedIn with your other social media tools.
- We discuss LinkedIn for the organization-
 - The importance of a Corporate Profile
 - Starting tomorrow – 15 actionable items
 - Q& A

Is this you?

You'll get the most out of this course if you are:

- A business-to-business, sales and marketing-focused organization
- A sales and management professional looking to use technology to connect with existing customers and potential customers
- Concerned that you're not getting full and faster access to insight and resources that would make you more competitive

Is this your customer?

The average LinkedIn users is:

- Age 41
- Gender 64% male
- Income \$109,000K
- Role Business Decision Maker 49%
- Education College or Post grad 81%

If this sounds like your customers or a prospect, then we can help you connect.

What our clients say about our Training

"The training session proved to be extremely successful in assisting us in to develop new business. The tools presented helped us developed an everyday approach to prospecting for new clients. Melanie took the time to understand our business and our challenges and then tailored a program that would efficiently address our needs. The feedback we received from our employees was extremely positive."

*Nick Moryto, SureShot Dispensing Systems
Vice President Sales and Marketing*



It's not about the number of contacts you have, but the quality of connections and your ability to use LinkedIn to gain timely customer insights.

For more information, call today!

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