

SOCIAL SELLING[®] ON LINKEDIN

"Since today's customers are extremely well informed and run their own business, often via LinkedIn, I have taken Social Selling very seriously. Understanding how LinkedIn works, how I can create interest and find new contacts have meant new deals for quite a lot of money. 28 % of the selling comes from there. Now I make new posts every week and contact potential customers via LinkedIn Mail. My network has gone from 600 to more than 3 000 contacts in 6 months. I used the templates from the e-training to write personal emails and make selling posts on LinkedIn."

TARGET GROUP

Sellers, consulting managers, sales managers and anyone who wants to find new customers via LinkedIn, build a professional profile, increase interest in their company and expand their contact network to new and old customers.

GOAL

This e-training will create your path to success as a Social Selling[®] champion! This means that you need to



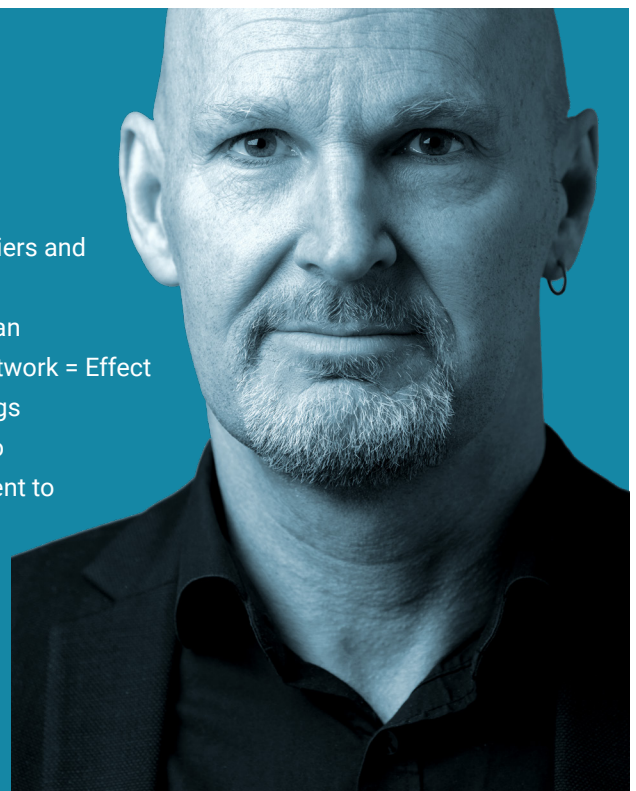
learn a lot about LinkedIn, what customers are looking for and how to use the time you spend on LinkedIn to get the most sales dollars. LinkedIn has developed an index they call SSI (Social Selling Index). With the help of Social Selling e-training, you will increase your SSI and be able to build your pipeline with new business. When you have an SSI that is over 70, you can call yourself Social Selling[®] champion. And that is one of the goals of this e-training.

You will get started quickly and will notice how each Social Selling activity increases confidence in you and your company, that your customers and prospects will respond positively and that your network will increase. Step by step, you will use Social Selling as a natural part of your sales work.

10 SKILLS YOU WILL GET TO LEARN

- ✓ Social Selling: How it can double your sales
- ✓ How customers use LinkedIn and social media to find suppliers and get purchase recommendations
- ✓ How to build your Social Selling process and digital sales plan
- ✓ The formula for Social Selling: Target group * Message * Network = Effect
- ✓ How to contact people, build relationships and book meetings
- ✓ How to find the right people or customers you want to sell to
- ✓ How to get engaged and contribute ideas and relevant content to arouse interest
- ✓ How to pick up interesting leads and get others to recommend you and spread your message
- ✓ How to build a complete professional LinkedIn profile
- ✓ Daily routines and weekly planning

Jens Edgren, CEO of Sales Makeover



CONTENTS

- Social Selling®, knowledge evaluation, goals and expectations
- What the customers digital buying journey looks like
- How customers use LinkedIn and social media to find suppliers and get purchase recommendations
- How to build your Social Selling® process
- Ethics on social media
- The formula for Social Selling®:
Target group * Message * Network = Effect
- How to build your LinkedIn profile and make sure it is complete
- How to find the right people or customers you want to sell to
- How to get engaged and contribute ideas and relevant content to arouse interest
- How to pick up interesting leads
- How to get others to recommend you and spread your message
- How to create events and invitations on LinkedIn

- How to contact people, build relationships and book meetings
- How to connect LinkedIn with Facebook and Twitter
- How you can collaborate in the team and increase the effect of Social Selling®
- Daily routines and weekly planning
- Tips and tricks on how to use texts, videos and links to make sure posts are spread
- How to build a digital sales plan
- Tasks to get started with Social Selling®
- Feedback on your Social Selling® profile and activities
- The book Social Selling: From likes to business by Jens Edgren

The e-training Social Selling on LinkedIn will, including all the tasks, take about 4-8 hours.

When you have completed all the tasks and the quiz, you will receive an elegant Social Selling® diploma and course certificate.

SALES TOOLS

- ✓ Sales matrix to find your target audience
- ✓ Template for creating a sales message
- ✓ Template for the LinkedIn profile
- ✓ Template for LinkedIn posts
- ✓ Template for contacting via LinkedIn mail (Inmail)
- ✓ Template for digital sales plan
- ✓ Template for evaluation of Social Selling ability
- ✓ Success criteria for goal management

GET THE MOST OF OUR E-TRAININGS

To get the most out of this e-training, we suggest that you supplement it with a selection of our other e-trainings and do them in the following order. Here are some of our recommendations for different professional roles:

FOR SELLERS

New as a seller ▶ Solution Selling Basic ▶ Solution Selling Advanced
▶ **Social Selling** ▶ The art of booking customer meetings
▶ The art of negotiating ▶ Virtual sales meetings
▶ Virtual sales presentations

FOR SALES MANAGERS

B2B Sales Management ▶ **Social Selling** ▶ The art of booking customer meetings ▶ The art of negotiation
▶ Virtual sales meetings ▶ Virtual sales presentations

FOR KEY ACCOUNT MANAGERS

KAM: Strategic sales ▶ KAM: Leading customer teams
▶ **Social Selling** ▶ The art of booking customer meetings
▶ The art of negotiating ▶ Virtual sales meetings
▶ Virtual sales presentations

FOR CONSULTANTS

Solution Selling for consultants ▶ **Social Selling**
▶ Virtual sales meetings ▶ Virtual sales presentations



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ON LINKEDIN

ABOUT THE E-TRAINING

Salesmakeover's Social Selling® e-training provides knowledge that is quickly translated into new selling skills.

Reflection, Action, Knowledge (RAK)

Each segment of the e-training contains several short videos, with instructions and role plays, texts and tasks as well as a reflection. The reflection is shared with everyone who has attended the e-training or within your training group (company-adapted e-training). You will receive feedback on the tasks and reflections from Salesmakeover's certified instructors. The training ends with a quiz and practical tasks where you can apply the knowledge in your sales work.

SALES MAKEOVER

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