

SOCIAL MEDIA FOR SALES

Find new avenues for your sales and improve your online proposition

What is it about?

A sales proposition can stand out to a much wider audience if social media platforms are used effectively. Social media platforms such as Twitter and LinkedIn now also contain as much useful information about sales contacts as meetings or calls. They are essential resources for discovering new contacts and following up with existing contacts.

Who should attend?

This course is designed for all members of a sales team from leaders to specialists. It also contains essential skills for marketing and new business teams.

Learning outcomes

- Use social media to connect with potential customers with the use of blogs, LinkedIn and Twitter
- Identification of promising leads and prospects
- Learn how to create a social media strategy that operates across a variety of platforms
- Sales skills that are applicable mainly in the online sphere
- Learn how to consolidate and work leads from social media

Benefits

Sales teams will enhance their abilities in every step of the sales process by learning how best to exploit social media's advantages. Customer relationships in particular can be formed and cemented much more easily with social media. The drawbacks of social media will also be covered to ensure reputations are managed properly.

Course structure

- Researching new opportunities
- Identifying new leads
- How to build a network of new contacts
- Connecting with your audience – blogging, LinkedIn
- Increasing your visibility and reputation on social media
- Writing good content that is relevant to your product or offering
- Online presentations
- Webinars
- How to effectively gather relevant information prior to meeting a contact
- How to engage with existing and new contacts on a one-to-one basis
- Automation of social media processes to streamline activity