

# Social Selling and LinkedIn in B2B

## Description

Social media and the ubiquity of data have completely changed the way people buy products and services. We are currently in the social selling era where the art of attracting a customer takes place online long before you close a deal. However, the mere presence on social networks is largely insufficient to have an impact on sales. These are the actions taken by the salesperson who will transform the commitment of some into turnover. This course will give you the keys to increase your visibility and boost your sales with LinkedIn.

## Course Content

- Module 1: Social selling goals and plan
- Module 2: Personas and target customers
- Module 3: A LinkedIn profile to sell yourself
- Module 4: Build relationships and network
- Module 5: Find the right people
- Module 6: Share content and interact
- Module 7: Digital prospecting, the key steps

## Lab / Exercises

- Alternating exercises and tests, role-playing, case studies
- Provision of tools, methods and advice
- Feedback between participants and simulation

## Documentation

- Digital courseware included

## Participant profiles

- People who are involved in an activity related to B2B sales
- Anyone who wishes to develop a commercial approach by relying on social networks and therefore social selling

## Prerequisites

- No prerequisites

## Objectives

- Understand the principles of social selling with LinkedIn
- Develop a profile to sell
- Use the techniques of efficient networking
- Use Growth Hacking to develop your network
- Define the different levels of maturity of digital prospecting
- Apply the mechanisms of digital sales to take the right actions
- Perform advanced research (Boolean operators)
- Prepare a face-to-face visit at the end of a Social Selling process

- Use tips and tricks to boost LinkedIn

**Niveau**

Fondamental

**Classroom Registration Price (CHF)**

700

**Virtual Classroom Registration Price (CHF)**

650

**Duration (in Days)**

1

**Reference**

DM-SO