



## Social Selling using LinkedIn - Agenda

LinkedIn is THE business network, where millions of people, including your potential clients and customers, hang out.

With B2B buyers starting their buying journey online, LinkedIn is often their first port of call when researching options and checking out potential suppliers.

This full day workshop is designed to give you the know-how and confidence to use LinkedIn as part of your day to day sales and marketing activities.

Equipment: Please ensure you have a laptop or mobile device so that you can LinkedIn can update your LinkedIn profile and explore LinkedIn during the training.

### Workshop Agenda:

9.00 Arrival, registration, Tea and coffee

9.30 Introductions

- The three steps to social selling on LinkedIn
- LinkedIn SEO - defining your target audience
- Creating a client focused LinkedIn profile – what you really need to be saying

10:45 Break

- How to raise your professional reputation and create consistent branding

- Optimising your LinkedIn profile to attract your audience to you
- LinkedIn company pages – why you need one and setting up your page

12.30 – 1.15 LUNCH

- Prospecting on LinkedIn - how to use the tools within LinkedIn to find the people you want to meet
- How to connect and start the relationship the right way
- How to use LinkedIn for referrals

14:45pm

- Building visibility on LinkedIn – the how, what, where and when to post to drive engagement
- How to spot engagement opportunities
- Creating a LinkedIn Action Plan
- Q&A

16.30 Finish