

LinkedIn for Sales

Selling more stuff via the advanced use of LinkedIn

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Getting up to speed on the basics of LinkedIn are pretty straightforward, adding a profile, a photo etc. This workshop covers the more advanced topics that can be used to drive more leads and sales through your firm.

The session will cover topics such as :-

- Advanced searching for potential connections/clients.
- The right way to connect with people who are not in your network.
- How to develop “standard” responses for consistent use in messaging across the firm.
- Looking at the paid LinkedIn accounts and what benefits there are e.g. stored searches.
- How to say “no” to connection requests.
- More advanced ideas for posting comments in Groups.
- What skills/techniques can be used to run your own Group.
- Optimising your profile for the search engines.
- Following your Network Updates via RSS.

There will also be a wide ranging discussion amongst your team to draw out each person’s ideas around “best practice” so the whole group can learn from each other.

For more information or to book a training session please contact :-

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