

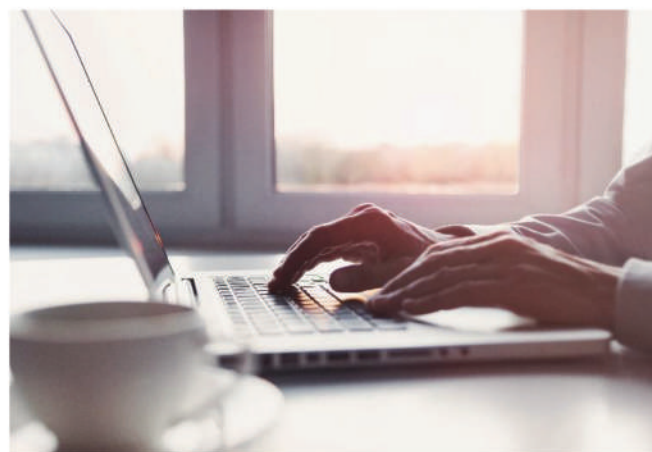
SOCIAL SELLING

COURSE OVERVIEW

Engage customers online and increase your sales pipeline

Today's buyers are becoming resistant to traditional sales techniques, with cold calls and emails no longer as effective or convenient as they once were. Social media channels, such as LinkedIn, are providing new and innovative ways for salespeople to connect with and influence potential customers.

This one day course will provide attendees a solid foundation and understanding of social selling and the skills, tools and techniques needed to effectively research, engage, target and network with potential clients through social media. You will leave the course confident and with a social selling plan that you can begin to implement back in the workplace for immediate results.



Customized workshop

Integration via gamification

Suitable for sales professionals in the B2B/ B2C domain

Backed by 70 years of global know-how of Tack

LEARNING JOURNEY

Customization

To make the program organization & industry specific

Workshop

1 Day masterclass to address the skills for social selling

Master-O™

Re-enforcement & integration of learning through gaming



WHAT IS MASTER-O™?

- Learning via app on a hand-held device
- Delivery of "bite-sized learning" through gamification
- Sustenance of learning through re-enforcement mechanisms
- Accessibility to data analytics to identify individual areas of development



WE BELIEVE IN THE INDIVIDUAL

YOU WILL LEAVE THIS COURSE, BEING ABLE TO:

- Understand the meaning of social selling and the skills, tools and techniques needed to plan selling, successfully
- Understand the Social Selling Cycle and learn to plan and implement an effective online selling strategy
- Use social selling to develop new leads and engage brand advocates
- Plan out, create and implement a social media touch point campaign
- Improve your sales results with both new and existing customers in your network by learning key social selling principles

ABOUT INSPIREONE

InspireOne partners with organizations to help manage these changes scenarios and achieve business results, through contextualized and inspiring interventions around leadership and people development, strategic alignment and building strong sustainable cultures.

InspireOne is a leading consulting firm with nearly two decades of experience in offering organizational and leadership development solutions. We strongly believe that unparalleled success can be achieved when organizations are able to transform their most valuable asset-their human capital - to organizational capability.

INSPIREONE'S GLOBAL PARTNERS



3	55+	Fortune 500	6,00,000	300+
Global Partners	Network of Countries	Companies Worked With	People Inspired	Clients Partnered With

We have experience working for an extensive range of companies



PERFORMANCE INSPIRED

+91 124 4827222
www.inspireone.in