

Target group:

- Sales professionals in B2B
- Experienced sales professionals who need to adjust their best practices with new technologies
- Starting sales professionals who need to find solutions for the difficult sales situations they already experienced

LinkedIn™
Sales Solutions

APPROVED
TRAINING PARTNER

Fact:

“You are almost 5x more likely to schedule a first meeting if you have a personal LinkedIn connection”

½ day workshop - Introduction

- ✓ The threats & opportunities in the market
- ✓ Attitude change of B2B customers
- ✓ Impact on the buying process
- ✓ Different generations (baby boomers-digital natives)
- ✓ Authority has changed
- ✓ Impact on the selling process
- ✓ The right business development attitude
- ✓ “Shift the mindset”



Training day 1, Lead generation PULL approach via LinkedIn:

- ✓ Introduction: trends in sales
- ✓ What is social selling: do's and don'ts
- ✓ SSI (Social Selling Index)
- ✓ Create a strong profile
- ✓ Connecting with customers & prospects (building your network)
 - Why
 - Who
 - How
- ✓ Creating searches, save searches in LinkedIn regular account
- ✓ Communicating with customers & prospects
 - Sharing
 - Publishing
- ✓ Wrap up & making insight next step: Push training day and/or LinkedIn Sales Navigator session.
- ✓ Individual SSI exercise & action plan



Training day 2, Lead generation PUSH approach via making appointments by phone:

- ✓ Participants bring 25 target leads to the session
- ✓ Reachability of “Decision makers”
- ✓ Getting past the gatekeeper
- ✓ 4 steps in making appointments by phone
 - Connecting
 - Aligning
 - Triggering
 - Concluding
- ✓ Building a script
- ✓ Train the script
- ✓ Coaching “on the job”
- ✓ Debrief
- ✓ Individual script & action plan



Facts:

“63% of social buyers appreciate being contacted by vendors at the right time with relevant opportunities.”

“10% higher response rate if using a combination of phone, email and InMail”

Investment

€998,00 per participant
(a group of minimum 9 participants)

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