

Social Selling and the Power of CRM

"79% of salespeople who use Social Media as a selling tool outperform those who don't."
~ Social Centered Selling Survey

Who should attend this workshop?

Sales professionals & marketers looking for a competitive edge to find and engage prospects and clients.

What will participants learn?

Each participant will leave with a completed action plan to take them to the next level in Social CRM and customer engagement along with the ability to turn a quantity of leads into qualified prospects.

Introductory Social Sales - 1 / 2 Day

- A) An **overview of the social media landscape** and the impact it has had on where and how potential and existing customers spend their time online.
- B) A **step-by-step review of the features and functions** of the different types of **LinkedIn** profiles, how to optimize them for discoverability and professional appearance, and strategies for turning profiles into sales tools.
- C) An **in-depth review** of the features and functions of the different types of LinkedIn accounts and how to use them to prospect and mine for insights regarding companies and individuals.
This includes:
 - Advanced search techniques
 - InMail
 - Profile Organization
 - Team Link
 - Meeting preparation
 - Competitive Intelligence
 - Company Pages

Up to 10 participants \$1,495.00
Additional fee per participant \$249.00

In Depth Social Sales - 1 / 2 Day

- A) An **in-depth session** covering **Social CRM** strategy, customer listening and engagement and social customer service, including tools and processes. Each participant will leave with a completed action plan to take them to the next level in Social CRM and customer engagement along with the ability to turn a quantity of leads into qualified prospects.
- B) An **overview of Twitter**, its features and functions, and the utilization for prospect engagement, insight capture, and lead generation.
- C) An **in-depth review** of **Social CRM tools** and how they can be leveraged for ongoing engagement of clients and prospects. This includes:
 - Identify prospects & turning them into qualified leads
 - Social Signals
 - Merging profiles
 - Managing interactions
 - Content & connection strategies
 - Additional platforms & tools such as Facebook, Tumblr and more

Up to 10 participants \$1,495.00
Additional fee per participant \$249.00

A full day including both seminars \$2,795
Fees and Expenses (not including applicable taxes) additional.

Custom programs can be tailored to your needs

To discuss setting up a Social Selling Workshop for your team, contact us at:

info@ArCompany.co or (647) 999-2348

www.arcompany.co