

# LinkedIn for business

The majority of businesses currently using LinkedIn are simply making connections with people - without realising that they are actually sitting on a goldmine!

So why are you on LinkedIn? Did you set up your LinkedIn account to find more clients? Were you looking for more sales leads or intending to build effective strategic alliances? Or were you simply looking to have an effective online presence?

Our LinkedIn training course will show you the key areas to integrating LinkedIn into your sales and marketing strategy and make it really work for you and your sales team.

The in-house program focuses on helping sales and business development teams use this amazing lead generation platform to bypass gate-keepers and reach new clients. The sessions are fast-paced, enjoyable and packed with great content and practical examples. We inspire first and then deliver all that's needed to get everyone working better.

With over 300 Million users of LinkedIn, with thousands of key decision makers in your target market, can you afford not to be taking advantage of this sales tool?

## Subjects covered include:

- How to build the perfect LinkedIn Profile
- How to get the best LinkedIn recommendations
- How to network with the key people in your market
- How to manage your LinkedIn Network
- How to create an action plan that will get more sales and leads
- Individual coaching call to help with implementation
- Lifetime support via a bi-weekly live online 1 hour Q&A session

## Recommended for:

- Businesses seeking a more enjoyable and sustainable lead generation strategy
- Companies with sales teams up to 10 people
- Businesses looking to embrace "Social Selling"
- CPD Accredited

*"Stuart is an experienced LinkedIn trainer who showed me ways to maximise my sales using this platform. His training was well prepared and engaging. He personalised his approach through designing an Action Plan for each of the participants. I will certainly recommend his services to business owners and consultants who want to learn how to benefit from utilising LinkedIn to increase their sales".*

**Beata Staszko** - Managing Director at Mentor EU

“  
**Effective  
communication  
is 20% what  
you know and  
80% how you  
feel about what  
you know.”**

