



PEAK PERFORMANCE LEADERSHIP SERVICES Inc.

Workshop: Social Media for Sales & Marketing

There's no doubt; social selling will help your sales representatives and organization sell more.

Social selling is not a one-time activity and something that should be used alongside existing sales prospecting techniques. While it might be difficult to get started, especially if you're new to social media, the benefits far outweigh the challenges. And we can help!

The 6 segments in this workshop are kicked off with a brief keynote by Rick regarding the common myths of social selling. An interactive and engaging look at what we think and what social selling really is. From there the following topics will be covered in an interactive and hands on creation/updating of social media for all attendees. Bring your devices!

1. Overall Do's and Don'ts of Social Media

A review of 5 do's and 5 don'ts of social selling will set the understanding for the material and philosophy to follow. We will investigate how to add value and content while staying within company guidelines and ethics.

2. Choose the most relevant social network

Focus is crucial. Choosing the correct social media apps and networks is essential in being able to handle this task. We'll start by identifying the social networks that match your existing and potential customers.

3. Use of LinkedIn

- Updating individual profiles
- Connect with existing & potential customers on LinkedIn
- Get instant notifications when prospects join LinkedIn
- Join and participate in LinkedIn groups
- Contribute to existing conversations about your brand

4. Laser Sharp Client Focus

This is account based strategy gone digital! Choosing 10-20 targeted accounts that you want as your clients and start interacting with them today!

5. Provide value by sharing relevant content

More than 50% of B2B buyers seek out information on products and services on social media. Create new content based on what buyers are seeking and increase your visibility in an effort to attract potential clients and meet proactive information sharing needs.

6. Mining

With all your communications now updated on the correct media and value being brought to the industry and your existing clients, lets look to mine new clients and attract buyers to your company. We will look at specific apps and tools to assist in this important mining of new opportunities and clients. This is the old rifle vs shotgun approach to building our sales funnel.

One thing is clear: Prospects, customers and competitors all use social media for business. Follow these steps and embrace social selling and watch your sales grow or ignore it and get left behind.

Bring your devices to this interactive workshop and achieve the benefits of social selling now!

Exceed your 2020 sales goals with these proven skills, knowledge and techniques.

Contact Peak Performance at 416 726-0173 for more details and to register!

Regards,

Rick Denley

President, Peak Performance Leadership