



LinkedIn and Social Selling Essentials

Course Description

Gain foundational tools, tactics, techniques, and skills for leveraging LinkedIn to prospect, network, build referrals, develop personal branding, and more.



Outcomes

- Learn the essentials of LinkedIn for sales professionals such as core features and tools
- Understand the rules, etiquette, and dos and don'ts of social selling
- Build a masterful LinkedIn profile
- Develop a personal brand and understand why it matter in sales
- Be able to network strategically
- Write connection requests that are effective and sure to be accepted