

# SOCIAL SELLING

## COURSE OVERVIEW

TACK 

### Engage customers online and increase your sales pipeline with social selling.

- Utilise key social selling principles to improve your sales results
- Understand the social selling cycle and how to plan and implement an effective social selling strategy
- Use social media to develop long lasting successful relationships with your clients and prospects
- Map out, create and implement a social/digital media touch point campaign

Today's buyers are becoming resistant to traditional sales techniques, with cold calls and emails no longer as effective or convenient as they once were. Social media channels, such as LinkedIn, are providing new and innovative ways for salespeople to connect with and influence potential customers.

This one day course will provide attendees with a solid foundation and understanding of social selling and the skills, tools and techniques needed to effectively research, engage, target and network with potential clients through social media. You will leave the course confident and with a social selling plan that you can begin to implement back in the workplace for immediate results.

**For further information visit [tack.co.uk](http://tack.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [info@tack.co.uk](mailto:info@tack.co.uk).**



1 Day Interactive & Practical Course

Cost: £599 + VAT

Visit [tack.co.uk](http://tack.co.uk) for further information

### SUITABLE FOR:

Salespeople, Sales Managers or Business Managers who wants to become more knowledgeable, confident and effective social sellers.

## YOU WILL LEAVE THIS COURSE ABLE TO:

- Understand social selling and the skills, tools and techniques needed to be successful
- Improve your sales results with both new and existing customers by learning key social selling principles
- Understand the Social Selling Cycle and how to plan and implement an effective online selling strategy
- Have the tools, skills and techniques required to build your network, sell to that network, and develop long lasting relationships with your prospects
- Use social selling to develop new leads and brand advocates
- Plan out, create and implement a social media touch point campaign



WE BELIEVE IN THE INDIVIDUAL

a GI GROUP brand