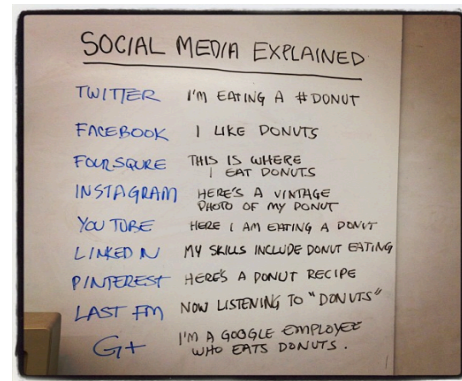


Program Objectives:

The SM Selling Strategies course is designed to provide B2B Sales Teams an overview of what role social media plays in B2B selling.

The program is intended to help teams develop strategies that they can employ in their organisations and how they can track the impact on the business.



Target Audience:

The target audience for the SM Selling Strategies course should include the key stakeholders and individuals who sell or support your sales teams. They should include sales managers, marketing professionals, business development managers, industry and subject matter experts.

Social Media Selling Strategies Outcomes:

- ✓ Social Media Overview
- ✓ The Framework of a Social Media Plan.
- ✓ Blogging - how to position your blog and make it attractive to corporate buyers.
- ✓ Strategies to use Social Media in B2B Selling.
- ✓ Content Strategy - how to incorporate a clear call to action.

Workshop Approach:

The SM Selling Strategies course includes a range of approaches:



- Formal classroom training to provide insight and skill transfer.
- Practical group exercises to build experiential learning.
- Classroom interaction and discussion to encourage participation and knowledge sharing.
- Role play calls to reinforce the learning. And,
- If appropriate the use of current business opportunities.

Workshop Prerequisites: To be discussed and agreed prior to the workshop.

Program Duration: 1/2 Day or 1 Day.

Location: The course may be run on or off site, as required.

Price: Available on request.