



Mercuri International

# SOCIAL SELLING



# PROGRAM OVERVIEW

## Mercuri International **SOCIAL SELLING**

The goal of this program is to help Sales People establishing a professional presence on dedicated social networks. This allows them to reach new potential customers and to consolidate existing ones by managing their activity on such platforms.

### **AUDIENCE**

Sales people who would like to learn how to set their presence on professional social networks.

### **DURATION**

Digital content: **30 min**

### **DELIVERY FORMAT**

100% digital or in combination with face-to-face or virtual classroom.

Interactive contents and exercises. All material is supported from laptops, tablets and smartphones.



# CONTENT OVERVIEW

1

## PROFILE PRO – BUILD YOUR PROFESSIONAL PROFILE

- Understand what it takes to build a professional profile
- Learn the most common mistakes
- Discover the best option to improve a regular profile

2

## NEW CONTACTS HUNTER – IMPROVE YOUR NETWORK

- Find out the best techniques to connect with new potential customers
- Learn the most effective approach to turn leads and contacts into real prospects

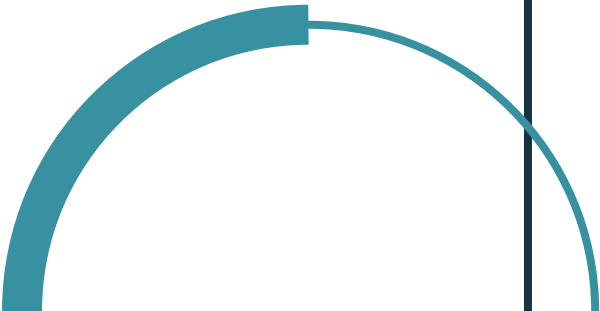
3

## POSTING ARTIST – CREATE EFFECTIVE POSTS

- Discover the key elements for an effective post
- Understand what it's worth to share on these platforms
- Find out useful tips for your posting habits



# CONTENT DESCRIPTION



# MODULE 1: PROFILE PRO

## BUILD YOUR PROFESSIONAL PROFILE

### **How to establish your professional presence?**

Understanding what it takes to build a professional profile on social networks is as key as avoiding the most common mistakes – that's how you ensure your profile has an impact on its visitors.

In this module, participants discover:

- How to create a profile on social networks that conveys professionalism and expertise
- The common mistakes to avoid
- The best option to improve a regular profile



## MODULE 2: NEW CONTACTS HUNTER IMPROVE YOUR NETWORK

### **How to find new professional contacts, professionally?**

Improve your network by easily finding new meaningful contacts that are plausible to become real prospects.

This is where salespeople:

- Find out the best techniques to connect online with new potential customers
- Learn the most effective approach to turn leads and contacts into real prospects



# MODULE 3: POSTING ARTIST CREATE EFFECTIVE POSTS

## How to support your professional identity?

Posts are for sure one of the most powerful tools of social networks. If used wisely, they strengthen your professional presence and attractiveness; if not, they can damage your image.

In this module, participants:

- Discover the key elements for an effective post
- Understand what it's worth to share on these professional platforms
- Learn some useful tips for their posting habits







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GROW YOUR PEOPLE,  
GROW YOUR BUSINESS

