

Instructor-Led Training

Social Selling on LinkedIn



Lead the dialogue in a connected world. This course is designed to supply you with essential skills and strategies vital to prospecting on LinkedIn. Led by technology industry veterans, the curriculum brings real-world experience and first-hand knowledge on what it takes to succeed in building authenticity on the LinkedIn platform.

No prerequisites required | 7 week duration (seven 45-minute sessions)

Course Details

LinkedIn is an incredibly powerful social media platform for business with more than 1 billion registered user accounts worldwide. Modern business decision-makers continue to change how they embark upon their buyer's journey. They have grown cold to traditional sales and marketing methods and are increasingly conducting more research independently, relying only on their most trusted advisors for assistance and information.

For Sales, Marketing, and Business Development professionals, frustrated by low connection rates and abysmal returns on the time and effort invested in traditional prospecting, this 7-week Social Selling on LinkedIn course presents an opportunity to connect and engage with a targeted global audience, establish a professional brand, and generate authentic connections with your potential customers.

Stepping into thought leadership means distinguishing yourself. But first, you need the skills to craft compelling narratives, present distinct perspectives, and offer solutions that resonate with your audience. Authenticity and transparency are key—thought leaders build trust by showcasing genuine passion, sincerity, and a commitment to delivering real value with their solutions.

Course Curriculum

Module 1: Introduction to Social Selling & Course Overview

Module 2: First Pillar - Creating the Perfect Profile

Module 3: Second Pillar - Growing Your Network

Module 4: Third Pillar - Messaging

Module 5: Fourth Pillar - Content

Module 6: Fifth Pillar - Personal Branding

Module 7: Course Wrap-Up & Continued Learning

Instructor

Weekly sessions are led by technology industry veteran Danny Deganis. Having occupied a variety of progressive Sales and Management roles, across all tiers of the technology channel marketplace, Danny combines more than 25 years of real-world Sales and more than 5 years of Social Selling experience and delivers the course content in a lively and relatable manner.

Course Benefits

- 1. Relationship Building:** Forge authentic connections and nurture trust and loyalty with personalized interactions.
- 2. Thought Leadership:** Establish authority in your industry by sharing valuable insights and expertise.
- 3. Higher Conversions:** Increase conversion rates by creating and utilizing trust and strong relationships with prospects.

Enrollment

Course Fee: Base price for one participant is \$5600.

Interested in training your whole team? Each additional participant is \$500.

Contact us for available dates: growth@gameplanmarketing.ca | 1-800-983-1886 | GamePlanMarketing.ca

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