



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

