

SOCIAL SELLING

OVERVIEW

This one-hour session focuses on the concept of social selling, which leverages social media platforms to connect with prospects, build relationships, and drive sales.

By integrating personal branding and content sharing into their sales strategies, participants will learn how to effectively engage with their audience in a more authentic and impactful way.

KEY LEARNING OBJECTIVES



Build your brand.

Create name recognition and credibility through consistency online.



Effectively leverage social media, namely LinkedIn.

Turn social media posts and engagement into inbound leads.



Send LinkedIn videos.

Learn how this content can stand out in the crowd and grab the attention of prospects.



Send LinkedIn voice notes.

Getting creative and breaking through the noise will be your superpower.



Measure engagement and impact.

Review your effectiveness and measure the impact of online prospecting.



SellingSara

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