

Workshops Half day

# SALES & MARKETING: A GUIDE TO GETTING THE MOST OUT OF LINKEDIN

## Overview

**LinkedIn is the most powerful corporate social network for anyone in business or looking to forward their careers. Whether you're looking to generate leads, position yourself as a thought leader or simply improve your online CV, this course will help you immensely.**

The problem is that most people don't know how to use LinkedIn to their advantage. In this half day workshop we'll take it back to basics and show you exactly how to get the most from this amazing platform.

## Who is this course for?

- **Business Owners** - who want to stand out as thought leaders in their industry
- **Sales People** - who want to generate new opportunities
- **Marketers** - who want to improve their own personal profiles and understand how their companies can be using this tool more effectively

## Course Content

You'll learn methods for:

- ensuring your profile has the edge over your competitors
- building your networks quickly and effectively
- using the platform to generate opportunities for you or your business

This incredibly powerful social media platform is one of the most important B2B channels out there. You'll get to know how best to use it in a fun, friendly and professional manner.

## COURSES

This course is also available in house.

## BENEFITS OF THE COURSE

By the end of this course you'll know how to write a profile which gives you the edge, how to build networks effectively and how to use LinkedIn to generate opportunities for you and your business.