



SocialSelling

Discover How to Fuse Traditional with
Groundbreaking Sales Techniques

*Innovate, Network, and Outperform Your
Competitors With Social Selling!*

Pucker up, 'cause it's finally time to kiss cold-calling good bye. While the telephone may once have been your sales ammunition of choice, it's simply not going to cut it in today's consumer environment. And it's certainly not going to capture the attention of your 'can't-help-but-check-my-email-every-10-minutes' type of customers. As every savvy sales pro knows: wherever your customers go, you should follow. And these days, they're online.

LinkedIn is one of the most important tools you can use in social media every day. It's time to hang up the telephone, give your cold-call script a rest and boost your social clout. **Social Selling** is – without a doubt – a proven paradigm in selling!

Here are a few interesting facts that all sales professionals need to process and accept (sooner rather than later!):

- ▶ ...93% of B2B buyers begin their buying journey online!
- ▶ ...65%-70% of the buying journey is conducted entirely free from sales reps!

It sounds like a harsh reality, we know. But WSI's Social Selling Course will show any sales professional how to plunge into the digital realm and embrace social selling to drive revenue. Here's a glimpse at the Course features:

- ▶ Individually tailored course content based on your specific goals and learning objectives
- ▶ Recordings taped so you can refer back to the training at any time
- ▶ Assignments for reference and to help reinforce learnings
- ▶ Instructor-lead training conducted weekly to guide you through the process
- ▶ Reinforce adoption through a group approach and shared assignments

During WSI's 4-week course, your sales strategy will undeniably experience a 180° turn. Together, we will ensure you understand the latest opportunities LinkedIn has to offer. Sales professionals will benefit from learning how to:

- Optimize your social media profiles to ensure maximum visibility and credibility with buyers
- Develop a roadmap of your ideal demographics' buyer persona
- Learn to publish, share and syndicate valuable content
- How to conduct searches to find people and connect
- Deep dive into other powerful areas of LinkedIn
- Develop powerful, internal assets to drive internal leads and amplify lead conversion

**Empower Your Sales Team With Social Selling.
Contact Us About the WSI Social Selling Course Today!**



**Social Selling practices is just one of the many ways
WSI can help you reach your business goals.**

We specialize in various digital marketing solutions including:

- ▶ **Social Media Marketing**
- ▶ **Content Marketing**
- ▶ **Search Engine Optimization**
- ▶ **Pay Per Click**
- ▶ **Web Analytics**
- ▶ **Email Marketing**
- ▶ **Display Advertising**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimization**
- ▶ **Video Marketing**
- ▶ **Responsive Web Design**
- ▶ **Social Community Platform**

Contact us today so you can experience how we take digital marketing to the next level.

