

This Master Class is designed for field salespeople, marketing executives, business development managers, and sales office personnel who need to generate new business leads in order to secure more appointments. The Master Class will show you how to use Social Media to consistently generate new business leads and secure appointments with potential clients. It will address how to use Twitter, LinkedIn, and Facebook, to fill your diary with face-to-face meetings with your ideal target clients.

The power and opportunity Social Media grants sales professionals and business people generally is limitless. As long as we understand how to leverage each platform - we can connect with our potential clients, engage with them, and secure either face-to-face or telephone meetings consistently each month.

As a salesperson, you need to stand out from your competitors on Social Media, if you don't, you'll blend in with the 'noise' of the crowd and see no tangible return for your time spent using the platforms. This is one of many areas we cover in detail. What's more, you also need to be efficient with your time on Social Media. So as well as learning how to leverage each platform to secure client meetings, we also cover Time Management i.e. creating your Daily Plan - which you can execute in 30 minutes each day, and maximise all opportunities Social Media offers.

The 'Prospecting Using Social Media' Master Class will improve your confidence, effectiveness, and results of your Social Media activity. This Master Class is suitable for delegates of all skill levels - just a basic understanding of what Social Media is, is all that's required.



## Master Class Objectives

- To secure more face-to-face appointments with potential clients
- To learn how to use Twitter, LinkedIn & Facebook as a prospecting tool
- To create a Daily Plan to execute efficiently, leveraging Social Media
- To learn how to use Social Media as a networking tool
- To create a Personality on Social Media, helping you stand out from the 'noise' of the crowd
- To create an overall Social Media Strategy, focussing on securing new appointments

## Delegates will learn

- What to 'Say' on Social Media to engage with potential clients
- How to optimise your Twitter, LinkedIn & Facebook accounts to attract your ideal client
- What K. L. T. is, and why we need to focus on this to nurture a relationship with potential clients
- How to create your Social Media Strategy and Daily Plan
- What 'Centres of Influence' are, and why they're so important
- How to 'piggy back' on already developed social media profiles to get in front of their audience
- How to grow a large targeted following of potential clients on Twitter - for free
- How to develop a targeted connection database of potential clients on LinkedIn - for free
- How to grow a targeted fan base on Facebook - for free
- How to 'Sell' the appointment correctly on Social Media
- How to export your contacts on LinkedIn
- How to follow up correctly with LinkedIn connections
- How to convert your 'following/connections' to appointments in the diary, consistently.