



INFUZED
Empowering Business

INSALES Training – LinkedIN UNlocked series

Understanding LinkedIN - Module 1. The Basics

- In this 90 minute seminar you will learn the basics of how to use LinkedIN and how & why this platform is a powerful tool for you and your business.

Topics included:

- The key basics of using LinkedIN
- How to navigate the key pages
- How & why to connect
- What is the key purpose for LinkedIN and why we need to use it
- Do's & Don'ts of LinkedIn
- Top 5 tricks to get noticed on LinkedIN
- How increase your database dramatically within 60 days

Your learning outcomes will be:

- How to be confident with using LinkedIN
- How to navigate key pages for everyday use
- How, why & when to connect with your network
- The benefits of LinkedIN for you and your business
- Why it is important for you and your business to embrace this platform and the potential lead opportunities available
- How to get the most out of LinkedIN with only 10 minutes per week
- How to use LinkedIn to increase your database in the short term and long term

Who should attend:

This module is designed for people with a sales focus ie small business owners, managers and/or salespeople who want to learn more about how to use LinkedIN. Attendees may be initially uncertain about how & why they should use LinkedIn and want to know the best ways to interact with others on this platform to get the best results possible.

Course Duration & Time

90 minutes.

Time: 9am to 10.30pm