



INFUZED
Empowering Business

INSALES Training - Integrity Selling Series

Understanding LinkedIn - Module 2. Basics extended

- This 90 minute session is designed to get you using LinkedIn and help you to extend from the basics that you know about LinkedIn
- Our key outcome is to get you using LinkedIn in a more powerful way to achieve better lead opportunities for you.

Topics included:

- How to effectively *engage* on LinkedIn
- How to generate leads on LinkedIn
- How to effectively navigate through LinkedIn
- What to do once you start getting noticed on LinkedIn
- How to upload your database
- How to set up a company page and how to increase your following
- How to set up a group and add your connections to your group
- How to set a solid strategy for your activity on LinkedIn to increase your lead opportunities
- How to publish a post and the key content you must have
- Recommended activity for serious connectors

Learning outcomes:

- You will learn and practice how to generate leads on LinkedIn
- Gain confidence in your ability to effectively use LinkedIn for your business
- You will learn & practice how to navigate through the key pages of LinkedIn and understand the benefits for you and your business
- You will learn how to develop a simple LinkedIn strategy and how to execute it to encourage new lead opportunities for your business.
- You will learn how to extend yourself from the basics of LinkedIn and apply key aspects of LinkedIn to your business to gain the most out of the time you spend on this platform.

Who should attend:

This module is designed for small business owners, managers and/or salespeople who want to learn more about how to use LinkedIn and extend their practical application from the module 1. Attendees are likely to be relatively confident on LinkedIn but haven't quite figured out all the aspects of LinkedIn that could benefit them or their business.

Course Duration & Time

90 minutes.

Time: 10.30 to 12.00pm