



Linked 
For Sales Professionals

1-Day Workshop

Background



MTD, the sales training specialists, has been working with a **wide variety of clients** (both large and small) in the UK and internationally since 2001.

Since that time we have delivered training in over **23 different countries** to over **2,000 different organisations** and have helped over **50,000 staff**.

Our head offices are based in the Midlands where we have our very own training centre, including a multi-media suite that enables us to provide a full range of blended learning solutions including video, podcasts, e-learning and online support solutions.

We specialise in providing:

- In-house, **tailor made** sales training courses (1-5 days duration)
- Open courses** (Delivered throughout the UK at various locations)
- Ongoing sales development **programmes** (From 5 days to 2 years)
- Blended** learning solutions (online and offline)
- Sales **coaching** (With Sales Directors or Sales Executives)

Our team of highly skilled and experienced trainers and consultants have all had distinguished careers in senior sales roles and bring with them a wealth of practical experience to each course. At MTD Training we will design and deliver a solution that suits your specific needs addressing the issues and requirements from your training brief that best fits your culture, learning style and ways of working.

Our Key Unique Selling Point

*“Bespoke, practical and quality training delivered by a trainer experienced in your industry is a “given”. Where we really make a difference is how we **help your sales peoples to embed and implement the learning** after the course. We offer industry leading post course support to make this happen so you get a real, tangible return on your investment”*



Head Office:

MTD Sales Training, 5 Orchard Court, Binley Business Park, Coventry, Warwickshire, CV3 2TQ

Website:

www.mtdsalestraining.com

Email:

enquiries@mtdsalestraining.com

Telephone:

0800 849 6732

MTD Have Worked With...

Credibility and trust are two important factors when selecting an external training partner as you will want to know that you are in safe hands. From multi-nationals through to the small business, no matter what your industry, size or complexity is, we have delivered training to over **2,000 different organisations** and **50,000 staff** that include:





A 1-day workshop where you will learn how to...

How To Build A **Killer Profile, How To Develop An **Influential Network** & How To **Prospect**, Hunt Out & Engage With Your Decision Makers To **Create More Sales Opportunities****

Overview

You've definitely heard of LinkedIn, you might even have a LinkedIn account and you've heard of the benefits and the power that LinkedIn can provide you in terms of prospecting and selling.... but your LinkedIn account is just sitting there gathering dust simply because you don't know what to do with it!

This 1-day workshop is for Sales Professionals who want to harness and tap into the potential goldmine of prospecting resources and additional sales opportunities that LinkedIn has to offer.

With a killer profile and the right approach to hunt out, prospect and engage with your target market then will you will maximizing your prospecting time.

Who Will Benefit From The Course?

- Field sales people
- Business to business sales people
- Business owners
- Client relationship managers
- Account managers
- Business development managers
- Commercial managers

What Will You Gain From the Course?

Learn how to make your profile stand out from the crowd and one that attracts your target market

Learn how to hunt out and search for the key decision makers that you want to contact

Learn how to prospect in particular organisations

Learn how to increase your own network quickly and effectively

Learn how to create more sales opportunities through the power of LinkedIn

Course Agenda

Overview

Objectives For Today
The Evolution Of Selling & Where LinkedIn Fits In
Where Are We Today?
What Has Changed In The World Of Selling?

Making Your Profile Stand Out

Why use LinkedIn?
Maximising Your Profile
Be Easy to Find and Engage with Through Personal Branding
How to Get to The Top on The LinkedIn Search Engine

Prospecting Through LinkedIn

LinkedIn – the best decision maker search engine ever invented!
How to Find the Decision Makers on LinkedIn
How to Communicate with Your Network
Maximising the Use of Lead Generation Tools
How to Find New Customers
How to Search Companies for the Right People

Building Your Network

The Value of Networking
Generating Business Through Networking
Using Contacts to Build Contacts

Create More Sales Opportunities

Joining and Building Groups
How to Manage a Group
How Your Contacts Can Help You Get More Contacts
Using LinkedIn Tools to Dig Deep and Uncover New Opportunities
Using LinkedIn Answers to Raise Your Credibility
How to Follow Companies of Interest to You
How to Use Advanced Searches to Build Your Network
Should I Upgrade, and if so, To What Level?

Making It Real

If you want to bring your laptops with you then please do as you can connect to our WiFi and change your profile and prospect as we go along.

If you do not have a laptop then do not worry as we will be doing LIVE simulations using accounts on the big screen as well.

Close & Actions

Locations

MTD Training Centre

5 Orchard Court
 Binley Business Centre
 Harry Weston Road
 Coventry
 CV3 2TQ
 5 minutes off Junction 2 of the M6

Crowne Plaza Heathrow

Stockley Road, UB7 9NA
 2 minutes off Junction 15 of the
 M25

Your Course Leader



Mark Williams

Feedback From The Last 72 Sales Professionals That Mark Has Trained

Area	Average
Trainer's Knowledge Of The Subject	9.63 out of 10
Trainer's Presentation Skills	9.46 out of 10
Trainer's Helpfulness	9.63 out of 10
Variety Used In Delivery	9.24 out of 10

Registration Fee

£295 + vat

Included Within The Registration Fee:

- Course Manual
 - All Refreshments
 - Lunch
 - Course Materials
 - Course Certificate
 - Unlimited email support from your trainer after the course
-

Web: www.mtdsalestraining.com

Telephone: 0800 849 6732

On-Going Support After The Workshop

After we have delivered your programme we do not just shake hands and take your money. We like to offer you some ongoing support.

Included within the cost are **3 unique support options that are available to you.**

6 Months Of Unlimited Email Support



During the programme and for 6 months thereafter you can email your programme leader as many times as you like for help and guidance.

You might be implementing a technique and have a question to ask about it or you might have some difficult sales meetings coming up - no matter what the situation your course leader is on hand to help you.

After all, we appreciate that the learning event is just the start of the process!

Email Support

- Each delegate will receive a unique email address to write to if they want some tips and help - train@mtdsalestraining.com

6 x 20 Minute Online Audio Seminars

We will also give you access to **6 x 20 minute audio sales seminars** that you can listen to at your desktop or download as MP3's.

Weekly Sales Tips Newsletter

You can also have the option to sign up to our weekly "Sales Tip" newsletter that will be delivered to your inbox.

Each "Sales Tip" will cover topics such as:

Effective communications sells, Closing skills, Up-selling and cross-selling, Self-confidence, Buying signals, Questioning skills, Listening skills

Require Accommodation?

MTD have negotiated special discounted rates with local hotels if you need somewhere to stay.

Please contact us and we will make sure that you receive preferential rates.

Next Steps & Booking Information

Questions/Queries

Call us - 0800 849 6732

Email us – enquiries@mtdsalestraining.com

Booking

If you would like to book a place on this course you can call us on **0800 849 6732**, complete our online booking form or download our Booking Form (Word Format) and email it back to us.

Details of locations, dates and availability for each course are at <http://www.mtdsalestraining.com/opencourses.htm>

You will find the booking forms on the respective pages.

Once You Have Booked

We will then send you a confirmation letter, invoice and joining instructions.

You can pay through invoice or credit card. Invoice terms are 30 days after invoice date.