



eselling[®]

**How To Use The Internet & Social Media For
Prospecting, Personal Branding, Networking
And For Engaging The C-Suite Decision Maker**

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 1,500 different organisations.

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 **1500 different organisations** that include:



eselling®

How To Use The Internet & Social Media For **Prospecting, Personal Branding, Networking** And For Engaging The **C-Suite** Decision Maker



eselling® creator Sean McPheat delivering a keynote to 1,000 sales professionals on the subject at the ISMM's Successful Selling Conference at the Ricoh Arena

Overview

**"73% Of Decision Makers Won't
Accept An Inbound Call"
Market Transformations**

With the latest market research figures like those above it's no wonder that cold calling is becoming more and more difficult.

Your buyers are also taking the lead in their purchasing decisions by using the internet for research and to short list potential suppliers.

If you're looking for a new and modern way to prospect and sell then **eselling®** will be the exact approach that you are looking for.

Based upon **Sean McPheat's #1 Amazon bestselling book, eselling®** will show you how to **use the internet and social media** to find **qualified decision makers** and will show you how to **engage with them properly**.

The **eselling®** approach will also help you with your personal branding and will help to position yourself as an expert within your field so that you can always command the top prices without any discounting!

It helps you to create and build a personal brand with which people can identify, relate to or at least connect with. **eselling®** shows you how to create virtual "real estate" online. Each piece of property is branded with you and points your prospects and clients back to more detailed information on you, your products, your company and your offers.

Buyers are looking for thought leadership...

What role does the solution provider thought leadership content, such as the research, analysis, and advice often found in reports, white papers, webcasts, and articles, play in determining providers make it on to your shortlist?

% of Respondents (N=486)



Source: ITSMA and PAC, How Customers Study, 2010

Final Report | Abbreviated Summary | F018AS

How Customers Choose

Copyright 2010 ITSMA and PAC. All Rights Reserved

More and more organisations, both large and small, are contacting us to help them create their own unique **eselling® model**.

Certain aspects of **eselling®** will be consistent but others will depend on your industry, what you sell and how you sell it.

For example, for most B2B organisations, LinkedIn will be your main social media outlet for prospecting and engaging with decision makers. For other companies this might be Twitter, Facebook pages or a combination of all 3.



*Author and create of **eselling®** Sean McPheat delivering a keynote to 500 IT professionals*

What Will You Gain From eselling®?

You will be able to:

- Use an effective and consistent approach for using the **internet** and **social media for prospecting, business development and account management activities**
- Build up a **personal brand** online that positions you as an industry expert (this can also be used offline prior to client meetings)
- Hunt out the **key decision makers, prospect online, "listen for leads"** and **gain introductions** to the people that you want to get in front of
- Build up a **contact strategy for prospects** in your pipeline and for your existing clients in terms of ongoing educational and positioning

A Typical Course Agenda

Each company will have their own unique eselling® approach and model.

For example, some companies will be better suited to use LinkedIn as their predominant prospecting tool and for others, Twitter and Facebook pages may be more applicable.

At the end of the day it all comes down to what you sell and how you sell it.

Whatever "mix" we choose to adopt together all of the workshops will be a mixture of covering the content and also working on the internet **LIVE**.

eselling® Overview

- Why are you here!
- What is **eselling®**?
- What it is not!
- Understanding the pay off
- Covering the core components of the eselling® Model
- What is the end game?
- What's it going to take to succeed
- Action planning

Online Intelligence Planning

- Objectives of this session
- How your prospects use the internet
- LIVE research: Snooping on your prospects and clients. Where do they hang out?
- LIVE blog, forum, social media hunting
- How to use Google Alerts for competitor analysis and intelligence on your prospects
- Using keyword research to understand your buyers needs and wants
- Action planning

Social Media Masterclass

Within this session we will cover the **most applicable social media sites** for your industry and what you sell.

It could be any one from LinkedIn, Facebook or Twitter or indeed, any combination thereof.

Whilst **eselling®** is a tailored in-house programme, we do run a ["LinkedIn For Sales Professionals"](#) workshop as an open course.

- What is it?
- Why use it?
- Elements of a winning profile
- Do's and Don'ts
- Inviting people and growing your network
- Searching for prospects
- "Listening online"
- Conversation finding
- Personal v Business use
- Action planning

Personal Branding

- What is a personal brand?
- Why is it important?
- Examples of online personal brands from sales people
- Planning your "own brand"
- Generating content and PR to support the brand
- Creating your online authority - where to be seen
- Blogging, running a blog, forum contribution
- How to get in the press for free via the internet
- Action planning

Listening For Leads

An intense, LIVE internet session where we'll take your main products and services and hunt out leads LIVE on the internet for each one.

Close & Actions

Next Steps & Options

eselling®, the book, is available to buy via Amazon and is also an in-house, tailored programme.

Sean McPheat is also available for keynote talks on the subject of **eselling®**.

For More Information

Please talk to us.

Call or email us on the information below:

Call us - 0800 849 6732

Email us - enquiries@mtdsalestraining.com

eselling®
the book

eselling®
in-house course

eselling®
keynote speaking

eselling®
training license programme

Linked in
For Sales Professionals