



# eselling<sup>®</sup>

open course

**How To Use The Internet & Social Media For  
Prospecting, Personal Branding, Networking & 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 2,500 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](http://www.mtdsalestraining.com)

#### Email:

[enquiries@mtdsalestraining.com](mailto: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 **2,500 different organisations** that include:



# eselling®

## open course

A 2-Day Workshop Where You Will Learn...

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

### Overview

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 **LinkedIn, Twitter, Facebook** and the internet as a whole to find **qualified decision makers** and will show you how to engage with them properly.

The **eselling®** approach will also help 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. Today's buyers like to be in control of the sales process and how they make their purchasing decisions have changed over the years with **"90% of purchasing decisions are now based on internet research" Gartner.**

**Today's modern day buyers** use the internet to ask questions and conduct research on the solutions that the business needs.

#### Where are they finding the information they're looking for?

Today, it's not only your corporate web site that they're looking at. They're also going to YouTube, reading from forums and doing searches on Facebook, Twitter and LinkedIn to see what other people and other customers in some cases—are saying about how to solve their problems. They're mentioning products by name. They're mentioning people by name. They may be talking about you and your products right now.

**eselling®** is about stepping into this on-going process to "be there" and to be visible to join the conversation and to help provide the education your prospects and customers are looking for.

Effective esellers have built up a trusted authority position online (that they can also use offline too) and they can be quickly vetted through the search engines prior to a sales meeting and can be found everywhere where your targeted prospects and clients are "hanging out".

**eselling®** is a model for developing an online presence, "expert status" and the knowledge to prospect and develop profitable business relationships via the internet.

## 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

**eselling®** shows you how to build an online presence and personal brand as an industry expert.

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.

In building this online empire, you're better able to create new leads and close more sales as you meet your target buyers online. **eselling®** recognises the way all people are using the easy presence of the Internet to research products, technologies, services, prices and even you personally before making a purchase decision.

## Prospecting The Easier Way...

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

If you're banging your head against a brick wall cold calling, then there is an easier way!

By using the **eselling® concepts** we will show you how to prospect using **LinkedIn, Facebook and Twitter.**

We will show you how to **hunt out** and **engage** with your target market - the decision makers who are interested in what you sell.

We will also show you how to **"Listen In"** to leads and potential business opportunities online and then you can join in the conversation to offer help.

As a sales professional you already have a level of expertise in the products and services you represent. Through the **eselling®** you share that expertise online providing a benefit to those who need a solution to the types of problems that you solve.

This is a highly interactive and practical programme.

This approach brings the training to life and helps to embed it much easier.

### 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?

The specific objectives for this 2-day basics workshop are for your sales people to:

- Use an effective and consistent approach for using **social media for Business Development** and Account Management activities (LinkedIn, Twitter and Facebook)
- Build up a **personal brand** online that positions them as industry experts (this can also be used offline prior to client meetings)
- Be able to **prospect online**, "listening for leads" and gaining introductions to the people that they want to get in front of
- Build up a **contact strategy for prospects** in their pipeline and for their existing clients in terms of ongoing educational and positioning

## **Course Agenda**

All of these 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 - LinkedIn, Facebook and Twitter** will be analysed in great detail individually:

- 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. We'll use the LinkedIn, Twitter and Facebook accounts that have been set up to hunt out and plan a prospecting strategy for each in the LIVE environment using real life examples.

## Your Course Leader



**Mark Williams**

### Feedback From The Last 42 Sales Professionals Who Attended This Course

Area	Average
Trainer's Knowledge Of The Subject	9.28 out of 10
Trainer's Presentation Skills	9.71 out of 10
Trainer's Helpfulness	9.85 out of 10
Variety Used In Delivery	9.42 out of 10

#### Course Fee:

£495 + vat

#### Included Within The Registration Fee:

- Course Manual
- Course Materials
- Course Certificate
- Buffet Lunch
- 3 Servings Of Tea and Coffee
- Unlimited email and telephone support from your trainer after the course

#### Require Accommodation?

We have negotiated special discounted rates with local hotels so if you'd like preferential rates please let us know and we can give you the details on how to claim your discount.

## Next Steps & Booking Information

#### Questions/Queries

Call us - 0800 849 6732

Email - [train@mtdsalestraining.com](mailto:train@mtdsalestraining.com)

#### Booking

If you would like to book a place on a course please either complete the online booking form at the bottom of this page or download our [Booking Form \(Word Format\)](#) and email it back to us. We will then send you a confirmation letter, **invoice** and **joining** instructions.

**You can pay through invoice or credit card.**