

ONLINE COACHING COURSE:

# SELL MORE BY SELLING LESS™

How to create influence & drive opportunity in a socially connected world

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## THE NEED

Today's B2B buyers are more connected, more informed, and more likely to do their solution research online. Forrester reports that 50-70% of the buying decision is made before ever talking to a sales person. If your team is not engaging with clients, prospects and influencers online early in the process, you're missing opportunities. **It's time to get social or get left behind.**

## THE SOLUTION

Enable and empower customer facing employees and SMEs to leverage LinkedIn and Twitter to share expertise, build social authority and drive opportunity to advance your company's priorities. This progressive coaching course is delivered via web meeting over 6 consecutive weeks. With helpful weekly assignments to apply what's learned, it's designed to instill a social selling mindset by integrating proven best practices into daily work habits.

## THE RESULTS



Identify/Engage with prospects and influencers earlier in the sales cycle, when it matters most.



Attract and accelerate opportunities by delivering value that builds credibility and trust.

## UNIQUE FEATURES



Proactive accountability and unlimited 1:1 coaching available in between learning sessions ensures cumulative progress.



Course participants support each other in a structured process that motivates peer-to-peer collaboration and accountability.

## COURSE OUTLINE (Details on page 2)

- Maximize Your Social Presence
- Build a Strong Network
- Engage with Intention
- Deliver Consistent Value
- Influence to Drive Opportunity
- Monitor Activity & Measure Success

SALESPeOPLE USING SOCIAL SELLING TECHNIQUES OUTPERFORM THEIR NON-SOCIAL PEERS BY **78%.**<sup>1</sup>

**53% OF DECISION MAKERS HAVE ELIMINATED A VENDOR FROM CONSIDERATION BASED ON INFORMATION THEY DID OR DID NOT FIND ABOUT AN EMPLOYEE ONLINE.**<sup>2</sup>

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## COURSE OUTLINE

### Maximize Your Social Presence

Explore the necessary steps to craft your personal brand; Leverage your professional and personal experience to create rich, social profiles that convey a positive image that makes you stand out and capture interest; Embrace your unique-NESS.

### Build A Strong Network

Understand why "your network is your net worth;" Learn strategies and tactics to build valuable networks of professional connections and followers that enable broad social reach and facilitate collaboration; Set up the foundations of social prospecting that will give you clarity and focus.

### Engage with Intention

Follow best practices to effectively participate in key social channels; Communicate to demonstrate authority, build credibility and earn trust. Adopt the social selling mindset.

### Deliver Consistent Value

Explore key strategies, resources and tools to create, curate and repurpose content that is considered valuable to influencers, advocates and decision makers to help drive awareness, and consideration.

### Influence to Drive Opportunity

Capitalize on your growing social authority to uncover and influence opportunities. Learn the art of "selling more by selling less" through warm introductions, lead triggers and exploiting the crooked path to a key decision maker.

### Monitor Activity & Measure Success

Learn tips, tools and habits for making continuous progress and deliver results on individual and organizational objectives. See how influence is a self-motivating cycle.

Stat Sources: 1 Forbes; 2 Kredible



Contact for more information.

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MORE  
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**maximize**  
WITH JANE SCANDURRA

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