



## Course Information

**Duration:** Company in-house courses commence at 9.30am and aim to finish by 13.00. There is a refreshment break around 11.

**Target Audience:** Delegates will be expected to have a working understanding of LinkedIn and will typically have in excess of around 25 or more Connections. This serves as a good guide for your delegates LinkedIn experience as the course will move at a rate to accommodate all.

**Course Objectives:** This is a half day Workshop and course is designed to increase the delegate's knowledge to all of how to use LinkedIn more effectively with the objective of generating sales leads and opportunities and importantly ensuring there is broad alignment and a consistent message across the company whilst allowing for individuality. The course has been running since 2013.

### Testimonials:

*“Having just been on Gary’s LinkedIn workshop, I’ve come away with a real sense of excitement and confidence that Social Media has such power in our business arena if used properly. Gary’s passion and knowledge of the LinkedIn potential to boost business is superb and his workshop is delivered with confidence and excellence. Highly Recommend! **Shawn Nicholas, Sales Manager***

### Workshop Course Details

#### Introduction

- Workshop Objectives
- Company & Delegate Objectives
- LinkedIn -community

#### Actions that get Results

- Strategies to get Results
- Approaches that work!
- Adding Value
- Why you?

#### LinkedIn Lowdown

- Profiles
- Creating Good Profiles (Headlines, Descriptions, Summary etc)
- How you can Add Value
- Exercise 1
- Exercise 2

#### Review and Next Steps

- Future of LinkedIn
- Review of Objectives by delegate
- Delegate Workshop Action points
- In-House Company Review and Coaching
- CRM systems and working with LinkedIn (if relevant)

#### Working with Connections

- Building and Searching
- Do’s and Don’t’s
- Groups

CRMC offer a variety of flexible training options. To discuss an in-company training requirements and customise your LinkedIn course, please call the CRMC Team who will do their best to help 0844 745 4588.