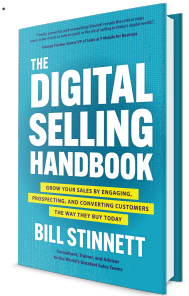


Based on . . .



Program Format

Say goodbye to conventional training. **Welcome to the age of “Guided Doing!”**

- Eight learning/doing sessions custom-tailored for specific sales and market roles
- Separate “office hours” for Q&A and in-depth hands-on guidance
- Carefully curated and custom-tailored digital selling assets to go with each module
- Self-paced fieldwork for real-world practical application and accountability
- On-demand video library for detailed instruction and ongoing reinforcement

Introduction Session

A 60-minute, live-video overview of the latest approaches to selling in today’s digital world. This session introduces the major concepts of the first three chapters of *The Digital Selling Handbook*. The emphasis is on understanding how your customers buy today as well as how to leverage digital selling assets – including the written word, infographics, audio, and video – to propel your customer through every stage of their buying process even when you can’t speak with them live.

Program Modules

1. LinkedIn Mastery for B2B and B2G Sales

- Turn your LinkedIn profile into a multimedia landing page
- Upgrade imagery, written content, videos, links, etc.
- Create “conversion points” that lead visitors to next steps
- Use your profile to establish expertise and credibility
- Transform your presence into a magnetic personal brand

[Sales Tool: 11-Point LinkedIn Profile Makeover Checklist](#)

[Assets: Customized LinkedIn Profile Imagery and Content](#)

2. Digital Engagement and Attraction Strategies

- Target and network with key executives using LinkedIn
- Leverage online digital assets to drive recognition
- Establish e-relationships and start e-conversations
- Share insights using digital selling assets/platforms
- Earn trust and preference for doing business with you

[Sales Tools: Digital Attraction Strategy Worksheet](#)

[Assets: Customized Assets for Posting and Sharing](#)

3. Digital Outbound Prospecting and Acct. Dev.

- Create a targeted digital prospecting/acct. dev. strategy
- Establish your digital selling activity plan and metrics
- Create a multi-pronged digital approach pattern
- Curate key digital assets for prospecting/acct. dev.
- Leverage outbound sequences (Outreach.io, Etc.)

[Sales Tool: 30-Day Digital Prospecting/Acct. Dev. Plan](#)

[Assets: Custom Digital Prospecting/Acct. Dev. Sequences](#)

4. Mastering the Asynchronous Selling Process

- Target industries, personas, and/or specific solutions
- Empower your customers to make the key decisions that are part of their overall buying process
- Leverage digital selling “themes” or “packages” to harmonize inbound and outbound motions

[Sales Tool: Digital Go-To-Market Package Templates](#)

[Assets: Customized Digital Go-To-Market Package\(s\)](#)

5. Converting Engagement into Meetings and Deals

- Create digital assets designed to initiate client meetings
- Leverage “7 Good Reasons for a Customer Conversation”
- Sell the value of scheduling a live meeting with you
- Utilize video and social media to earn conversations
- Master diagnostic questioning to create opportunities

[Tools: “Selling the Meeting” and “Diagnostic Questioning”](#)

[Assets: Customized Message and Questioning and Templates](#)

6. Expanding Your Relationship Footprint Digitally

- Map out who you’ve met and who you need to meet
- Conduct online digital research and gather insight
- Use digital assets to earn access to key executives
- Request and obtain referrals and introductions digitally
- Leverage digital assets to drive executive engagement

[Sales Tool: Relationship Footprint Expansion Plan](#)

[Assets: Customized Approach Emails and Digital Assets](#)

7. Managing and Closing Deals Digitally

- Understand your customer’s complete buying process
- Leverage digital assets to empower your customer to make key decisions and obtain needed approvals
- Provide insight, knowledge, and digital information your customer will need throughout their buying process
- Address and eliminate objections using digital assets
- Create video assets that can travel with your proposal

[Sales Tool: 9 Ways to Use Digital Assets to Close Business](#)

[Assets: Customized Sample Digital Assets for Closing](#)

8. Driving Retention & Repeat Business Digitally

- Continue to pour into your existing customers (or past prospects) with relevant knowledge/insight
- Leverage email, newsletters, YouTube, podcasts, and social media to remain top-of-mind
- Use telephone, automated email, and social media sequences to drive ongoing customer engagement
- Collect customer testimonials and recommendations

[Sales Tool: 6 Ways to Use Digital Assets to Drive Retention](#)

[Assets: Customized Sample Digital Assets for Retention](#)