



Social selling

Mercuri International

Program overview

Social selling

The goal of this program is to help salespeople establishing a professional presence on dedicated social networks. This allows them to reach new potential customers and to consolidate existing ones by managing their activity on such platforms.

Audience

Salespeople who would like to learn how to set their presence on professional social networks

Duration

Digital content: 30 min

Delivery format

100% digital or in combination with face-to-face or virtual classroom

Interactive contents and exercises. All materials are compatible with laptops, tablets, and smartphones

Content overview

1

Profile pro – build your professional profile

- Understand what it takes to build a professional profile
- Learn the most common mistakes
- Discover the best option to improve a regular profile

2

New contacts hunter – improve your network

- Find out the best techniques to connect with new potential customers
- Learn the most effective approach to turn leads and contacts into real prospects

3

Posting artist – create effective posts

- Discover the key elements for an effective post
- Understand what it's worth to share on these platforms
- Find out useful tips for your posting habits



Grow your people
Grow your business