

You Are Invited To An Orbit LinkedIn Workshop

EXPLORE LINKEDIN AS A POWERFUL TOOL FOR BUSINESS GENERATION

WHY IS IT RELEVANT TO ME?

LinkedIn is a brilliant tool for business generation that our delegates tell us 'every sales person should have LinkedIn in their kitbag' However we find that the majority of sales teams are only scratching the surface in using the capability of LinkedIn to generate business and build client relationships.

WHEN & WHERE?

- 19 June 2015 - Central London
- 18 September 2015 - Central London

Venues and full joining instructions will be confirmed by email once you have booked your place.

WHO SHOULD ATTEND?

- Managing Directors and business owners
- Sales Directors
- Senior Sales Managers
- Heads of Marketing
- Account Managers
- Sales Executives
- Anyone with responsibility for business generation

WHAT TIME?

- 10 am - 4pm

WHO ARE WE?

Orbit is a People Development Consultancy specialising in STRATEGIC SALES AND LEADERSHIP

SOLUTION SALES PROGRAMMES.

In particular we are highly respected for the work we do on the transition from selling simple products

to 'true solution selling'. Sometime ago we identified LinkedIn as a key sales tool and have since built a powerful LinkedIn module into our Sales Programmes.

As a taster of what Orbit has to offer, we have developed a very effective LinkedIn open workshop for Sales Leaders and their teams, to help you make the most of LinkedIn, specifically for generating business and building client relationships.

WHAT WILL BE COVERED?

- LinkedIn overview and rationale - why this is important.
- Your Personal Profile - clear, compelling, client orientated - moving away from a simple online CV.
- Using LinkedIn for research and account mapping - for new business and account development.
- Building connections - 1st degree, 2nd degree and beyond - using LinkedIn actively as a networking and prospecting tool - taking advantage of your personal relationships to gain introductions to new contacts.
- Groups - Joining and participating - raising your profile in your target market.
- Using LinkedIn to 'push' messages - raising awareness, keeping yourself in your clients minds. - Company pages - how to make your company page stand out from the rest
- Action Planning - Making LinkedIn a part of your regular business routine.

PROFESSIONAL PHOTOGRAPHER

Included with the Workshop fee - we have booked a professional photographer to take your photograph during the lunchtime break for you to upload to your LinkedIn Profile.



BUSINESS DEVELOPMENT

FEEDBACK FROM RECENT DELEGATES?

- "We won a deal for £1m for a major financial company – LinkedIn played a key role in getting us onto the tender list."
- "I got in to see the IT director at a major target company through LinkedIn."
- "I have upgraded my membership and am finding the filters in advanced search very useful in account mapping, and in identifying lists of contacts for further research. My team has been tasked with producing a vertical plan, with 30 accounts each – they map the contacts using LinkedIn and other sources - the sales people target the top contacts personally, and hand the more junior contacts off to telesales for further research."
- "I found out through LinkedIn that their chairman and I had a mutual friend – rather than a cold first meeting we started discussing how we could work together. We concluded the deal after only one meeting which is very unusual."

ARE MY COLLEAGUES WELCOME?

Your colleagues and associates inside and outside the organisation are welcome. Please feel free to forward this invitation onto anyone else in a senior sales or marketing position that you believe will benefit from attending.

COST?

The cost per delegate for attending this LinkedIn Workshop is £250 + VAT.

Discounts for groups:

- 2 x delegates £470 (down to £235 each)
- 3 x delegates £675 (down to £225 each)
- 4 x delegates £860 (down to £215 each)
- 5 x delegates £1000 (down to £200 each)

For 6+ delegates we recommend an in-house workshop tailored to your organisation's needs – please tick the relevant box on the booking form or call us for a quotation

CANCELLATIONS / SUBSTITUTIONS?

If once you have booked your place you find you cannot attend, you will be able to substitute - i.e. a colleague can attend in your place. If you give 7 days notice you will be able to rebook on an alternative date from our list of published dates. If you need to cancel all together, as long as you give a month's notice (i.e. 28 days minimum) you will not forfeit your fee.

HOW DO I BOOK MY PLACE?

You can book your place online by completing our online seminar booking form at orbitbusinessdevelopment.com

INCENTIVES

LinkedIn is the tip of the iceberg as far as Orbit Business Development is concerned - but attending an Orbit LinkedIn Workshop is an excellent introduction to our organisation and our style of people development.

For Sales Leaders who attend our LinkedIn Workshop we offer incentives towards further Orbit Programmes on:

- Sales Operation Assessment
- Account Planning & Development
- Developing Leaders and Managers
- Sales Team Development

LINKEDIN WORKSHOP BOOKING FORM

Book your workshop places now via our online booking form on www.orbitbusinessdevelopment.com

IF I HAVE QUESTIONS?

If you have any questions, please free to contact:

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