E-SELLING SKILLS

Today’s business environment requires that salespeople leverage all available information technology to attract more prospects and make more sales. This course will show participants how to use social media for prospecting, personal branding, and networking as well as engage the key decision-makers, to close profitable, big-ticket deals.

Learning Objectives:

Participants will:

- Network and prospect with key decision makers
- Spot potential new business leads using the social media platform
- Become an expert and a trusted advisor
- Use different types of media to reach out to potential and actual customers
- Use online status as an offline selling tool
- Attract attention when prospects conduct online research on available options

Learning Contents:

- E-Selling: key concepts and definitions
- Selling today – challenges and prospect
- Understanding your space
- Developing your personal brand
- Creating an interesting footprint
- How to prospect and spot leads on the internet
- How to connect and engage with prospects
- Positioning your products
- Creating and manufacturing a tribe

- Making your products available
- Using online status as an offline selling tool
- Researching the marketplace and competitors online

Fee

N129,500.00 VAT Inclusive.

Discounts off regular fees for

Open programme: 3-5 Nominations 5%.

Programme also available as in plant. Fee: Negotiable

Who Should Attend?

New and experienced sales and marketing executives as well as managers especially in

Manufacturing, service and financial industries.

Date:

February 8 – 9,

September 14 – 15, 2023

Property of Impact Consulting Nigeria.

- 10, Obokun Street, Off Coker Road, Ilupeju, Lagos.
- Tel.: +2348023060462,+2348033876456,+2348033014321
- info@impactconsultingng.com