

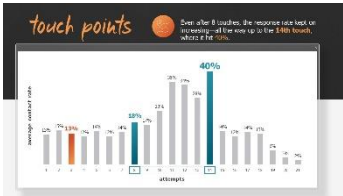





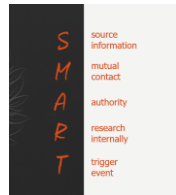
## Master Digital Selling – Digital Presence | learning outcomes

Module	Visual concept	Learning outcome	Key content	Runtime
Cut through the noise		Reach buyers who are overwhelmed with irrelevant digital sales messages.	<ul style="list-style-type: none"> <li>Buyers prefer digital</li> <li>Buyer reachability</li> <li>"Sales math" no longer works</li> <li>Play the long game</li> </ul>	21 minutes
Use digital tools		Leverage technology to make your digital selling more effective and personalize your interactions.	<ul style="list-style-type: none"> <li>Leverage tools to drive results</li> <li>Sales engagement</li> <li>Sales enablement</li> <li>Personal video</li> <li>Conversation intelligence</li> <li>Win/Loss</li> </ul>	25 minutes
Leverage cadences		Make your sales campaigns more effective with multi-touch, multi-channel cadences.	<ul style="list-style-type: none"> <li>Definition of cadences</li> <li>Types of cadence</li> <li>Power of persistence</li> <li>Multi-channel</li> <li>Deploying assets in the right sequence</li> </ul>	16 minutes

Module	Visual concept	Learning outcome	Key content	Runtime
<p><b>Use social media effectively</b></p>		<p>Use social media to build your digital presence and authority with target customers.</p>	<ul style="list-style-type: none"> <li>• Building a personal digital brand</li> <li>• Winning mindset for social selling</li> </ul>	<p>7 minutes</p>
<p><b>Create a winning profile</b></p>		<p>Optimize your LinkedIn™ profile to demonstrate your value and credibility to your audience.</p>	<ul style="list-style-type: none"> <li>• First Impressions</li> <li>• Profile makeover</li> </ul>	<p>19 minutes</p>
<p><b>Grow your network</b></p>		<p>Grow your sales by building a thriving digital network of industry leaders, customers and prospects.</p>	<ul style="list-style-type: none"> <li>• Identify and connect with relevant contacts</li> <li>• Advanced search</li> <li>• Help your prospects find you</li> <li>• Engage with Groups</li> <li>• Post content</li> <li>• Use social plays to make connections</li> </ul>	<p>33 minutes</p>

Module	Visual concept	Learning outcome	Key content	Runtime
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**Research your audience**

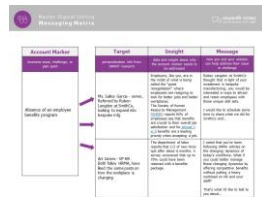


Understand your target customers as individuals, so you can personalize your interactions and get more positive responses.

- Increase buyer responses by knowing your audience
- Use SMART prospecting to make research more efficient

24 minutes

**Define your personalization strategy**



Strategically personalize your messages in order to move from connections to conversations.

- Degrees of personalization
- Identify Account Markers
- Build a Messaging Matrix

22 minutes


**Craft a compelling message**



Increase the response rates for your messages with personalized emails and videos.

- 10-80-10 rule
- Maximize open and reply rates
- Personal video

26 minutes

Module	Visual concept	Learning outcome	Key content	Runtime
<b>AI for Digital Presence</b>		Harness the power of AI to supercharge your digital presence.	<ul style="list-style-type: none"><li>• Get AI-powered insights on target markets and customers</li><li>• Enhance your LinkedIn™ profile</li><li>• AI-assisted content ideas for posts and articles</li><li>• Quickly complete your Messaging Matrix</li><li>• Draft personalized messages and emails</li></ul>	Self-paced

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