



# Digital Presence

## 1-Day Instructor-led Workshop



## Master Digital Selling Skills

### AM

9:00 – 10:20

#### Launch

**Activity:** Pairs create an intro email

- Cut through the noise
  - Use digital tools
  - Leverage cadences
- Activity:** Groups create a “get a meeting” cadence

10:20 – 10:30

#### Personal video

10:30 – 10:45

#### Break

10:45 – 11:40

- Create a winning profile
- Activity:** Pairs review profiles using the checklist

11:40 – 12:40

- Grow your network
- Activity:** Individuals apply 4-pronged approach
- Social plays
- Activity:** Pairs craft social plays

12:40 – 1:25

#### Lunch

### PM

1:25 – 1:35

- Share and create content

1:35 – 2:25

- Research your audience - SMART
- Activity:** Groups conduct SMART research on their account and target role

2:25 – 3:00

- Define Your Personalization Strategy – account makers
- Activity:** Class identifies account markers
- Activity:** Class identifies target roles
- Insight and alignment

3:00 – 3:15

#### Break

3:15 – 3:55

**Activity:** Groups create a Messaging matrix, readout with coaching

3:55 – 4:50

- Craft a compelling message
- Activity:** Groups create a personalized email, readout with coaching

4:50 – 5:00

#### Wrap up