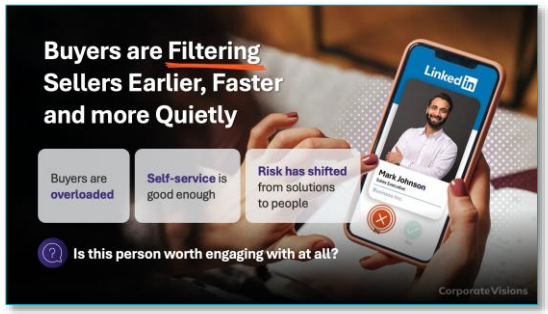
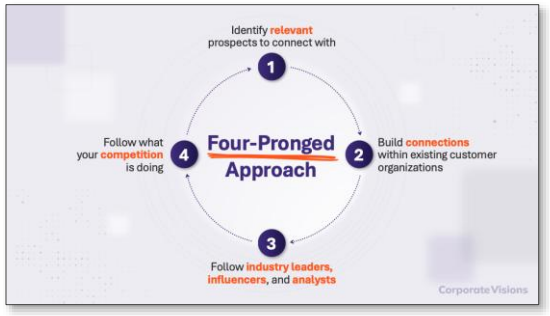
Build a Digital Presence

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Build a Digital Presence: Introduction		Beat the invisible filter and influence hidden decision-makers.	• Early buyer filtering: buyers reduce cognitive load by screening sellers before engagement. • Hidden decision-maker dynamic: stakeholders influence decisions without direct interaction with sales. • Digital presence as a credibility signal: profiles and content act as proxies for trust and competence. • AI-accelerated evaluation: AI tools summarize and amplify visible signals, increasing the impact of weak or strong signals.	10 mins
Optimize Your Profile		Show buyers why engaging with you is worth their time.	• Résumé vs. Resource model: shift from career history to buyer-facing value. • Buyer-first positioning framework: clarify audience, outcomes, and relevance instantly. • Headline formula: action + who you help + outcome. • About summary structure: hook → insight → proof → call to action. • Credibility signal model: proof (results, recommendations, experience) reduces perceived risk.	30 mins

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			• First-impression hierarchy: photo → headline → summary → supporting proof. • Visibility principles: keywords, visibility settings, and profile completeness increase discovery.	
Expand Your Influence		Earn trust in the places where deals are often decided without you in the room.	• Influence beyond access model: decisions are shaped where sellers are not present. • Four-pronged approach to growing your network: relevant prospects, existing customers, industry voices, competitors. • Social Plays framework: structured "reason to connect" to increase acceptance. • Content value model: reshare + POV, create with insight, comment with value. • High-value comment structure: acknowledge → add value → advance with a question. • Thought leadership quality bar: specificity, usefulness, and perspective over generic content. • AI-assisted content workflow: target → insight → perspective → draft → refine → publish.	30 mins

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