Introduction

Duration	Topic
5 mins	**Hot Open:** Number Play
5 mins	**Key Topic:** Buyers are Filtering Sellers
7 mins	**Individual Activity:** AI Profile Reality Check
8 mins	**Debrief:** AI Profile Reality Check
5 mins	**Competency Overview**
30 mins	

Skill: Optimize Your Profile

Duration	Topic
6 mins	• **Hot Open:** Résumé vs Resource
4 mins	• **Key Topic:** Create a Winning Profile
10 mins	• **Key Topic:** Profile Picture, Banner Image, and Buyer-first Headlines
10 mins	• **Individual Activity:** Draft a Buyer-first Headline
12 mins	• **Key Topic:** Principles for a Good About Summary
18 mins	• **Pair Activity:** Upgrade Your About Summary
10 mins	• **Key Topic:** Extra touches & Visibility
15 mins	• **Pair Activity:** Profile Review
5 mins	• **Debrief & Close:** Profile Commitments
90 mins	

Skill: Expand Your Influence

Duration	Topic
5 mins	• **Hot Open:** The Hidden Decision-maker Filter
5 mins	• **Key Topic:** Why Social Selling Matters Now
14 mins	• **Key Topic:** The Four-Pronged Approach and Identifying Relevant Contacts
9 mins	• **Individual Activity:** Network Actions
15 mins	• **Key Topic:** Social Plays
7 mins	• **Key Topic:** Content is the New Currency
11 mins	• **Group Discussion:** High-value Comments
20 mins	• **Key Topic:** AI-assisted Targeted Posts
4 mins	• **Debrief & Close:** Network + Value Commitments

90 mins