



MASTER YOUR DIGITAL SKILLS

Optimize Your LinkedIn: The Secrets of Social Selling

ICT Skills

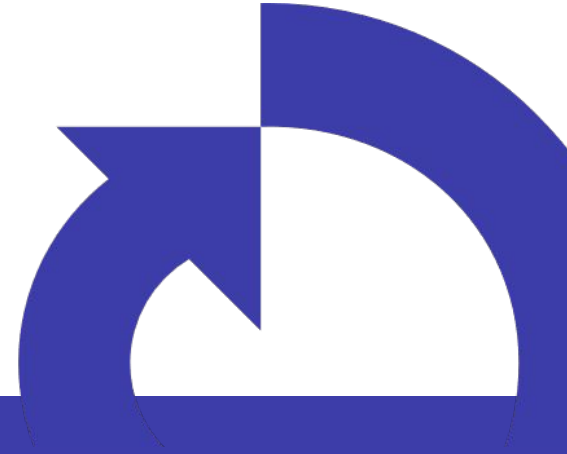
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COURSE OVERVIEW

Interactive workshop offers practical steps to maximize LinkedIn as a sales platform. This session covers profile optimization, effective networking, and content creation strategies that build trust and drive sales.



OUR GOALS

1. Build a professional, compelling LinkedIn profile
2. Expand network connections with relevant contacts
3. Create brand-building content that fosters trust
4. Apply social selling strategies directly during the session
5. Access personalized feedback through Q&A session

COURSE DESCRIPTION

This course provides hands-on guidance for using LinkedIn to grow business by leveraging social selling techniques. Participants will enhance their LinkedIn presence through real examples and practical exercises, learning how to engage potential customers and partners effectively.

- **LinkedIn 2024: Updates and trends**
- **Profile optimization: Making a memorable first impression**
- **Networking: Strategies to connect with the right people**
- **Content creation: Tips for visibility and sales growth**

COURSE INFO

Location	Crazy Town, Rautatiepuistokatu 7, Pori Teams, ONLINE
Date	11.10.2024 (live) 05.11.2024 (online)
Time	09:00-11:30
Duration	2,5 hours
Cost	Free of Charge



Hannu Pelli

Hannu Pelli, co-founder of Nawia Oy, is one of Finland's top LinkedIn influencers in recruitment.

With years of experience in social selling, Hannu has generated nearly one million euros in sales through LinkedIn for recruitment and training services. His expertise in leveraging LinkedIn for business will guide participants in harnessing the platform's full sales potential.





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