



# NET-NEW-NOW

## Using LinkedIn to close new accounts.

Sales professionals should always be retaining and growing accounts, while acquiring new ones.

The Net-New-Now course helps sales professionals optimize their LinkedIn profile, while identifying their “Dream 100” prospects and learning to monetize the process via the Art of Selling course.

### IMMEDIATE BUSINESS IMPACT

Sales success is closely tied to having the right mindset. This course teaches learners how to become **OUTSTANDING** prospectors.

### PERSONALIZATION

By creating the perfect LinkedIn profile, learners will be able to showcase how they add value to their ideal client.

### BECOMING A SUBJECT MATTER EXPERT

By utilizing LinkedIn’s content platform, learners will be able to share relevant thoughts with their connections and groups, thus, helping them grow their personal brand and becoming experts in their field.

### ADDING VALUE

Showing how one would solve the problems an ideal client encounters not only brings value to the prospect, but also establishes credibility.

### JOINING THE PARTY

Learners will be coached on searching for LinkedIn groups that are of high interest to their ideal clients. This will help start meaningful conversations with them with no strings attached.

### TAKING ADVANTAGE OF THE PLATFORM

Learners will gain valuable insights on beefing up their network via their current connections, customizing searches within LinkedIn, and using its sales navigator feature.

### THE FOUR R’S

By the end of this course, learners will be able to **research**, **reach** out, **record** and learn to **repeat** the process of closing sales using LinkedIn.

