

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/76501

Social Selling Boot Camp

Use social selling skills to reach more customers and increase your sales.

You Immediate Takeaway

- Know how to use social media to find and develop leads
- Learn with greater certainty what your customers want
- Understand how to use social selling to increase sales

The power once held by the sales representative as the keeper of knowledge is now shifting to the customer—and engaging and interacting with them is of critical importance. Generating and nurturing leads and closing deals must now include a social approach. Whether it's B2B or B2C, the customer is expecting you to know exactly what they want, and they have already researched you online. That means it's critical to use sales intelligence and the social media channels where the customer lives.

This hands-on class not only shows you how to effectively use social media tools, but teaches you how to harvest leads through Twitter, build relationships through Facebook and use LinkedIn as a power selling source. You'll discover how to find the right platform to fit your sales needs and use these platforms to listen to your customers and nurture your leads. You'll build sales intelligence around social selling, forecasting and analysis, and practice applying powerful, proven sales tools during class that you can apply on the job.

How You Will Benefit

- Understand how social selling can help increase your sales volume
- Know how to develop your prospecting potential through social media relationship building
- Recognize how to gain followers on Twitter with whom you can instantly communicate
- Save time on emails and phone calls and reach more people via Facebook, Twitter and other platforms
- Get skills to help you exceed your monthly and annual quotas
- Learn about niche social communities you could never find using traditional methods
- Develop lead generation strategies using your social networks
- Learn which social media channels are best for your business
- Know how to listen to your customers through social media channels
- Understand how to make Facebook fans become advocates of your product or service

What You Will Cover

- Introduction to Social Selling—listening and joining the conversation
- Building your online presence (no matter what you are selling)
- The relationship sales approach
- Getting people to know, trust and like you online
- The evolution of the social sales cycle
- Knowing where social media tools are most effective in the social sales cycle
- Reaching your prospects with the relevant message
- Why social selling is relevant in B2B sales
- Understanding the tools of social selling
- Tapping into the social selling potential of Facebook, Twitter, LinkedIn and more
- The rest of the best: Sales and Google Plus; using Pinterest for lead nurturing
- How to improve sales rep effectiveness
- Building and monitoring your list of prospects
- How to incorporate your CRM
- Social sales forecasting and analytics
- Knowing the real ROI of social media

Who Should Attend

Account representatives, associates, territory managers, business owners, strategists, sales managers, business development professionals, sales executives and all other professionals who want to gain leads and increase their sales.

Special Feature

Requirements for this seminar:

Participants are strongly advised to bring a laptop to the seminar. The course will utilize social media applications. It is necessary to come prepared knowing your username and passwords to all your social media accounts.

Schedule

- [3] days - \$1,495 Non Members
- [3] days - \$1,495 AMA Members
- [3] days - \$1,495 GSA

Credits

12 CPE

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