

Overview

Developing a deep network of contacts to market your services and drive sales is perhaps LinkedIn's best use. Explore the ten business development strategies that you can start implementing today to help sell your services. Close more deals by branding yourself better on LinkedIn. Generate detailed lead lists for free. Smoothly network using time-saving tips and best practices. Let LinkedIn be the bridge between you and the client.

Duration

Each *Top Ten LinkedIn Business Development Strategies* class lasts approximately 2 hours.

Major Topics and Takeaways

1. Overview of LinkedIn's uses in business development
2. Branding yourself correctly in your user profile to send the right message
3. Integrating your contact database and email with LinkedIn
4. Identifying targets in the right markets using LinkedIn's various search functions
5. Maintaining a smart collection of groups that serve your current business goals
6. Promoting key events on your profile to increase exposure
7. Learning time-saving tips that let LinkedIn work for you while you're out of the office
8. Generating quality leads faster for free
9. Gaining the competitive advantage by out-networking your competition
10. Tangible Materials: jump drive with electronic format of the presentation, various handouts



Format

The *Top Ten LinkedIn Business Development Strategies* course is delivered in a classroom setting using a presentation and Q&A.