

# Course : Social Selling: winning new customers

social networks and B-to-B strategy, DiGiTT® certification optional

*Practical course - 2d - 14h - Ref. GSS*

*Price : 1500 CHF E.T.*

★★★★★ 4,7 / 5

In the B-to-B sector, almost half of all purchasing decisions are made before the first sales contact. This training course will enable you to develop your business by setting up a relevant process for finding, selecting and interacting with new partners via social networks.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Targeting prospects effectively
- ✓ Increase visibility and enhance your company's image
- ✓ Expand your professional network
- ✓ Activating recommendation through engagement
- ✓ Collect qualified sales data

## Intended audience

Sales directors, sales reps, key account managers, B-to-B account managers.

## Prerequisites

Commercial experience.

## Practical details

### Role-playing

Progressive workshops to implement your social selling strategy (more than 50% of training time). Toolbox. Sharing of best practices.

### Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to participants' contexts and experiences.

## Course schedule

### PARTICIPANTS

Sales directors, sales reps, key account managers, B-to-B account managers.

### PREREQUISITES

Commercial experience.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Evolve your sales approach with social networks

- Understand the impact of social selling versus cold calling.
- Discover the methods and practices of social auditing.
- Offering value, harmonizing relationships.
- Structuring the use of social media within the company.
- Evaluate your social selling system.

### Role-playing

Successful contact. Define your unique customer profile. Build a "buyer persona". Present your objectives.

## 2 Social media optimization (SMO)

- Define your social media strategy.
- Increase touchpoints with your leads.
- Enhance your employer brand and e-reputation.
- Understand inbound sales methodology and how to modernize your prospecting.

### Role-playing

Manage your personal branding. Personalize a winning digital image. Create a professional brand. Optimize your business profile.

## 3 Creating attractive content that sells in the B-to-B market

- Discover tools for creating commercial content.
- Spark promising conversations with your prospects.
- Creating user-generated content.
- Implement the principles of the PEAC method.
- Organize an effective social selling routine, the editorial calendar.

### Role-playing

Predictive selling. Anticipating customer behavior and controlling the buying process. Checklist of recurring questions from prospects.

## 4 Exploiting the potential of professional networks

- Use the principle of reciprocity on Shapr, Instagram, Twitter...
- Discover concrete tactics for prospecting on LinkedIn.
- Master the fundamentals, the 5 P's rule.
- Join and lead targeted discussion groups.
- Expanding your international network: the essentials.
- Know how to propose an [[irresistible offer]].
- Maintain cross-channel consistency.

### Role-playing

Exploration of leads. Identify a few qualified prospects on LinkedIn according to specific search criteria. Contact 10 targeted prospect profiles.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 5 4.0 sales prospecting tools

- Understand the need to unite sales strategy and marketing strategy, sales tech and martech.
- Use intelligent automation.
- Mastering business intelligence 4.0 tools

### Role-playing

Optimize the conversion tunnel. Co-create a funnel to increase conversion rates.

## Options

### Certification : 190€ HT

DiGiTT® certification is optional when you register for this training course, and consists of 3 stages: taking a Diag® before the course, access to a digithèque to learn the concepts and notions for each digital skill, and then taking the certification exam. This consists of a 90-minute test available in English and French. The result certifies your skill level out of 1000 points (beginner, intermediate, advanced, expert). Taking this course alone is not enough to guarantee a maximum score on the exam. You can schedule and take the exam online within 4 weeks of the start of your session.

## Dates and locations

### REMOTE CLASS

2026 : 25 June, 5 Nov.