

Course : Prospecting with social networks

Practical course - 1d - 7h00 - Ref. PRS

Price : 810 CHF E.T.

★★★★☆ 4,6 / 5

How can you use social networks to boost your sales? This training course will enable you to improve your sales communication practices and techniques on social media and develop new prospecting strategies.

Teaching objectives

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

- ✓ Adapting your sales prospecting strategy to social networks
- ✓ Identify the right channel for your target audience
- ✓ Communicate with prospects clearly and effectively
- ✓ Cultivate your commercial personal branding
- ✓ Optimize your online visibility for better sales

Intended audience

Sales managers, KAMs, sales managers.

Prerequisites

Experience in sales. First use of social networks is desirable.

Practical details

Hands-on work

Digital workshop. Exercises in creating your digital identity. Case studies. Exchange of best practices.

Course schedule

1 Audit your current social media prospecting habits

- Identify current knowledge, habits, obstacles and techniques.
- Prospecting on social networks: the reasons why.
- Understand their functions as essential sales tools.
- Choosing a social network for your target audience. Identify how to choose it.

Exercise

Mapping of habits and presentation of each participant's objectives.

PARTICIPANTS

Sales managers, KAMs, sales managers.

PREREQUISITES

Experience in sales. First use of social networks is desirable.

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.

2 Creating your personal branding as a salesperson

- Discover your personal branding: "googling".
- Harmonize offline and online networking strategies through personal branding.
- Defining your own strategy: why and how?
- Building effective personal branding to make the most of your online presence: the steps you need to take.
- Increase your chances of success and reduce the risk of obsolete personal branding.

Exercise

Creation of commercial personal branding. Search the net for your digital identity: "[googling]".

3 Create cutting-edge pre-qualification and detection strategies

- Pre-qualify and detect the needs of prospects and existing customers.
- Identify business objectives and how to transpose them to social networks.
- Gather business communication techniques on social media.

Case study

Analysis of different profiles.

4 Understand how to use social networks to increase sales

- Increase entry points.
- Know the techniques for prospecting, contacts and online customers.
- Set up a business intelligence system.
- Master the features that help you sell.
- Understand the pitfalls to avoid.

Case study

Demonstration and surfing on social networks. Identify key success factors in using social networks.

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 to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 25 Sep.