

LINKEDIN SOCIAL SELLING MASTERCLASS



DANIEL DISNEY

Best-Selling Author &
International Speaker
Million Pound
LinkedIn Message

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About this course

Our LinkedIn Social Selling Masterclass is designed to enable all front-line salespeople to perfect an important part of the sales process. This guide to social selling will show you how to turn social engagement into real conversations & generate sales.

The course will go through how to perfect your profile; how to send killer messages whether they are written, audio, or videos; fine-tune your content skills, and ultimately develop an expert-level LinkedIn strategy.

Course information

3 weeks | Tues, Thurs
8am PT • 11am ET • 4pm UK | 6 x 1-hour live classes

What impact this course will have

- Learn best practices for building profiles & personal brand growth.
- You'll be able to successfully connect with prospects and grow your network.
- You'll discover the most effective way to use video and audio messaging.
- Master the creation and distribution of valuable content.
- You'll gain access to the best tools to use alongside LinkedIn.



Class 1 Profiles & Personal Brand Growth

- Best practise profile set up
- How to develop your personal brand on LinkedIn
- Growing your personal Brand

Class 2 Connecting & Network Growth

- Searching and using LinkedIn's filters
- How to successfully connect with prospects
- What to think about when growing your LinkedIn network

Class 3 Messaging

- Contacting people through LinkedIn written messages
- The most effective way to use audio messages
- How and when to use LinkedIn video message

Class 4 Content Part 1

- Content best practices when posting on LinkedIn
- Understanding what the most important part of a message is
- How to create valuable content

Class 5 Content Part 2

- When is the best time to post
- How do you increase the reach of your posts
- How to become an influencer

Class 6 Tools & Strategy Planning

- Best tools to use alongside LinkedIn
- How to turn social engagement into real conversations & generate sales
- Social selling summary

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BIO

Dan is one of the world's leading Social Selling & LinkedIn experts. He is the author of #1 best-selling book, "The Million-Pound LinkedIn Message" and is a hugely popular international keynote speaker. Daniel trains companies and sales teams how to leverage LinkedIn to its full potential as a sales tool, helping them generate more leads, sales, and revenue. Daniel is the founder and owner of The Daily Sales, LinkedIn's most popular page for salespeople with over 600,000 followers, reaching over 100,000,000 people every year. He has been voted the #1 most influential sales expert on LinkedIn for 2 years running.