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## The All-Ireland SSP Roadshow -

### - Delivering our Strategy-focused LinkedIn “Social Selling Programme”

Following the success of our inaugural LinkedIn Social Selling Programmes in Killarney, we are now rolling them out across the island of Ireland. These courses take place in w/c 18 August and w/c 29 September in Cork, Galway, Dublin, and Belfast.

#### **STOP PRESS!**

As with our Killarney courses, Bert Verdonck from our UK partners Really Connect Ltd has offered to lead the training on the SSP Roadshow. Bert is one of the leading independent LinkedIn gurus in the world. He has written books on LinkedIn. One high profile book is given to every new LinkedIn employee in Europe, and another “LinkedIn for Dummies”, is published in several languages.

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These programmes are built around a proactive strategy to leverage the true power of LinkedIn. They’re designed 100% to produce results – from the way we structure the training to the way we deliver the programme.

We offer a full day’s worth of training, split over 2 half days, typically 4 weeks apart. We do this because we focus on results and results only come from implementation. By splitting the training in two, we get to avoid the ‘overload’ that often happens on courses like this.

During the first half-day of training we’ll talk strategy with you, getting under the bonnet of Social Selling and how it works. We’ll set you up with some clear, actionable strategies that you can start using right away, so when you return around 4 weeks later, you have something tangible to show for your investment. By doing this, you’ll get far more value as you’ll be able to ask our experts in depth, practical questions rather than purely theoretical questions – as we believe this is where the real value lies.

With this Course, you also get the LinkedIn Online Training Programme to support and enhance your learning. We also review your profile and give group feedback on any changes that will enhance your results. Your profile will help us tailor the day to your needs and ensure the strategies we put together are right for you.

As with all our LinkedIn learning programmes, the training is structured not only for how to use LinkedIn, but to use the platform for optimising delivery of your overall business/institution strategy or departmental strategy in line with organisational objectives. Eg. For business development, marketing, or recruitment.

#### **About Us**

*Irish company Digital Elevation Strategies t/a Really Connect Ireland works in partnership with Really Connect of the UK. They are the largest LinkedIn training company globally. Our raft of high level LinkedIn training programmes are available across the island of Ireland. They focus on business strategy, get proven results, with measurable tangible outcomes for ROI from specific actions undertaken. These are critical aspects absent from most LinkedIn training courses.*

*Really Connect Ltd were the World’s First Certified LinkedIn Training Company in 2010.*

## **SSP Roadshow Itinerary:**

### Course Part 1 Sessions:

18 August	Cork
19 August	Galway
20 August	Dublin
21 August	Belfast
22 August	Dublin (One session 11am to 3pm)

- Two Part 1 courses each day at each location. Morning: 9am to 1pm. Afternoon: 2pm to 6pm

### Course Part 2 Sessions:

29 September	Cork
30 September	Galway
1 October	Dublin
2 October	Belfast
3 October	Dublin (One session 9am to 1pm)

- Two Part 2 courses each day at each location. Morning: 9am to 1pm. Afternoon: 2pm to 6pm

Announcements on venues in each city will follow.

## **Summary of Course Content**

### Part 1:

- Introduction, Expectations & Quick Recap
- The G.A.I.N. exercise
- Keeping score with the TOP process
- Easy 1st YES!
- Magic Mail - Revisited
- The 1<sup>st</sup> Degree Strategy
- Accountability & next steps

### Part 2:

- Recap & round of quick questions
- Master Measurements
- Advanced search on autopilot
- Who's viewed my Profile?
- "By invitation only" strategy
- Social selling systems
- Accountability & next steps

## **REALLY CONNECT IRELAND**

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