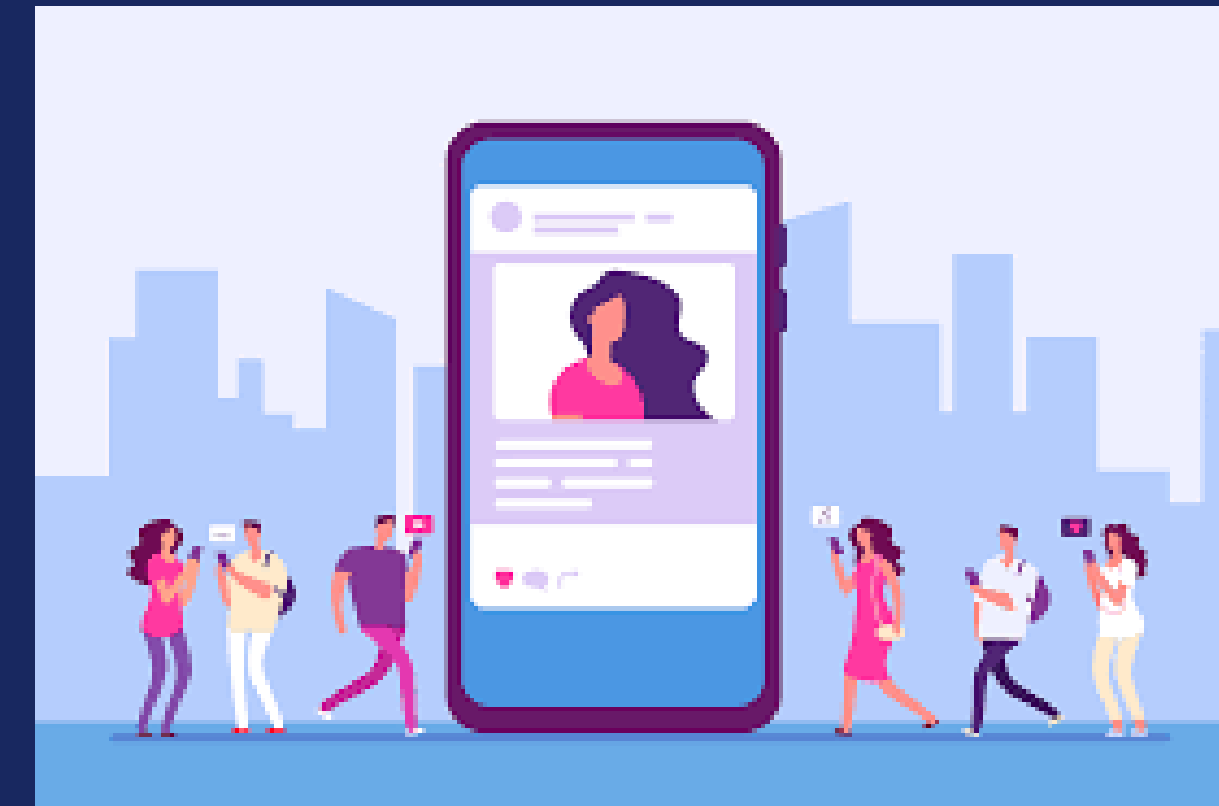


3 - Hour Workshop (Webinar)

LinkedIn for Lead Generation and Personal Branding

23rd June 2022

02:00PM to 05:00PM



Facilitator:

Mr. Rohit Kashyap

Founder & CEO, daKsya Learning,
Sales Growth Expert

Brief Overview

During Challenging times sales pipeline are stuck. Sales leaders and small business owners have told us their pipelines are stuck. We're here to support you. To fill your pipeline, you need to have more sales conversations.

LinkedIn can be a powerful sales tool for connecting and building relationships with buyers, but many sellers don't know where to start when it comes to using LinkedIn for sales

LinkedIn is the best place for anyone who is trying to generate leads for their business, connect and network with other professionals, and build a strong brand.

In this course you will learn all the essentials including the tactics, strategies, messaging and tools to find and engage with targeted buyers.

This course includes everything a sales or business development professional needs to know in order to monetize LinkedIn for business development.

Session Content

- How to leverage LinkedIn to start more sales conversations.
- Covert your profile from a resume to a resource.
- Find and engage your new and existing connections.
- Get more warm referrals from clients and networking partners.
- Engage with Insights.
- Leverage other tools to become more efficient with LinkedIn for social selling

Key Takeaways

- Lead generation blueprint
- Find anyone's email & contact details on LinkedIn
- Top 5 secret tools of LinkedIn
- Charismatic Customer Persona template
- Messaging frequency & follow up template

For Whom

- Sales Professionals
 - Business owner
 - Entrepreneur
 - Head of Sales
 - National Sales Manager
 - Enterprise Sales
 - B2B Sales professionals
 - Regional Sales manager Consultants
 - Key Note Speakers
 - Behavioral Trainers
 - Technical Trainers
 - Freelancers
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- Anyone who want to generate leads & build personal brand on LinkedIn

Requirements

Participants should attend the session on laptop or desktop as we will have hands on practice assignments.

FACILITATOR PROFILE:

Rohit is a professional salesperson and a passionate trainer.

Rohit has over 25 years of demonstrated excellence in Sales, Leadership development of executives and teams. He has held key leadership level positions in small to medium-sized companies prior to graduating into his roles as consultant and coach.

A sales growth expert his mission is to help 100K sales, where people feel proud of being in a sales profession.

Having an exposure to facilitate the workshop for different nationalities like Denmark, Poland, Finland, Germany, China, Malaysia, Egypt, Singapore Indonesia & US



Mr. Rohit Kashyap

Certifications and Training

- Certified NLP in Sales, Headgear Labs, UK
- Successful Negotiation, Univ. Of Michigan, US
- Certified TEIQ Practitioner, Thomas International
- BELBIN Team Roles, CERT, UK
- Myers-Briggs Type Indicator (MBTI), CPP, Asia Pacific
- Occupational Personality Questionnaire (OPQ32r), SHL
- Certified Trainer for "Situational Leadership II", Ken Blanchard, US
- Hogan Certified Practitioner, Hogan System, US

ABOUT MMA:

Madras Management Association (MMA) was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country. The vision of MMA is “To be the Fountainhead of World-class Management Excellence in India”. Over the past 65 years, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices. MMA has contributed immensely to the enhancement of management capability in this part of the country, and in particular Tamil Nadu and Puducherry. MMA has over 7000 corporate houses, industries, professionals, academics and executives on its rolls as members.

MMA annually organises about 700 executive development activities, including seminars for top management with a total participation of forty five thousand executives and Entrepreneurs.

MMA is the largest affiliate association of All India Management Association (AIMA) in the Country and has been adjudged as the Best Management Association in India by AIMA for Twelve times in a row including the “National Excellence Award” for the year 2020-21.

Fee :

MMA Member Fee : (₹650/- plus + 18% GST)

Non - Member Fee : (₹780/- (Plus +18% GST)

Registration :

We request you to mail the list of participants to mma@mmachennai.org

***Please await our confirmation and payment advice.**

For more details and clarifications (if any), please feel free to contact :

- Kaushik G- 6374603433
- Gp Capt R Venkataraman (Retd) - 9444700068

Thanks & Regards,

Gp Capt R Vijayakumar (Retd), VSM

Executive Director,

Madras Management Association,

New No 240, Pathari Road (Off Anna Salai)

Chennai - 600006



MMA Social Media :



MMA Management Center

