

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

4 weeks | Tues, Thurs
8am PT • 11am ET • 4pm UK | 7 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

LinkedIn Profile Optimization

- How to fully optimize LinkedIn profile
- Generate inbound and outbound leads from profiles
- Create customer focused profile

Class 2

Personal Brand

- Become an industry thought leader
- Learn how to build and leverage a personal brand
- 3-step system

Class 3

Search, Connect & Network Growth

- How to use all search filters
- How to send effective connection requests
- How to grow a valuable network

Class 4

Messaging

- How to send effective written messages
- How to send effective audio messages
- How to send effective video messages

Class 5

Content Part 1

- How to find engaging content to share
- How to create engaging content to share
- How to turn content into sales

Class 6

Content Part 2

- How to write articles
- How to create viral content
- Content sharing tips & tricks

Class 7

Tools & Strategies

- What tools help get more from social selling
- What strategies and cadences should you use
- Do's and Don'ts

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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.