

COURSE



GENERATION

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Social selling is the search, the connection and the interaction with prospects and customers on social networks. It aims to build and to maintain **relationships** that create value in **selling**.

It is an activity that is becoming increasingly important. Internet and social networks have significantly changed the **habits** and the **path** to purchase of customers.

On one hand, new media provide customers with a considerable amount of valuable information, on the other hand, they easily connect them to companies and sellers.

Those looking for a supplier search for information on LinkedIn even more frequently. Recent researches show that LinkedIn is also the **most effective social network** for **lead generation**.

Being on LinkedIn and using it effectively make your **sales grow!**



Participating to our Course **LINKEDIN LEAD GENERATION** means learning how to generate leads on LinkedIn **effectively** using 'LEADS', the powerful Ottantaventi method. Our Course is:

INNOVATIVE

It provides participants with innovative knowledge on Lead Generation. It is delivered in videoconference through Zoom.

EASY TO JOIN WHEREVER YOU ARE

A pc or laptop with webcam and an Adsl Internet connection is all you need. Zoom is very simple and quick to download.

PRACTICAL

During training participants use their own LinkedIn account actively.

COMPLETE

Participants learn how to run all the phases of the process of generating leads on LinkedIn and they practice on each of these phases.

- **SOCIAL SELLING**

Numbers and perspectives.

5 Steps for creating a LinkedIn Lead Generation strategy.

- **LAUNCH ON TARGET**

Which filter using and why.

Filtering using advanced criteria.

- **ENERGIZE YOUR PROFILE**

Mistakes to avoid.

Key elements.

How to measure the effectiveness of your profile.

- **ADD MEMBERS TO YOUR NET**

LinkedIn 'connetiquette'.

Personalized notes.

- **DETERMINE HOW TO BE POPULAR AND CREDIBLE**

Posts, articles and groups.

How to define your plan.

- **SET UP THE FUNNEL**

How to set a Lead Generation Funnel.

How to ask for an appointment.



Adriana Galgano is partner at **Ottantaventi Formazione**. She has been LinkedIn member since 2008. Today in the ranking of the Social Selling Index of LinkedIn is in the first 1% of its sector and in the first 1% of the network.

Connect with her on LinkedIn at:

<https://www.linkedin.com/in/adrianagalcano>

She is an impeccable and passionate creator of innovative training projects in **Sales**, **Management** and **Customer Experience** fields.

A few of the wonderful brands she has worked with: Vodafone, Dhl, A2A, Michelin, Luisa Spagnoli, Forum Corporation, Allianz.

Adriana Galgano is the author of **LinkedIn Lead Generation** e-book. She also writes articles for newspapers and magazines. 'Customer Experience and the role of training' is one of her most recent articles and it was published in Harvard Business Review Italy.



Duration: 1 *day*

Date: *October 25th, 2021*

Timetable: *9.30/13.00 - 14.00/17.30*

Special launch participation fee for
Newsletter subscribers:

€ 350,00 + Vat (22%)

The FEE includes:

- the certificate of participation
- the e-book "Linkedin Lead Generation" by Adriana Galgano

Our **MOTTO** is "**PEOPLE WHO GET BORED DON'T LEARN**".

This is the reason why we make our training sessions captivating, fun and effective with:

- **ENTHUSIASM** and **PASSION** for our mission;
- **PROFESSIONAL** instructors;
- **ACTIVE** participation of all and '**HANDS ON**' training;
- inclusion of **GAMIFICATION**, the application of the game's own dynamics to training.



EASY BOOKING !

- From Monday to Friday, 9-18, you have a direct line: call or send a WhatsApp  at **+39 351 9496284**.
- 24 hours a day, 7 days a week, book on line:

[Booking Form](#)

Enjoy the course!

>> [Terms and conditions](#) for participation