



Social Selling Crash Course

SPECIALIST COURSE



INDUSTRY STANDARD

Eazzy Social - The Social Media Company



Content

Social Selling Crash Course

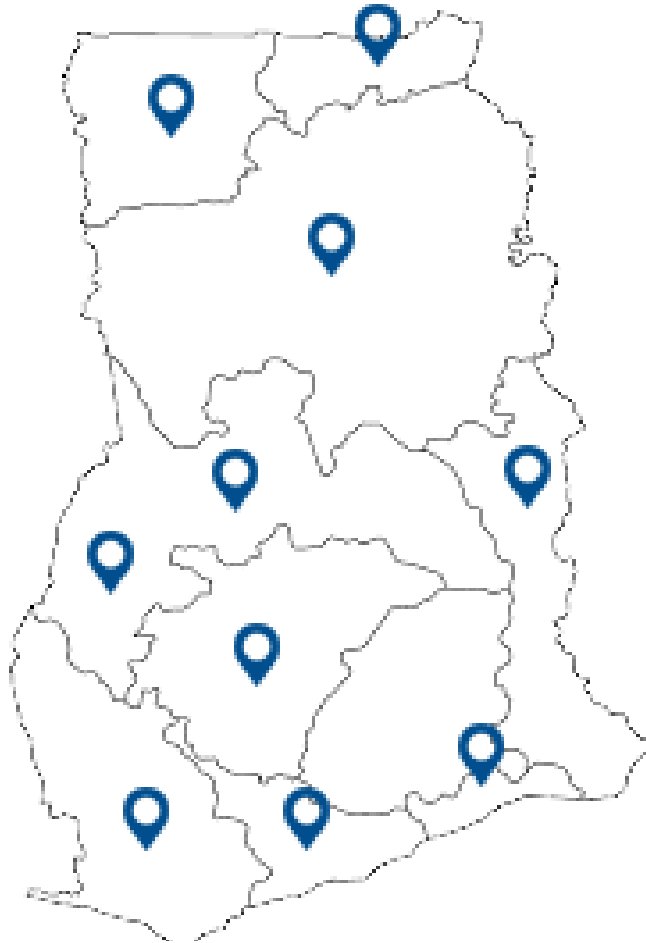
- Welcome
- Course Overview
- Course Curriculum
- Course Structure
- Other Services
- Who we are

WELCOME |

Today, buyers openly express their aspirations and needs through social media. Whether these buying signals are obvious or very subtle, for attentive salespeople, this information can provide an essential competitive advantage. By being present on the right channels at the right time, you are in a better position to proactively engage with your prospects using the most relevant messaging.

Whether you are into b2b or b2c sales, the social selling crash course will help you master the core areas you need to drive sales, increase your sales velocity and achieve your key targets.

Eazzysocial delivers the standard in social media education in Ghana. **We have trained more professionals to a single social media education curriculum standard than any other in Ghana.**



Our course delivers best current practice, theory and applied skills in Social Selling and are recognized and respected across the industry from leading institutions such as the Koforidua Technical University and others.

Our Trained Professionals are Thriving in Top Companies in Ghana



Course Overview

Who is this course for?

- The Social Selling Crash Course is suitable for:
- Salespeople, Consultants and Sales Representatives of all levels.
- Business Development Executives and Managers.
- Account Managers, Relationship Managers and those leading sales teams.
- Anyone looking to learn how to use social media for sales prospecting and engagement.

What you can expect?

Through dynamic lectures, hands on training, workbooks, locally relevant case studies, social media experts will take you through the areas needed to professionally use social media to drive sales, prospect and engage with target buyers.

What you will learn?

- Understand the social media foundation.
- Ability to create and optimize social media account.
- Ability to prospect and engage on all the social media vplatforms.
- Ability to create a content strategy.
- Ability to listen and develop new leads using social media.
- Understand social CRM and its impact on sales.
- Ability to create a social selling plan for management.

"The social selling crash course by eazzysocial is a standard course designed to help companies increase their sales targets and build meaningful relationship with their customers".

-DERRYDEAN DADZIE
(Sales Architect and Former CEO,
DreamOval and Slydepay)



Course Curriculum

There are ten modules (10) modules in the course:

- i. Introduction to Social Media.
- ii. Social Selling Foundations.
- iii. Community Building and Account Management.
- iv. Research and Planning.
- v. Establishing your Personal Brand (Account Optimization).
- vi. Social Prospecting and Engagement on Popular Social Media Platforms.
- vii. Content Curation and Strategy
- viii. Social Media Listening and Monitoring.
- ix. CRM (Customer Relationship Management).
- x. Metrics and ROI (Reporting on your social selling activities).

78.6% of sales reps who used social selling outperformed their peers (bambu).

“The social selling program is a unique course that delivers a strong foundation on how sales managers and account holders can build meaningful relationships and generate leads on social media in order to achieve brand success”

**-JOEL KOJO ABAKA ANAMAN
(Medical Sales Representative,
Merck Group)**



Foundation

MODULE 1

Introduction to Social Networks

This module introduces you to the concept of social media, Ghana's social media landscape, tools used in social media selling, popular social media platforms tips and trends.

MODULE 2

Social Selling Foundations

You will be introduced to the foundations of social selling, facts and statistics, how social selling relate with traditional sales. You will also be exposed to how social media deliver value at each phase of the sales process.

MODULE 3

Community Building and Account Management

An engaged and matured community makes it easy for sales professionals to convert members of the community to customers who will purchase the company's products and services and eventually become advocates. This module will introduce you to natural relationship principle that underlines social media community building and selling. You will also be guided on how to evaluate and respond to customers based on their sentiments and crafting personalized sales messages. Finally you will learn how to develop a crisis management plan to manage the reputation of the business on the social space.

Moving through the stages.

MODULE 4

Research and Planning

The research and planning module will equip you with the techniques and tools needed to research on your target customers, decision makers, and the ideal social selling platform to use. You will also be taken through how to design an effective buyer persona or customer card for your audience segment.

MODULE 5

Establishing your Personal Brand (Social Media Optimization)

This module will help you streamline your social media activities. You will be guided on how to setup, audit and optimize your social media account to attract more customers.

Side Attraction



Free Professional Headshot for all course participants to use as your LinkedIn Profile

MODULE 6

Prospecting and Engagement on Popular Social Media Platforms

Using our social media prospecting and engagement activity workbook, you will learn the techniques and skills used in prospecting for your target customers and engaging them on all the popular social media platforms (Facebook, Instagram, LinkedIn, and Twitter).

Featuring

SOCIAL MEDIA PROSPECTING AND ENGAGEMENT Activity Workbook

Sales Enablement

MODULE 7

Content Curation and Strategy

This module will introduce you to the concept of engaging with and acquiring customers through the curation of engaging content that drives customers to action and purchase. You will also be guided on how to develop an effective sales content strategy.



MODULE 8

Social Media Listening Monitoring

You will be guided on how to practically use social listening and monitoring tools to identify new leads and opportunities for your business. You will know how to develop a social media listening and monitoring plan.

MODULE 9

CRM(CustomerRelationshipManagement)

You will be taken through the concept of keeping customer contact details up to date, tracking every customer interaction, and managing customer account using social media led customer relationship management systems. You will also know the difference between traditional CRM and social CRM and how to deploy social CRM for your organization or as part of your social selling activities.

MODULE 10

Metrics and ROI (Analytics)

This module will introduce you to the concept of social media analytics and how it relates to social sales. You will also be introduced to the various reporting and analytics tools and the metrics to assign when reporting on your social selling activities.

Strategic Planning: Bringing all the modules together you will be guided on how to create and deliver an enterprise level social selling plan for management using our social selling plan workbook.



Featuring

SOCIAL SELLING PLAN WORKBOOK

Sales Professionals Guide in Crafting Social Selling
plan for management.

Course Structure



We teach differently.



Helping you digest every bit of what we teach.



20% theory.



80% Practicals and locally relevant studies.



Fun-based learning.

Alumni Support Center

Your participation in the course doesn't end in our training center

We support you in variety of ways:



Support center with in-house live coaches to help you grow on your social media sales journey and provide career guidance for prospective job seekers.



Discussion forums, to interact with fellow students and a tutor with an expertise in digital skills and practices.



Access resources to help you with your studies including self-directed practical exercises, e-guides, workbook, templates, webinar setc and recommended reading.



Access to extra support from the lecturer any time.



Who we are?

A social media company dedicated to helping thousands of people gain relevant digital skills and grow their business in a social-first world.

Partners



Past Clients



Kaiser Health Insurance,
Moneyboxx (Microfinance)
Principal's University
College



Embassy of
Denmark in Ghana



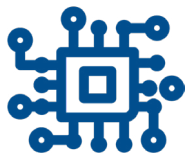
Other Services



Customized Training: We investigate and understand your current digital marketing maturity level, opportunities, skills gap and devise courses and programs to help equip your online marketing department leverage on the best tools and techniques used in driving business performance. From inbound marketing (SEO, Search/Display Ads, Email Marketing, Business Blogging, Lead Generation, Growth hacking...) we deliver the best of customized training.



Social Recruiting: We hire the best talents to help you manage your social media and digital marketing activities while you focus on the core activities your business needs. We are an expert in recruiting for both short term and long term needs. We take talents through various technical and creativity tests, link them with experienced and senior social media and digital strategist and monitor them to make sure they are helping you meet sets target.



Digital Support: Over the years we have helped numerous brands both local and international succeed in driving digital strategy and online campaigns that yield results. Our agency services evolve around all areas in digital marketing from social media, inbound marketing, programmatic advertising (search/display), mobile marketing, website/app development.

Contact

Website:

www.eazzysocial.com

Email:

info@eazzysocial.com

Accra Office:

+233(0)248119530