

# Maximising Social Media

In a world where everyone uses social media, anyone in sales must learn how to use it to find new leads, increase sales and build relationships with their customers.

“People often wonder how I find time to tweet and update my blog so regularly. How do they not find the time, I wonder? Social media is such a terrific way to connect with our customers that I would never miss out.”

- Richard Branson



Whilst most courses look at social media from a marketing perspective, we focus on:

*Utilising social media to generate leads  
Staying ahead of your competitors  
Increasing your ROI in the most cost-effective way*

## The Masterclass

To help you leverage more sales from social media Celsius Graduate Recruitment is offering a participative full-day masterclass to help you get the most from social selling.

- How companies use social media, forums, blogs, content etc.
- How to find prospects on LinkedIn, Twitter and other platforms
- Creating a powerful, credible online presence
- Why listening is the best part of the sales process
- Using LinkedIn and Twitter for research
- Building a network – the magic 501 LinkedIn connections
- From social media to face-to-face

## Takeaways

This course is consistently updated and provides participants with up to the minute techniques that can be used to stay one-step ahead of the competition in managing social media to generate leads, build relationships and as a research tool. This unique course steps away from social media marketing and focuses on how best to utilise this tool in a sales capacity.