

# Business Development Using LinkedIn

Your ideal prospects are hiding in  
plain sight

A 90-Day LinkedIn Selling Boot Camp that develops online lead generation habits in salespeople by training on the techniques and activities required to generate highly-targeted leads.

## The 90-Day LinkedIn Boot Camp

1

### Customized Bootcamp

An assessment of your business development processes and marketing to craft your ideal customer personas, refine messaging and construct case studies.

2

### Onsite Workshop and Prospecting

Build personal business cases for using LinkedIn with each attendee. Expose the techniques, processes, and content required for successful social selling and practice them during a hands-on prospecting session.

3

### Online Coaching and Reinforcement

We'll coach your team of business developers for 10-weeks, as we inspire and help each one to succeed in social selling using proven LinkedIn business development techniques.

<http://b2b-lead-generators.com/linkedin-bootcamp/>  
Call 519.671.2764

### Individual Deliverables

Learn and apply the best practices for social selling.

Fill your sales funnel with your ideal prospect opportunities.

Create predictable lead generation and sales forecasting processes.

Close more deals.

### Organizational Deliverables

A hands-off program it focuses sales teams on selling to the right customers.

Customized LinkedIn playbook that supports the planning and execution of the program.

### Program Outputs

A "take charge" outbound sales process that, once developed, can be dialed up and down to create predictable sales results.

### Program Benefits

Over a year, each member of your sales team will connect with 2,000+ new, ideal prospects; creating both immediate and future sales opportunities.

### Tools Learned

Learn all about LinkedIn Sales Navigator and our unique processes for managing Sales Navigator leads. Learn our exclusive traction processes.

### Program KPI's

Measure the success of the program by sales generated. Leading indicators of success include leads, connections, and connection requests.