Business to Business & Digital Social Media

If you are in the B2B sector then you will have noticed a fundamental shift in business to business communications over the last 12 months.

Digital has replaced Analogue.
Social Media has changed the world.

The buying journey has changed considerably.
The world leading advisory boards have asked the
questions and given us the data.

Buyers are wanting a seller free experience.
Digital First and Online with Influence
is the modern method in B2B.

HOW DO YOU GET TO YOUR CLIENTS & PROSPECTS?

Social Media and in particular **Linkedin** has the opportunity to transform not only your business approach in **B2B** but a full culture and people transformation with purpose and strategy at the core.

HOW DO I BUILD A BUSINESS CASE FOR SOCIAL?

Moving to a digital first landscape allows you to control all that data from your team activities.
Companies can gain 30% more revenue with a 40% reduction in the sales cycle.
Future proofing relationships.

WHO CAN GET INVOLVED WITH THE PROGRAMME?

Our candidates are Social Changemakers.
HR, Operations, Technical and Sales & Marketing.
People at the heart, understanding that a social
organisation can reduce costs and become
cost efficient across all departments.

WHAT DOES THE PROGRAMME LOOK LIKE?

Our Social Selling Programme covers the following.
Personal Brand / Network Growth / Being Found
Building Influence / Content Creation
12 weeks across 5 modules.
Business and people transformation.

Align your strategy and purpose in B2B.

Be you. Be Social.