

LEAD GENERATION & ACCOUNT ACTIVATION VIA SOCIAL SELLING

Hands-on training for sales & marketing professionals to become more effective in their organization's social selling and content management: how to create, educate, discover and evaluate content and social tactics. This will result in building your organization's brand, effective content management and contributing to revenues.

This session is recommended for sales management professionals, marketing managers, content managers, communication professionals, product marketing.



SESSION CONTENT

- Importance of Social Selling strategy to generate growth & leads
- Align your sales teams around a common content & social selling framework
- Social selling as a powerful lever and how to create content that fits the buyer's journey
- Organizing your content library and creating content / asset best practices
- How to organize content effectively
- How to create "triggering sales conversations"
- Evaluating engagement with relevant metrics (LinkedIn based).



EXPECTED BENEFITS

- Gain understanding of social selling strategy to create businesses growth for your company.
- Become more effective in content management in order to make your buyers progress in your funnel.
- Set up relevant metrics to strengthen the company's brand and sales in the market.
- Alignment with sales teams to help get increased sales performance and ways to better compete in the market.
- Access to social selling and marketing experts to answer your specific questions, get examples and tips.

ABOUT THIS FORMAT:

3h30 session in cooperation with
SMA & UBA

AVAILABLE IN: NL & FR

DATE: 13th of May 2019, 13h15-17h
at UBA office, Buro & Design Center
1020 Brussels

MORE INFORMATION

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www.mindsandmore.biz/en/our-events

ABOUT THE SPEAKERS



THIERRY MOUBAX

Associate

Thierry is a strategic, multicultural expert with more than 20 years international experience in Marketing, Business Development and Innovation in Corporates and as a consultant for SME's and Start-ups.

He is also an entrepreneur and created his own app business, with remote freelancers that he recruited via online platforms. His App business crossed the 3 million downloads mark.

He helps companies to develop their growth strategies through identifying and launching new products, getting and converting more leads, improving the customer journeys & customer loyalty, and creating new monetizing strategies. He also translates the strategy into tactics and actionable roadmaps. And, unlike many consultants, he walked the talk and helps with the implementation of the roadmap.



BENNY VAN CALSTER

Partner

Benny brings over 20 years of management experience and expertise in sales, marketing, branding & communications. Focus: B2B, services, ICT and technology.

As the EMEA Marketing & Business Development Director at Xircom (Intel div.), he was deeply involved in European product development and portfolio management, customer marketing, channel marketing and all areas of marketing communications. When Xircom integrated into Intel, he became Intel's Benelux Manager of Retail and Market Development.

He then joined Taxipost as "Head of Marketing" for parcels integration project within De Post. Benny has also made some interim assignments as European product marketing manager, Sales&Marketing management, ...

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