



JEFF MOLANDER Author | Speaker | Trainer

Organizations that turn to Jeff include



Make Social Media Sell Now

a social media sales training program

What makes this training distinct

- **Laser-focus on sales, not just tools.** Jeff shows your sales and/or marketing team how to create leads, referrals and sales instead of giving a primer on “this is Facebook” or “how to engage customers.”
- **Curriculum based on what you need, not what we want to sell.** Workshops are customized to your team's priorities, experience level and specific challenges.
- **Accountable to you.** Jeff is an engaging “guide on the side” of your team not a “sage on the stage.” This isn't a mind dump of information from a consultant. Instead, Jeff's teaching method lets you measure what your team actually learned (and applied).

This is the winning formula that has helped many other businesses just like yours to discover the strategies that make social media sell.

Upon completion your team will be able to:

- **Create leads, referrals, subscribers and sales...** using blogs, YouTube, Facebook, Twitter, LinkedIn and more
- **Be confident in their time investment...** social media will pay them back
- **Avoid pitfalls...** steering clear of common mistakes
- **Relax,** success principles can be applied to future social media technologies
- **Be Happy...** never again wonder “what should I put out there on social media?”



“Jeff’s performance at IBM’s recent Summit gave me a new, useful perspective on, and tools for, generating leads and sales using platforms like LinkedIn and Facebook. His practical focus is refreshing and his insights crystal clear. He sent all of us back to the office motivated to make social sell.”

Brian Ratte
IBM Industry Software Leader



Course Materials Include

LIVE EDUCATION

Conducted at a location you specify, the Make Social Media Sell Now workshop contains 3 core modules loaded with valuable information, step-by-step instructions and real life case studies. These lessons help your sales and/or marketing team understand everything they need to know about making social media sell for them. Modules include:

- Social Media Marketing Self-assessment
- Introduction to the “Big Three” Success Principles
- Putting the Principles to Work

** See next page for details on learning outcomes and curriculum.

CLASSROOM WORKBOOK

Each student receives a workbook designed to drive home key points and reinforce what's being learned on site. Most importantly the workbook is used to actively brainstorm and *take action* on critical first steps that create success back at the office.

SOCIAL SELLING QUICK-START GUIDE

This printable e-booklet allows students who quickly grasp core concepts to get moving fast on creating leads and sales.

PRIVATE LINKEDIN GROUP

Each of your team members gets 12 months of unrestricted access to a private LinkedIn Group where they can ask questions to Jeff Molander, other students and world-renowned guest experts like JD Gershbein (LinkedIn specialist) and Coryon Redd (search engine marketing). This is a safe, private space to get question answered that team members may feel afraid to ask. Jeff's colleagues are **accessible and available**.

12 MONTHS OF NO-B.S. ADVICE

Jeff's students' requests shape every lecture he makes. That's why he's presenting a series of live and recorded Webinars on students' biggest questions. His quarterly, members only social media advisories make sure your team knows what's bullshnicky and what's actually worth their time. They'll get access to these Webinars quarterly for a full year!

Curriculum overview

1. MODULE A: Social Media Marketing Self-Assessment

- Learning Outcome: Your team will get a detailed understanding of strengths & weaknesses of their current “social selling capability.” At the end of the assessment, they'll be primed to discover success principles. The assessment reveals what they're doing, what is working, what isn't and prepares them to improve results.
- Mini-lecture: “The Truth About Social Media Marketing”
- Full lecture: **How to properly, honestly score yourself**
- Workbook: With Jeff's guidance students assess themselves.

2. MODULE B: Introduction to Success Principles

- Learning Outcome: Your team will discover what the success principles are, how and why they work.
- Lecture: **The Big 3**
- Workbook: Use of a series of worksheets builds memory muscles.

3. MODULE C: Putting the Principles to Work

- Outcomes: Each team member will...
 - Discover how to choose social platforms (like Facebook, LinkedIn etc.) that best serve his/her goals.
 - Begin to piece together a smart, effective social selling strategy for their daily work lives.
 - Have fun and be clear on what to do; occasional success stories will inspire your team and illustrate how this stuff really works.
 - **Start executing a few of the strategies** designed on the most appropriate platforms... in ways that drive sales and leads... by applying what each team member just learned, leveraging existing strengths.
 - Know how to measure, report on and optimize effectiveness of each strategy.
- Resources: Jeff will help your team determine what should be outsourced and what is essential to have their hands in.
- Lecture: **How to Pick the Best Platforms**
- Lecture: **How to Create Your Strategy**
- Workbook: Students quickly formulate a customized, effective social selling strategy.



Ready to start making social media sell?

CLICK HERE www.makesocialmediasell.com/landing/msms-quote/ to receive a quotation for a customized sales training event.

Your professor



Jeff Molander is a successful entrepreneur, having co-founded the Google Affiliate Network in 1999. He is adjunct professor of digital marketing at Loyola University, a professional speaker and international business trainer speaking to small business and corporate audiences across the globe.

His book, [*Off the Hook Marketing: How to Make Social Media Sell for You*](#), is first to offer small businesses a clear path to make social media create leads and sales.

Why Jeff

Jeff does not practice a “trainers talk—learners listen” approach because this actually hampers learning. Instead, Jeff believes the person doing the most talking in an educational setting is actually doing the most learning. Hence, his method of teaching is founded on a highly interactive, engaging, discussion-oriented approach.