

YOUR COMPLETE SOCIAL SELLING TOOLKIT



Certified Digital & Social Selling Specialist

SPECIALIST 5 HOURS STUDY ONLINE



digitalmarketinginstitute.com

Validated by the Industry Advisory Council. Including members from



CERTIFIED
DIGITAL & SOCIAL
SALES PROFESSIONAL
digitalmarketinginstitute.com



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Become a **Certified** Digital and Social Selling Specialist

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Welcome

The sales landscape has changed dramatically. Customers are now empowered to make purchasing decisions, making it tougher for sellers to engage in an increasingly challenging marketplace.

Social selling tools and techniques are now an essential part of any successful sales strategy and are revolutionizing sales and prospecting.

Whether you're a B2B or B2C seller, this professional certification will equip you with the knowledge and skills needed at all stages of the funnel from identifying prospects to engaging with insights to driving that final sale.

Ultimately, this practical course will provide you with all the tools you need to integrate key social selling techniques into your process to sell confidentially online, increase leads and close more deals faster.

Transform your selling capabilities by becoming a Certified Digital and Social Selling Specialist.

Sales professionals who use LinkedIn for social selling are **51%** more likely to exceed their sales quota than those who don't use it.

LinkedIn



The Digital Marketing Institute sets the **global standard in digital marketing and selling certification**. We have certified more professionals to a single digital education standard than any other certification body.



We work with digital industry experts to design and develop standards that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

Gaining a certification from the Digital Marketing Institute will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will know how to integrate key digital tactics and practices into your marketing techniques and measure and iterate the success of your digital marketing strategy.



Our **Graduates** are thriving

Digital Marketing Institute certified professionals work with some of the world's leading brands.

Microsoft

facebook

ebay

Google



LinkedIn



unicef

Symantec



HubSpot



BRITISH AIRWAYS

NOKIA



accenture

citibank



Course Overview

Who is this program for?

- Salespeople, Consultants, Team Leads and Sales Reps of all levels
- Business Development Executives and Managers
- Account Managers, Relationship Managers and those leading sales teams
- Entrepreneurs and Small Business Owners
- Marketing and other roles looking to develop their digital sales capabilities
- All customer facing roles
- Executives that need an awareness of digital/social selling and its impact at a strategic level

What can you expect?

Designed for busy sales professionals that require applicable practical skills, this program uses dynamic video, interactive learning and practical exercises to provide you with a hands-on learning experience.

As this is a five-hour program, you can choose to learn everything in one day or dip in an out of content as and when you need it.

“ *Sales professionals who use social selling help best-in-class companies achieve a 16% gain in year-on-year revenue.* ”

The Aberdeen Group



What will you learn?

This program provides a complete social selling toolkit for sales representatives to help prospect, influence and close sales confidently online.

A practitioner-led program, it will provide you with practical and instantly applicable solutions to increase leads and close more deals.

After completing the Certified Digital and Social Selling Specialist program, you will:

- Understand the value of social selling and using digital techniques in the sales process to enhance performance.
- Find and identify the ideal buyers for your product and service
- Monitor important conversations within your industry
- Personalize engagement with target prospects
- Rank highly in search results (LinkedIn and Google) to attract prospects
- Recognize how to understand buyer needs and motivations
- Provide value-added content to build trust with potential and existing customers.
- Use social selling to convert and keep customers and grow your sales



“A gradual increase in the ability to use digital channels has changed **92%** of B2B buying decisions. Now over half of buyers gather information on their own while **53%** are happy to talk to us only in the early stages of research.”

Hugh O’Byrne, VP of Global Sales Center Excellence, IBM





Course Content

This **Certified** Digital and Social Selling Specialist program will teach you practical techniques and strategies to improve your sales capabilities online.

There are 5 comprehensive modules in this program:

1. Fundamentals of Social Selling
2. Finding and Targeting Prospects
3. Attracting Customers
4. Increasing Engagement
5. Closing and Retaining



MODULE 1

Fundamentals of Social Selling

The Fundamentals of Social Selling module will demonstrate the value of social selling and how incorporating digital techniques into the sales process can enhance your performance.

The module will enable you to understand how the buying process has changed over the past 10 years and its impact on traditional selling methods.

It will also explore social networks and the value of your personal brand online.

On completion, you will have a fundamental understanding of the key concepts of social selling and know the value of integrating digital tools into your sales process.

Topics covered include:

- What is social selling?
- What is its value – the changing face of selling in a traditional setting
- The ROI of social selling
- Stages of the sales process and social selling integration
- Fundamentals of your social networking
- Fundamentals of personal branding



MODULE 2

Finding and Targeting Prospects

This module will help you understand how to use social research to build accurate personas for your target sector(s).

It will explore the most relevant conversations and behavior to help you set the scene for more contextual and personalized engagement with your target prospects.

You will learn how to craft and refine customer personas for target sectors and

conduct research to identify businesses you should be targeting.

In addition, you will know how to use social intelligence and social listening to monitor online interactions and digital behavior.

By using research and social intelligence, you will be able to leverage your network effectively to inform a more contextual and personalized engagement process.

Topics covered include:

- Customer personas
- Factors influencing customers
- Finding and identifying the right buyers - your ideal prospect!
- Profiling buyers
- Decision makers
- Social listening
- Explore prospect objectives and business priorities
- Using LinkedIn and other tools
- How to identify and target a prospect



MODULE 3

Attracting Customers

This module will help you attract the ideal prospects by making sure they find you easily by using digital and social techniques. It will ensure you appear in their social network feeds and rank highly in search results.

Through the Attracting Customers module, you will understand how to anticipate the needs of your target audience for informative, educational social content.

In addition, you will know how to create and curate content for social selling and match the right content with the right channels.

It will also help you build your network within the buyer community, analyze content engagement and refine.

Topics covered include:

- What does your audience want?
- Personal branding
- Content creation and curation
- Selecting and creating relevant, engaging content
- Blogging
- Matching content to each stage of the nurturing funnel
- Content strategy
- Content distribution
- Customer facing profile (optimized for search) – endorsements, credibility, which networks
- Educating buyers
- Influencing
- Personas
- Growing your network



MODULE 4

Increasing Engagement

The Increasing Engagement module will explore the needs and motivations of buyers and show you how to provide the right value-add content to build trust with potential and existing customers.

It will help you understand buyer behavior on social networks and curate content through insight into your buyers to engage prospects.

By the end of this module, you will know how to analyze and make sense of content to provide insights for customers.

In addition, you will be able to share content to build stronger relationships and engagement at all stages of the sales funnel.

Topics covered include:

- Aligning communications with buyer's objectives
- Insights
- Storyboarding
- Connecting – best practice (incl. timing)
- Engagement techniques
- Engaging (with key decision makers) at the right time
- Reaching out directly (including messaging), messaging templates
- Email best practices and avoiding spam
- Discussion forums
- Direct contact techniques e.g LinkedIn InMails
- Building relationships with customers/decision makers throughout the lifecycle
- Taking online conversations offline
- Not every communication is a sales message



MODULE 5

Closing and Retaining

An essential and sometimes tricky part of the sales process, this module will show you how to use social to convert and retain customers so that you ultimately increase revenues.

It will help you to strengthen relationships with buyers in your network, use social to encourage direct engagement and increase conversions using a range of social/digital tools and techniques.

By the end of the Closing and Retaining module, you will be able to identify when to upsell and cross-sell using digital tools and platforms.

In addition, you will retain and build deeper post-sales relationships using social account management techniques.

Topics covered include:

- Overcoming challenges
- Negotiating
- Closing
- Social account management: meaningful dialog
- Social listening
- Growing the business
- Key performance metrics (benchmarking success)
- Creating a practical social selling plan

A man with dark hair, a beard, and glasses is sitting at a laptop in what appears to be a cafe or office setting. He is wearing a blue patterned shirt and a watch. He has white earbuds in his ears and his hand is resting on his chin, looking thoughtful. The background is blurred, showing shelves and a lamp.

Program
Delivery



Supporting your online learning journey...

Our **Digital and Social Selling program** is available to study online via the Digital Marketing Institute's dynamic online learning environment, known as the Class Network.

How we can guide you through your online learning journey:



Access to HD video lectures with accompanying downloadable program material.



Access to discussion forums to interact with and learn from fellow students to progress through program material towards certification.



Access resources to help you with your studies including self-directed practical exercises and recommended reading.



The Class Network also contains information on the exam, which you must complete successfully to achieve certification.



Your Program Manager is available to support you during your study and assist with any administrative related queries.



The Class Network can be accessed 24/7 through your desktop or mobile device.



40% of sellers believe that getting a response from prospects is more difficult now than it was 2 years ago

- State of Inbound 2018



Assessment

The assessment is a computer-based exam that will measure your knowledge and social selling proficiency on completing the program.

The duration of the exam is 60 minutes. A range of different question formats are used including text and image-based multiple choice and matching questions.

Our exams can be taken at any Pearson VUE test center which spans over 5,200 centers in 180 countries.

The use of Pearson VUE to deliver our exams increases the value of our international to provide you with a quality, consistent examination experience, no matter where you are in the world.



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A woman with long brown hair, wearing a light green button-down shirt and dark blue jeans, is sitting on the edge of a wooden desk. She is looking towards a man standing next to her. The man has a beard and is wearing a blue button-down shirt and khaki pants. He is gesturing with his hands as if in conversation. In the background, there is a large window with a view of a city, a blue bicycle leaning against a wall, and several office chairs and desks in a modern, bright office environment.

88% of our certified professionals work in senior roles or at management level.

Alumni Survey 2016

Subject Matter Experts

Delivered by industry leading experts, this professional certification will introduce you to the most relevant and applicable aspects of digital and social selling.

Our specialist product team works closely with leading industry experts to create, review and update the certification learning outcomes on a regular basis. This ensures that what you learn is instantly applicable to any sales role and aligned to the needs of industry.

Subject Matter Experts collaborate with the Digital Marketing Institute on the design and development of program materials, so your learning is shaped by their practical experience, expert insight and case studies.



Global Industry Advisory Council (GIAC)



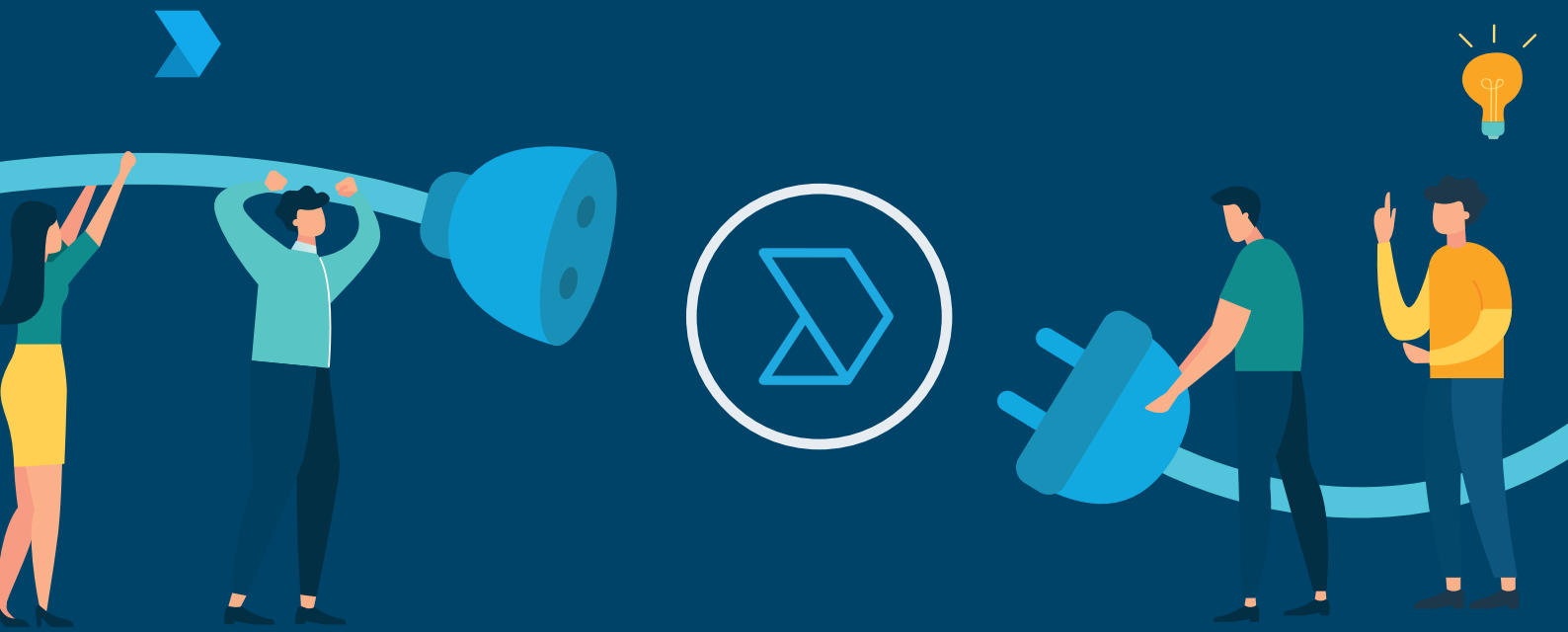
The **Global Industry Advisory Council**, representing the world's largest and most influential digital brands, validates all Digital Marketing Institute program content.

By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Digital Marketing Institute have learned the most up-to-date digital skills, core competencies and knowledge needed to thrive in their digital careers.

The Global Industry Advisory Council works with the Digital Marketing Institute to define the skills agenda and address the global digital skills shortage. The Council ensures that our programs are developed in alignment with the digital economy's most in-demand digital needs and skillsets.

Validated by the Industry Advisory Council. Including members from:





Membership

Stay Connected. Stay Relevant.

Our programs, developed in conjunction with industry giants and world-class practitioners, have helped a generation of digital professionals advance their careers.

Completing a program is a point-in-time exercise that delivers huge value, but there is a next step to maintaining the currency of skills in the ever-evolving world of digital.

Membership is that next step.

An exclusive network - and part of your certification - it delivers just-in-time training and continuous professional development, and an exclusive and evolving content library that can be used in your daily work.

Membership is about staying connected. Connected to trends in industry. Connected to experts who can bring unique insights to your work. Connected to thousands of digital alumni around the globe. Connected to opportunities.



It can provide you - as a Digital Marketing Institute certified professional - with invaluable and exclusive connections to:

- Expert, practical and thought leading content to guide your career
- High-quality templates to boost your employability
- A career zone to support professional development
- Access to the latest industry news and updates
- A Continuous Professional Development (CPD) area for certified graduates
- Just-in-Time (J-I-T) learning activities through webinars and online programs

Your digital career is evolving every day. So will your membership of the Digital Marketing Institute.

You define your career path. We'll support the journey.

"Membership will help me maintain a stronger affiliation with the Digital Marketing Institute after completing the certification."

Digital Marketing Institute Alumni





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