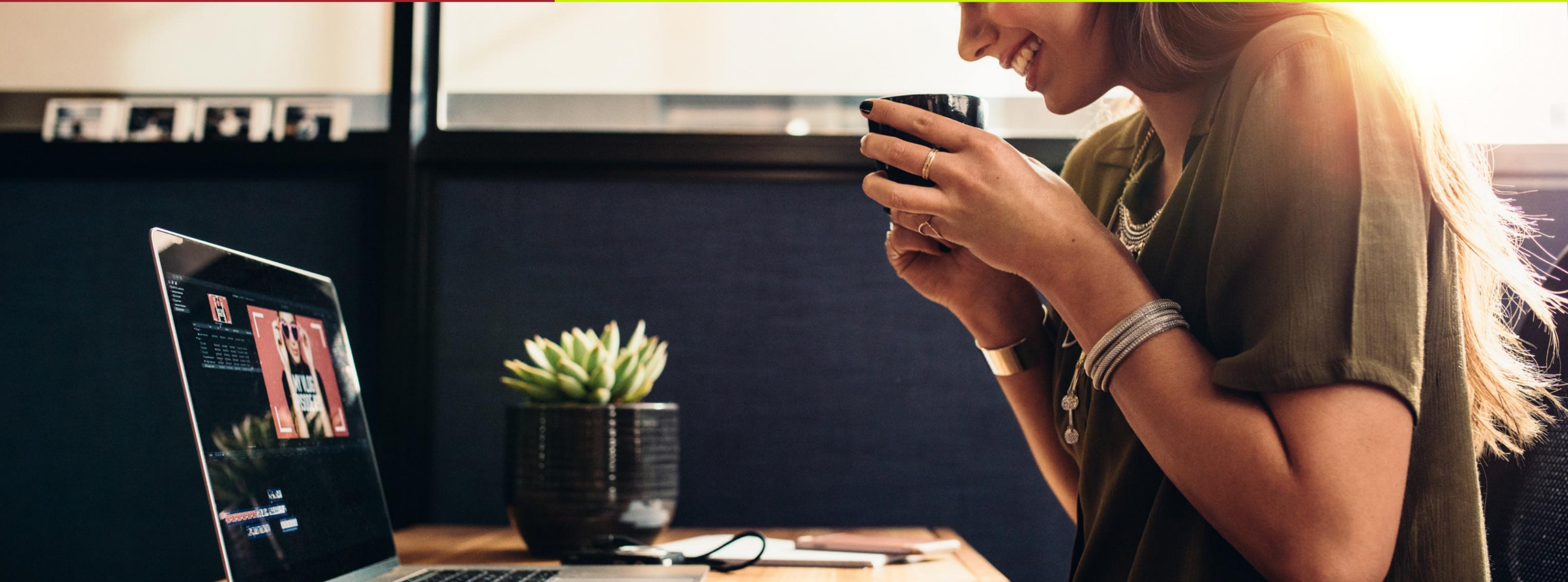




**McCORMICK**  
**TRAINING**  
Since 1986

# The Art of #SocialSelling

with Nicholas Krul



**CUSTOMER CASESTUDY**

# THE CLIENT



MULTINATIONAL CORPORATION



INDUSTRY: MINING



10 PROGRAM PARTICIPANTS

# THE TRAINING PROGRAMME



4X 90-MIN ONLINE TRAINING SESSIONS, 1 PER WEEK



12X 60-MIN ONLINE COACHING SESSIONS, 1 PER WEEK



MONITORING AND FEEDBACK BASED ON AGREED METRICS

# INDIVIDUAL OBJECTIVES



OPTIMIZE PERSONAL LINKEDIN PROFILES



INCREASE THE NUMBER OF PERSONAL LINKEDIN FOLLOWERS



ACTIVATE A CONSISTENT SOCIAL SELLING METHODOLOGY

# BUSINESS OBJECTIVES



GAIN IMPROVED BRAND, PRODUCT & SOLUTION AWARENESS



INCREASE WEBSITE TRAFFIC

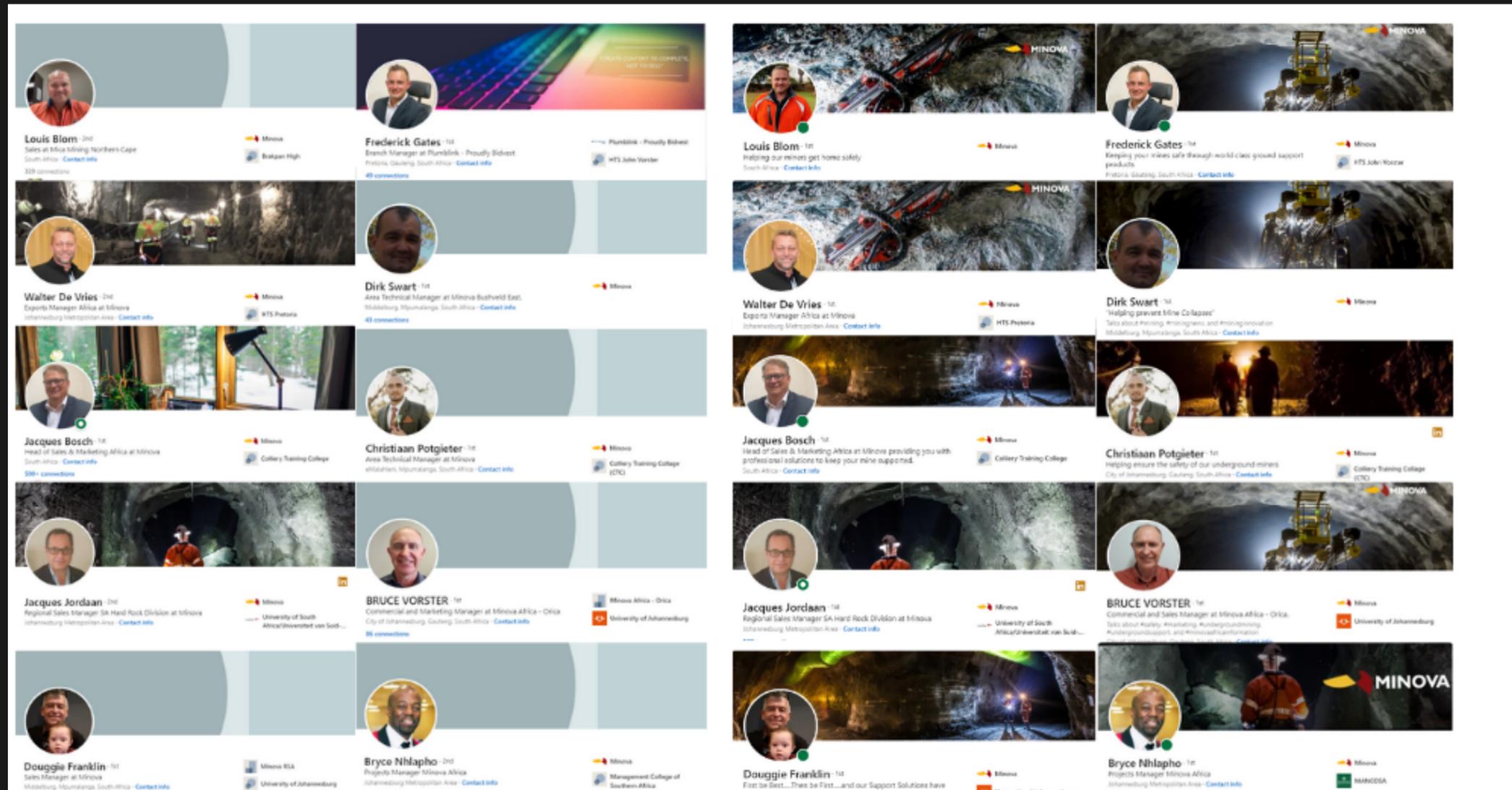


OPEN NEW SALES OPPORTUNITIES & REALIZE IMPROVED REVENUE

# RESULTS



RADICAL IMPROVEMENT IN PROFILES, MAKES A BETTER FIRST IMPRESSION & LOOKS MORE PROFESSIONAL



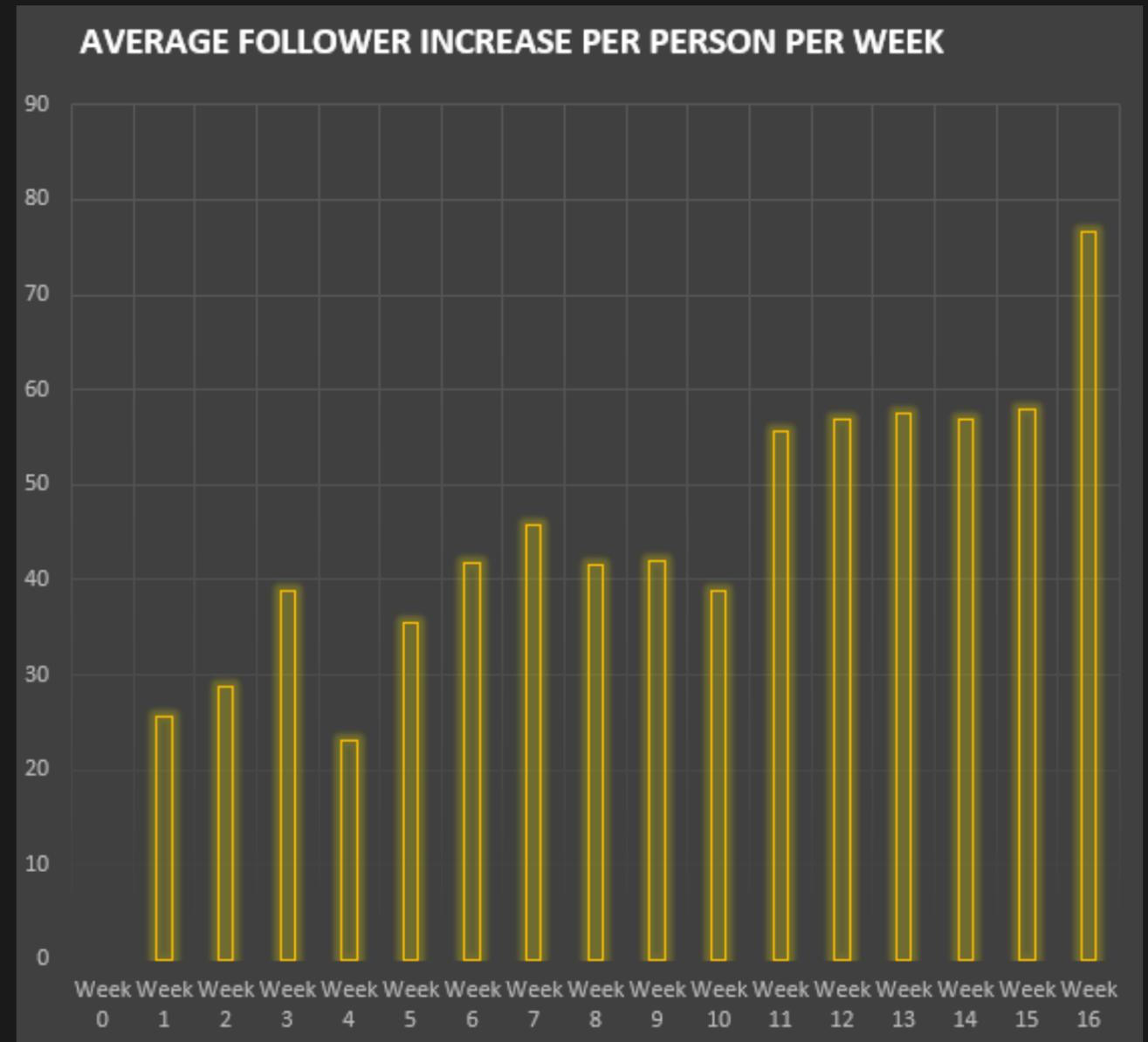
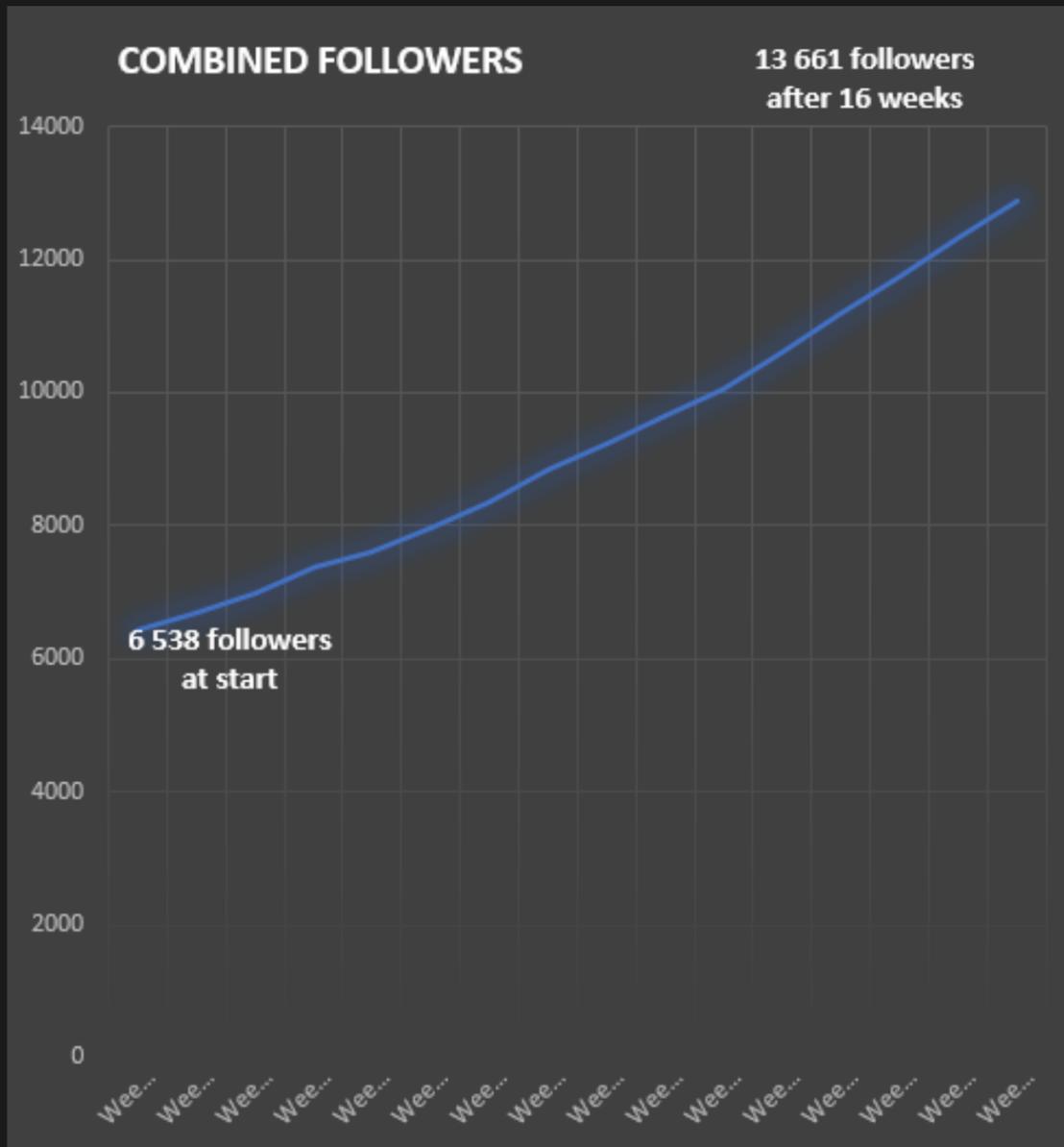
BEFORE

AFTER

# RESULTS



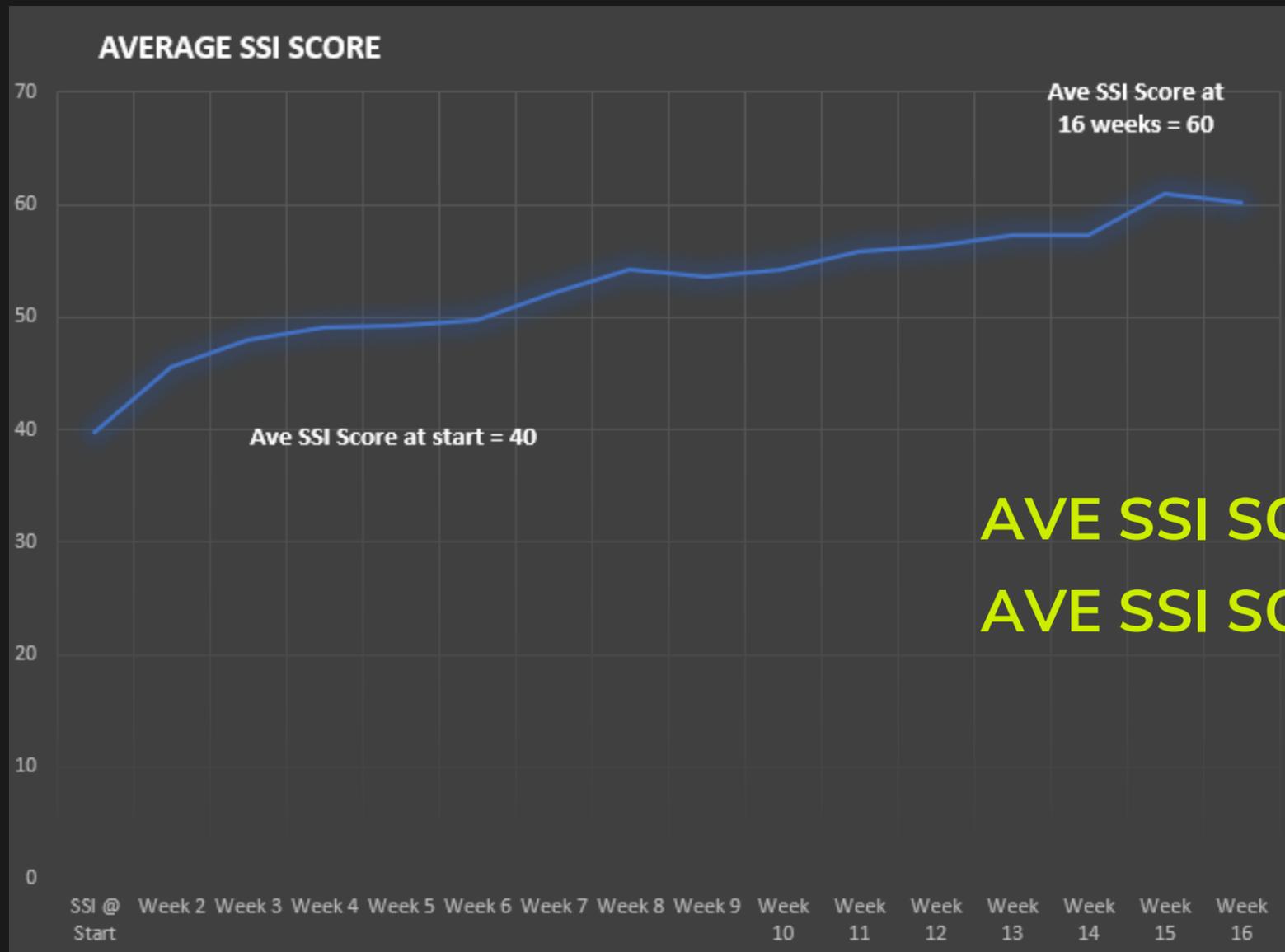
THE TEAM ADDED OVER 6000 NEW FOLLOWERS IN 16 WEEKS  
AVERAGE OF 45 NEW FOLLOWERS PER PERSON PER WEEK



# RESULTS



AVERAGE LINKEDIN SOCIAL SELLING INDEX SCORE +50%



**AVE SSI SCORE AT START: 40**  
**AVE SSI SCORE AT 16 WEEKS: 60**

# RESULTS

THE TEAM PUBLISHED OVER 300 POSTS IN 16 WEEKS, DELIVERING EXCEPTIONAL, LOW-COST EXPOSURE FOR THE COMPANY BRAND AS WELL AS THEMSELVES.



## FEEDBACK FROM PARTICIPANTS

"OUR EXPORT TEAMS ARE BUSIER THAN EVER"

"WE HAVE DEFINITELY BECOME MORE VISIBLE ON LINKEDIN"

"I'VE SEEN HUGE IMPROVEMENT IN JUST MINUTES A DAY"

"THE TRAINING HAS DEFINITELY HELPED US WIN MORE BUSINESS"

# CONCLUSION

→ CLIENTS ACHIEVE BETTER ONLINE PRESENCE AND VISIBILITY

→ TEAMS ARE ABLE TO REACH MORE PEOPLE IN LESS TIME

→ A SINGLE INVESTMENT RETURNS LONG TERM BENEFITS

→ INDIVIDUALS GROW THEIR PERSONAL BRANDS

→ BUSINESSES SEE INCREASED SALES AND BETTER BRAND AWARENESS