



CUSTOMER CASE STUDY

THE CLIENT



MULTINATIONAL CORPORATION



INDUSTRY: MINING



10 PROGRAM PARTICIPANTS

THE TRAINING PROGRAMME



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



12X 60-90 MINUTE 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 ←

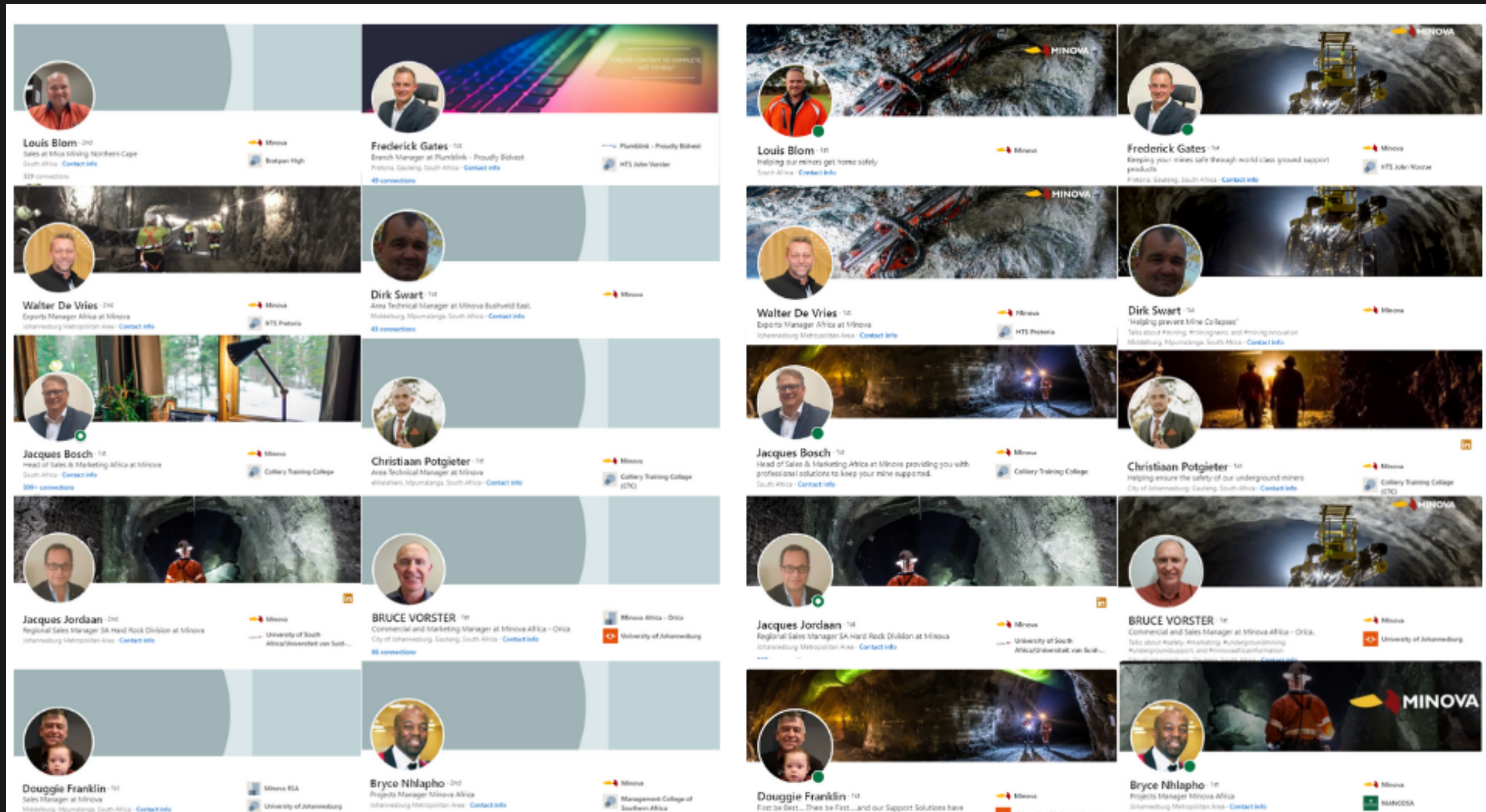
OPEN NEW SALES OPPORTUNITIES & REALIZE IMPROVED REVENUE ←



RESULTS



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



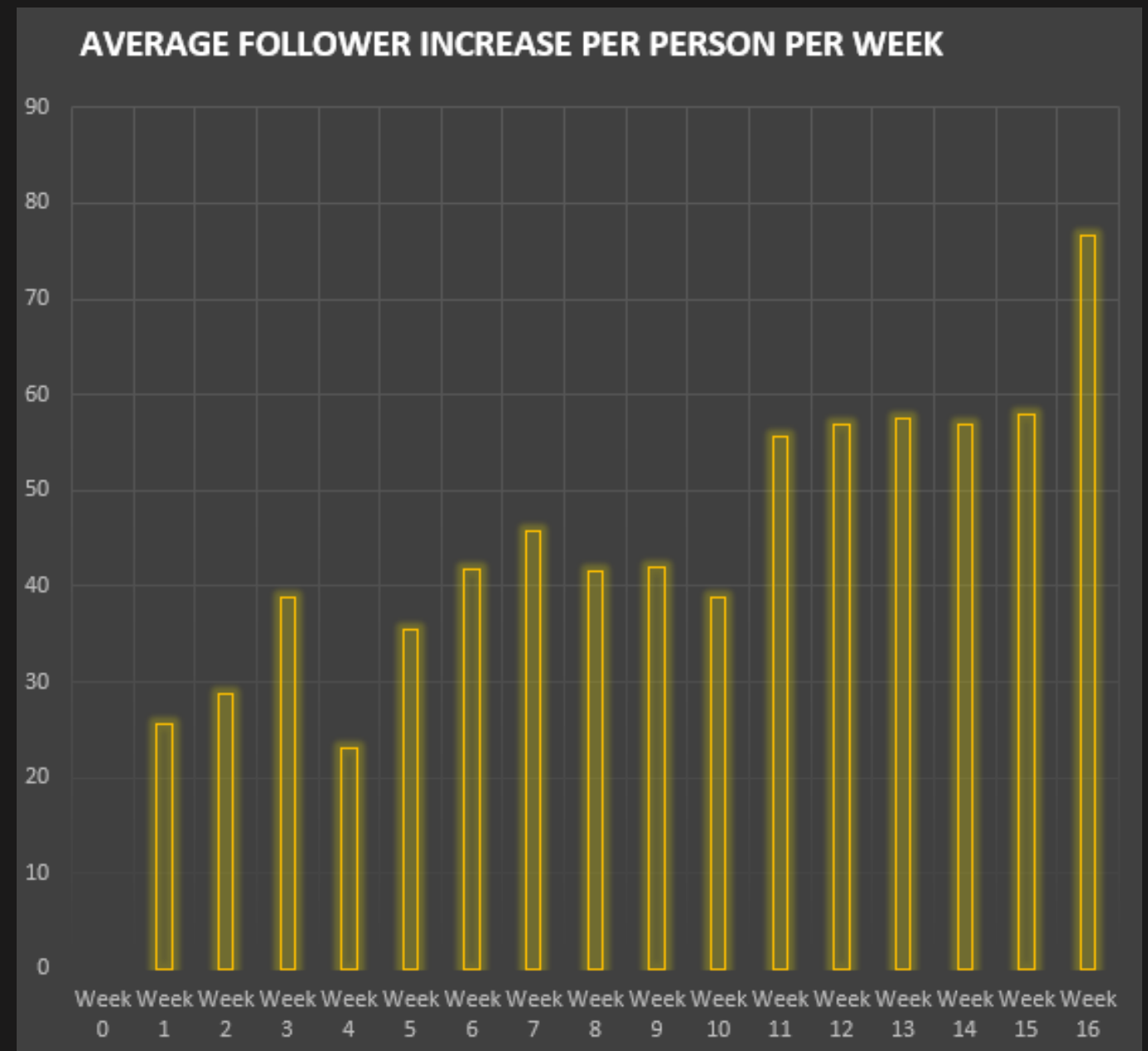
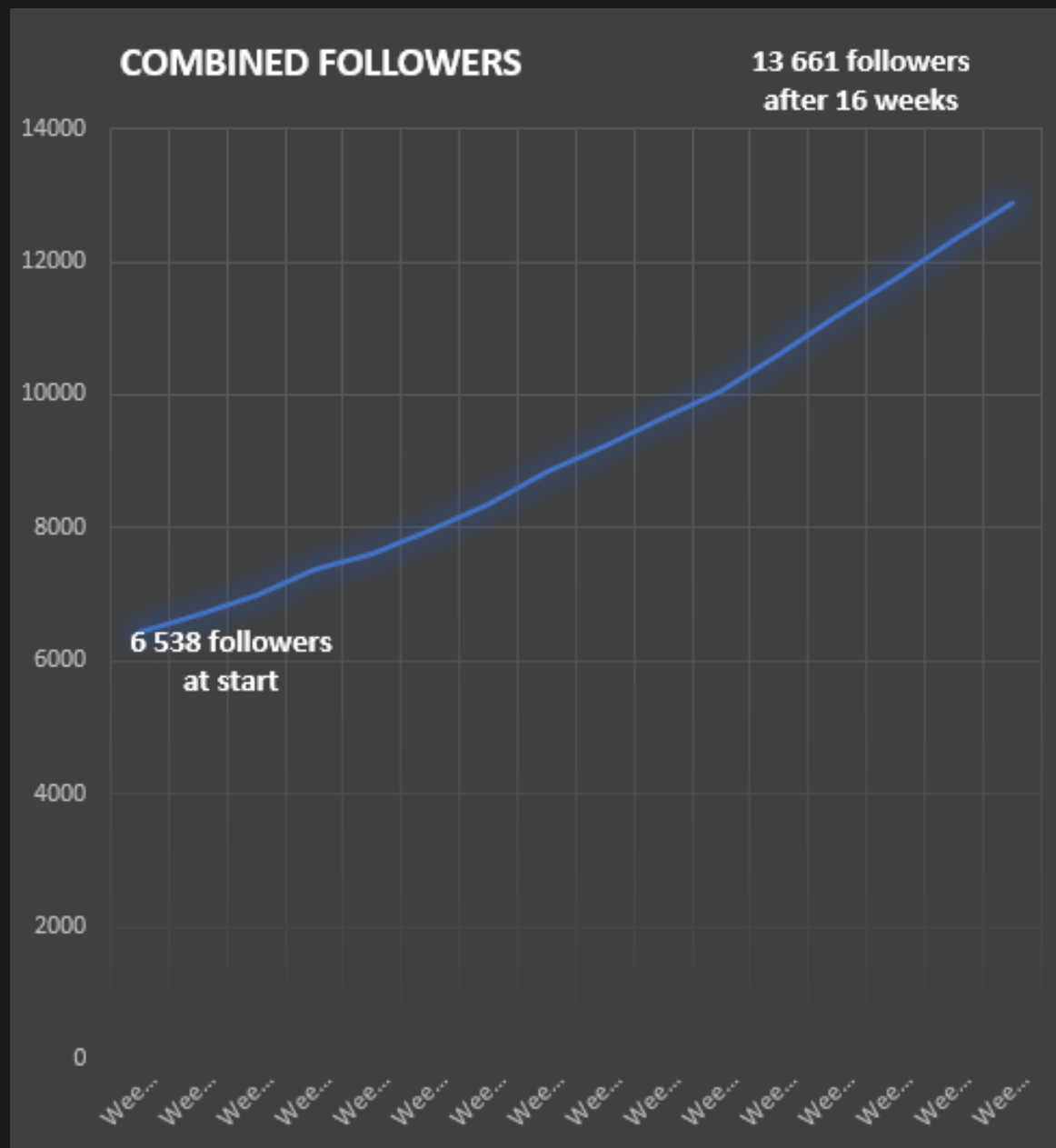
BEFORE

AFTER

RESULTS



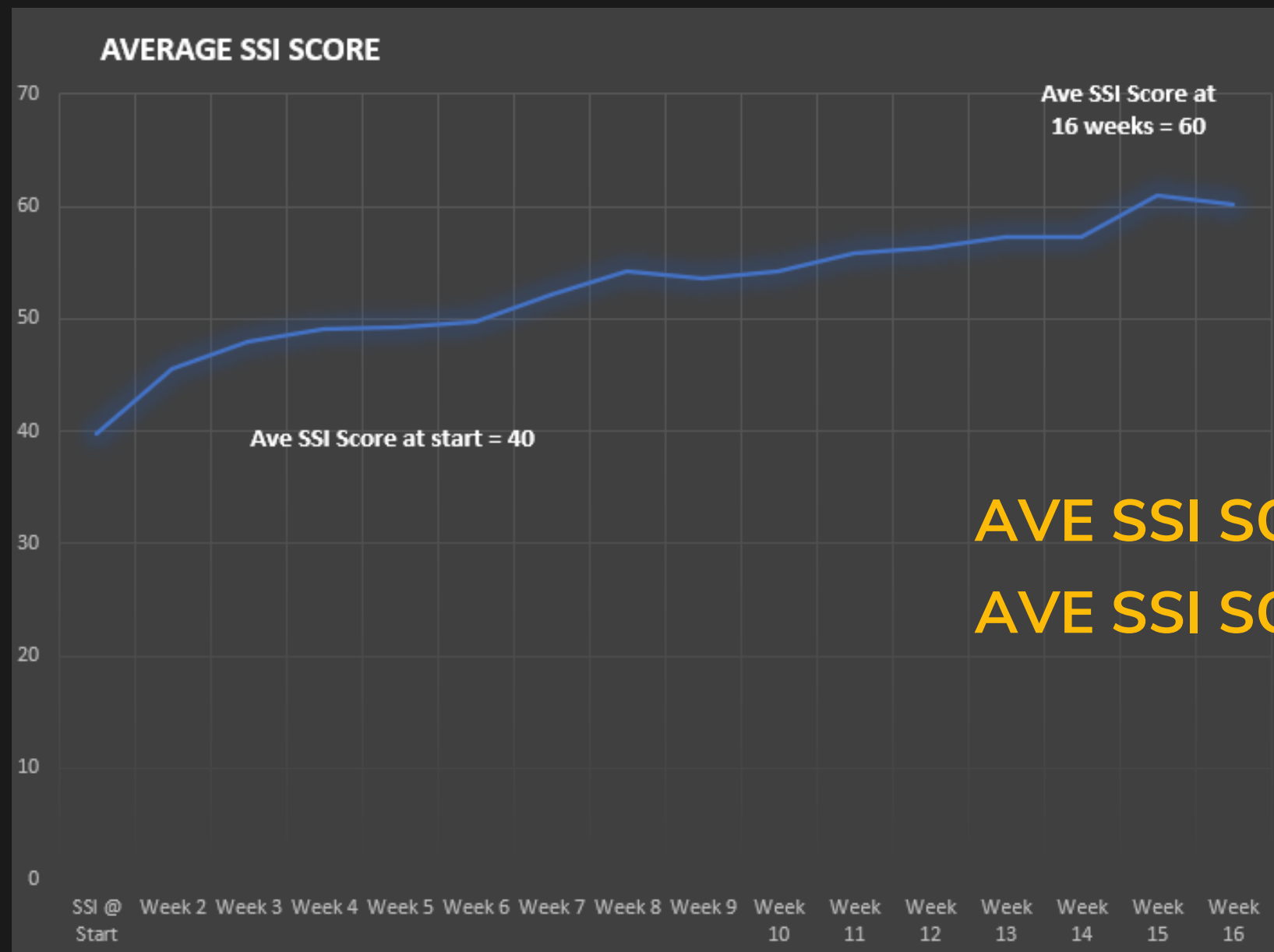
THE TEAM ADDED OVER 6000 NEW FOLLOWERS IN 16 WEEKS
AVERAGE OF 45 NEW FOLLOWERS PER PERSON PER WEEK



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 DURING THE PROGRAM, DELIVERING EXCEPTIONAL, LOW-COST EXPOSURE FOR THE COMPANY BRAND AS WELL AS FOR 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

→ CLIENT ACHIEVED BETTER ONLINE PRESENCE AND VISIBILITY

→ TEAM IS ABLE TO REACH MORE PEOPLE IN LESS TIME

→ A SINGLE INVESTMENT RETURNS LONG TERM BENEFITS

→ INDIVIDUALS GROWING THEIR PERSONAL BRANDS

→ BUSINESS REALIZING INCREASED SALES AND BETTER BRAND AWARENESS