

The J6 Breakfast

Slough

with

MARK PERL

An Introduction to LinkedIn

Friday 29th October 2010

07:30 – 09:15

£16.00 + VAT chamber members

£21.00 + VAT non members



Overview:

With the rise of the social media networks, LinkedIn has emerged as the dominant platform for business people. It is here that you manage your professional reputation, hold all your business contacts and engage in business development activities in your preferred geographic area.

With over 75 million people now on LinkedIn, it is estimated that less than 5% of them know how to use this online tool well.

Participation online is no longer an option. It is a reality of doing business and has become an essential skill to master in a business world more connected than ever before.

LinkedIn is for your business, when you want to:

- Be proactive, not reactive in this new business climate
- Avoid cold-calling and be able to approach warm leads, easily
- Become an assured and pro-active online business developer
- Increase your business opportunities at virtually no cost
- Encourage colleagues to create more cross-selling opportunities
- Be involved and successful, now, with the latest business development techniques

At this event Mark will show you how to:

- Get started
- Use LinkedIn for lead generation/ business development
- Build your profile
- Understand the value of recommendations
- Overview of other important features
- And he will answer some of your burning questions

Outcome:

By the end of this short presentation you will be fully aware of the key benefits of LinkedIn and you will be conversant with a few of its many valuable features.

You will also be equipped with sufficient understanding to confidently pursue your journey into the growing world of social media networking.

About Mark:

Mark Perl is a trainer in Business Networking Skills and LinkedIn. He helps his clients define the best face-to-face and online connection strategies to build their confidence, develop relationships and to win new business - in a way that brings more money in, and makes everyone feel good about the experience

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