



JEFF MOLANDER Author | Speaker | Trainer

Organizations that turn to Jeff include



Is your team getting more leads, *faster* on LinkedIn®?

Jeff's LinkedIn® training is the only to offer

An effective, repeatable system to get prospects OFF of LinkedIn®. Netting more leads, faster, means getting prospects to click *off* what they're reading online—**RESPONDING**.

After this training your team will:

- ✓ **Fully exploit LinkedIn profiles** to drive more response using “exit points.”
- ✓ **Generate leads in Groups** by starting discussions that *get customers asking more questions*. Jeff shows your team what to say, when and how to say it in ways that compel prospects to respond more.
- ✓ **Exploit InMail®** using the same winning techniques to generate more response.
- ✓ **Net leads faster** using *NEW* time management tools and content marketing

This allows you to measure results from investing in this training.



“Jeff’s training at our Social Media Summit was rated excellent across the board. Jeff is a LinkedIn trainer that bypasses the fluff. He gave our sales-focused audience the strategies, the drive and clear ‘next steps’ to start making LinkedIn sell right away.”

Jim Garrett, Executive Director
Chicago Southland Convention & Visitors Bureau

Curriculum

Jeff's LinkedIn training has everything your team needs for success.

◆ **3 Intensive Modules** (online home study / online live / live event)

Session 1: Make Your Profile Create Leads (40 / 90 / 90-120 minutes)

Learning outcome: Whether your team needs a “profile refresh” or is starting from scratch, they'll discover how to structure a profile to **get found on Google and LinkedIn's internal search, get responded to more often** and earn more leads. They will learn how and where to create “exit points” that compel prospects to stop reading their profile and start acting on it. They will also discover what LinkedIn Groups are all about and a super-practical success principle to apply that increases response rates.

Functional outcome: Your team's LinkedIn profiles will create more response from prospects.

Session 2: Picking the Best LinkedIn Groups (30 / 90 / 90-120 minutes)

Learning outcomes: Discover how to research, identify and qualify Groups containing prospective buyers of what you sell. You will learn how to **laser-target the best Groups** using the Groups Statistics Dashboard... plus a technique to quickly identify worthwhile discussions inside Groups.

Worksheet: Using research techniques from the video lessons, you'll effortlessly **jot down findings and organize them for action**—signing up for Groups and beginning to plumb for leads.

Functional outcome: You will have chosen Groups that can produce more and better leads.

Session 3: Getting Leads in LinkedIn Groups (60 / 120 / 120-150 minutes)

Learning outcomes: Your team will **be able to start magnetic discussions that attract prospects and produce leads FASTER**. They will discover what to say, when and how to say it for discussions they start *and* ongoing discussions they join. They will learn the art of copywriting on LinkedIn in ways that send leads via email, telephone, InMail and opt-in Web pages.

Get a proposal ➤

Worksheets: 2 worksheets ask questions. Then, step-by-step, your team simply provides answers. Best of all, these handy worksheets generate **everything needed to start creating more response** with LinkedIn Groups. This worksheet arms your team with a starting point—everything needed to convince target prospects to respond more.

Functional outcome: Your sales team will **start earning leads in Groups**. They will start (new) and participate in on-going discussions in ways that consistently produce leads.

Bonuses & add-ons

- ◆ **INCLUDED 1 year of no B.S. social selling advice (value: \$5,000)**
Social media is full of noise. Jeff knows what's b.s. and what's actually worth your team's time because he's always doing my research. That's why he presents live, quarterly Webinars (4x annually) on your team's biggest questions & challenges. Jeff's quarterly, Members Only social selling advisories make sure you team knows *what is worth their time* in the world of social selling. Your team gets access to these Webinar programs each quarter for a full year.
- ◆ **OPTIONAL: Private Google+ Group**
Your entire team gets a FULL YEAR of unrestricted access to a private Google+ Group where Jeff releases Members Only video tutorials, ebooks and other exclusive content. They also get to ask questions to Jeff and fellow colleagues. This is a safe, private space to get question answered that your reps may feel afraid to ask. Jeff will be accessible and available. It's like private coaching at an affordable price.
- ◆ **OPTIONAL: mp3 AUDIO and mp4 VIDEO DOWNLOADS**
You may want your team to have Jeff's knowledge in all formats so they can access the training from anywhere at any time where there is a Web connection. You will have full rights to replay the lessons in streaming audio or video format. This gives your team the power to review lessons on their own schedule wherever they are.



“Jeff gave our dealer sales force and supplier partners exactly what they needed—a refreshing, new perspective on social media marketing that sent everyone back to the office energized and able to make social media sell. His practical, straight forward, buzzword-free, occasionally humorous style was engaging from start to finish.”

The logo for 'BASICS' in a bold, red, sans-serif font. The letter 'I' is stylized with a vertical line through its center.

Norm MacLeod
Basics Office Products Ltd.

After this training your team will have

- LinkedIn profiles that create more response and leads;
- lists of the best LinkedIn Groups to invest time in;
- a better way to attract, engage and convert prospects

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, international LinkedIn 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 a clear path to making social media create leads and sales.

Jeff say, “your team's success with LinkedIn Groups is in the doing—not the knowing. Most LinkedIn training dumps information on reps and sends them off. Instead, I'll help your team start *doing*—creating leads and sales.”

[Get a proposal](#) ➔

Who books Jeff?



“Insightful and refreshingly practical. Jeff kicked off our management team’s day by provoking thought and generating discussion. He grabbed our attention and kept it by offering ‘ah-ha’ moments—clear examples of how leading social media marketers are using LinkedIn to sell. He thoroughly prepared in advance to meet the specific needs of our group and assured successful and meaningful time well-spent.”

Rose Mitchell Sr. VP, Governmental Affairs | Hy-Vee, Inc.



“Our audience scored Jeff’s presentation skills and content at the top of the scale—excellent. He presented exceptionally clear, actionable and relevant information on how to make LinkedIn sell. His contribution to our annual meeting was exceptionally strong.”

Nidia Negron, Director of Edu | Craft & Hobby Association

