

The LA Small Business Development Center at UL Lafayette will present

Developing Leads & Driving Sales with LinkedIn

Wednesday, December 11, 2013

9:00AM-4:00PM (sign-in at 8:30AM) Includes Lunch provided

LITE Center, Executive Conference Room, 2nd Floor

537 Cajundome Blvd. St., Lafayette, LA 70506

This full-day seminar provides the B2B (Business-to-Business) professional in-depth knowledge of LinkedIn and the essential skills needed to develop targeted leads, nurture business relationships and drive sales.

The course equips business professionals to strategically develop relationships with a target audience having the potential for a direct impact on sales. Just a few topics covered are:

Optimize a personal profile for successful business development and search results

Maximize the FREE version of LinkedIn and when to use the paid versions

Invite the right LinkedIn connections the right way

Build business relationships with the LinkedIn Toolset

Use media to position yourself for sales

Leverage advanced search features to connect with qualified prospects, gatekeepers and referrals

Maximize the benefit of groups to gather your target market around you

....and many more tips and topics to help you make the most of LinkedIn

Seating is limited at this **event**, so please guarantee your seat today by calling (337) 456-1837 \$100 person for non-SEBD certified attendees; \$50 for SEBD certified attendees.

For information about certification in the Louisiana Economic Development SEBD (Small & Emerging Business Development) program, please contact Heidi Melancon at 456-1837.

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