LinkedIn for Sales Guide

Learn to leverage LinkedIn for pipeline growth and shift your mindset from social media to social selling.

RAIN Group

LinkedIn for Sales

In a 2020 RAIN Group Center for Sales Research study of close to 500 buyers, we learned that the overwhelming majority—82%!—will look up a seller on LinkedIn before replying to a seller's prospecting efforts.

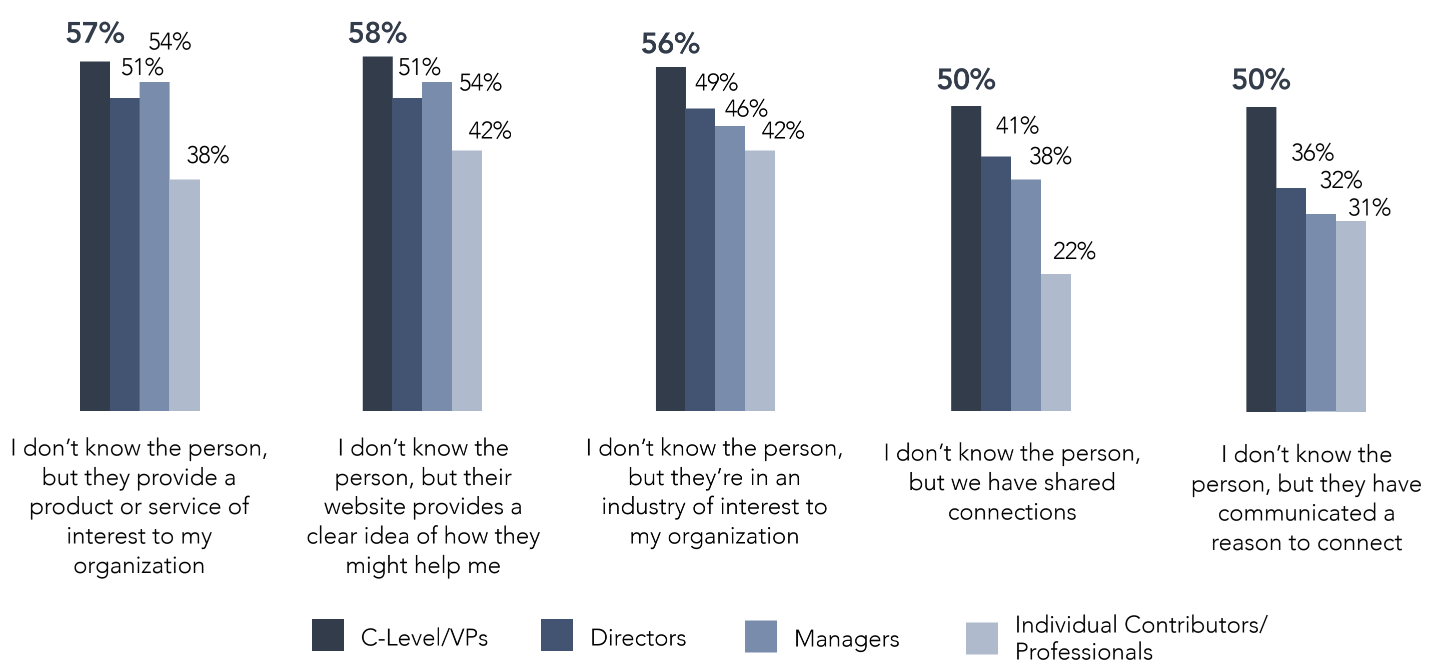
Compare that to back in 2005, when sellers told us social media wasn't important because enterprise-level decision makers couldn't be bothered using it. How times have changed!

Whatever means you use for prospecting, or any aspect of virtual or face-to-face selling, know that eight out of every 10 buyers are vetting you on LinkedIn before deciding whether to respond to you.

Reaching out to the C-level?

You may be surprised to learn the C-level is *more likely than others* to connect with you on LinkedIn—even when they don't know you.

Likelihood Buyers Will Connect on LinkedIn in the Following Situations[1]



[1] Top Performance in Sales Prospecting, RAIN Group Center for Sales Research.

But first you need a profile that passes muster.

How?

Optimize your profile so it's up to date, professional, and speaks to your target buyers.

This guide will walk you through exactly how to strengthen your profile, as well as how you can use LinkedIn for the greatest possible sales success.

4 LinkedIn Activities to Focus On

Regardless of your views on social media, in general, or LinkedIn, in particular, becoming a person of interest to your buyers—and demonstrating that in your LinkedIn profile—is critical to your selling success.

To get the most out of LinkedIn to amplify your brand, there are four core activities you should focus on:

1. **Build Your Digital Brand Through Your Profile**
2. **Search and Listen**
3. **Connect and Join**
4. **Strengthen Relationships**

In addition, this guide includes RAIN Group's LinkedIn Checklist and the 15-Day LinkedIn Challenge to help you boost your sales success with LinkedIn right away.

1. Build Your Digital Brand Through Your Profile

When buyers visit your profile, they ask themselves three questions:

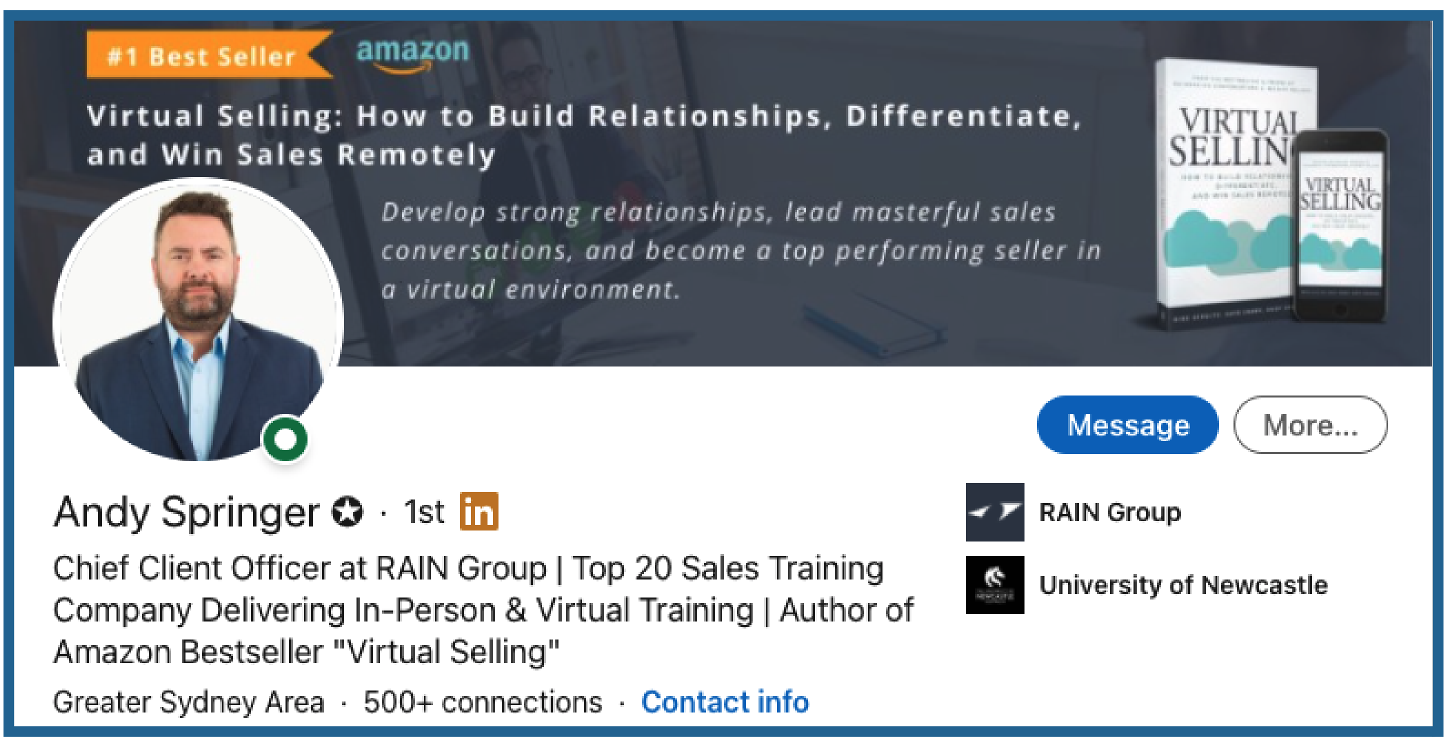
1. Do I want to engage with this person?
2. Is this person in my league?
3. Am I intrigued by the potential of speaking with this person?

You'll be evaluated by the digital brand you create, so create a good one. Your work experience, skills, summary, education, endorsements, headline, shared connections, number of connections, group memberships, and profile picture are all important criteria to buyers as they evaluate your profile.

How are you showing up on LinkedIn?

How does your profile look and what does it say about you?

Example Profile



Does it say you're looking for a job? Does it say you're a hard-nosed negotiator who sells at high margins? How do you think a buyer would react if that's their first impression of you?

The LinkedIn Checklist provided later in the guide will help you review and update your profile.

Following we cover some of the basics of a successful and well-curated LinkedIn profile.

Complete and Update Your Profile

Many people have incomplete and outdated profiles. If you haven't updated yours since you were searching for a job, update it now. Your buyers don't want to know you're looking for a job. Customize your profile page URL. This not only looks cleaner, but also reinforces your brand. If possible, secure your customized URL using /firstname-lastname.

Use a Professional Profile Photo

Research by LinkedIn has shown that profiles with a photo get up to nine times more connection requests, 21 times more profile views, and 36 times more messages.[2]

A few tips:

- A professional photo is best
- Avoid vacation or family photos that have been cropped
- If you don't have access to a professional photographer and lighting, use your phone's camera
  - Use portrait mode
  - Find a neutral background
  - Take the photo in natural (daytime) lighting
  - Wear professional attire

[2] LinkedIn Profile Photo Tips: Introducing Photo Filters and Editing, LinkedIn Blog.

Avoid

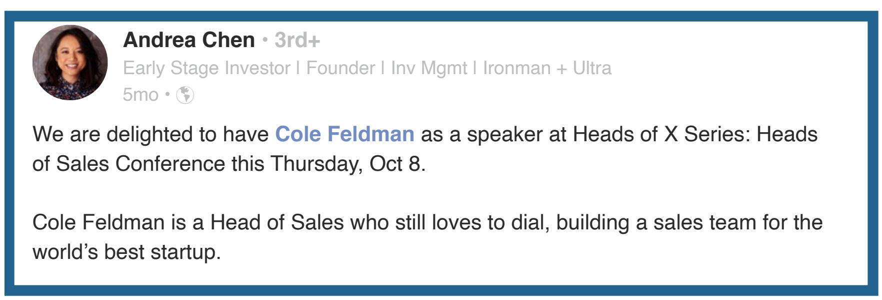
Professional

Selfie

With the trend toward less formal dressing, you may be tempted to go casual. If that's the personal brand statement you want to make, go for it, but more traditional business dress appropriate for your industry tends to make a consistently good impression.

Communicate Your Value with Your Headline

Draw readers deeper into your profile with your headline. Headlines are like subject lines in emails: they're the most read and grab attention. Your headline follows you throughout your LinkedIn activity. It shows up under your name whenever you comment, share, or are viewed. It helps you sell yourself, your value, and your services once people are on your profile.



Many people use their organizational title as the headline (e.g., Sales Associate at Acme Industries). This doesn't express much value. Instead, define your value. An easy way to do this is by using the following formula to express your value: "I help people ______ by ______." For example:

- I help organizations enhance sales capability **through** world-class sales education.
- I help leaders increase team productivity **by** providing easy-to-use collaboration software solutions.

Write a Compelling Summary

A summary is your positioning statement. It's where you get to expand on your headline. Here you should:

- Focus on career accomplishments and what you've helped organizations achieve
- Write for your audience and include appropriate keywords buyers might search for
- Think about the value you can offer them and how you want to be perceived (e.g., what do you want them to learn, feel, and do?)

> **About**
>
> I love helping teams thrive. To perform at their best, teams need tools that help them communicate and collaborate seamlessly. By listening to clients' needs and learning about team members' operating norms, I find solutions that deliver results without blowing the budget. My clients see, on average, a 23% increase in their teams' productivity.

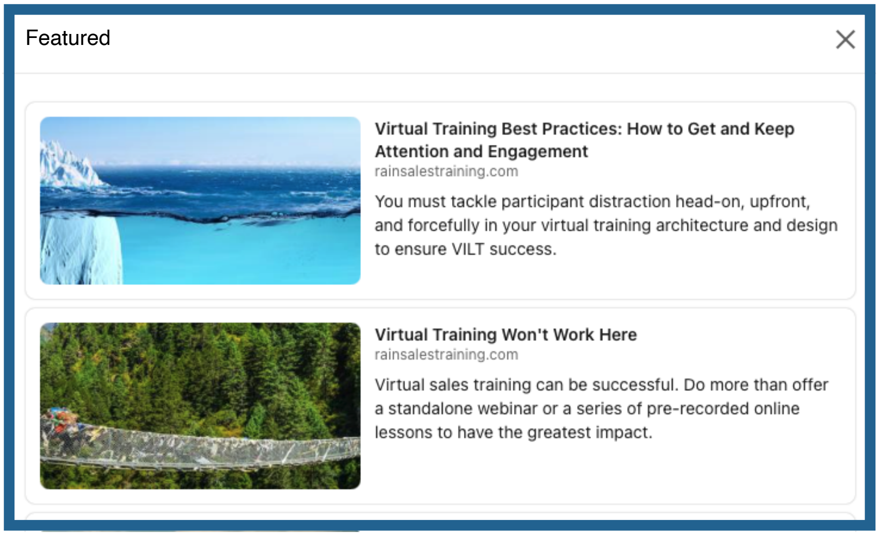
Your work experience is a key part of differentiating "job seeker" from "business enabler." LinkedIn research has found that profiles with up-to-date work experience descriptions receive up to five times more connection requests and eight times more profile views.[3] [4]

Remember: The key point here is to highlight the problems you've solved and how you've solved them through the value you've delivered. Do this for all your roles, not just your current one. Show your buyers you have a track record of results not just for you, but also for your clients!

[3] Get Comfortable with Being Uncomfortable: Why NOW is the Time to Tell Your Work Story, LinkedIn Blog.
[4] Tuesday Tip: LinkedIn Profile Tips to Make You Stand Out, LinkedIn Blog.

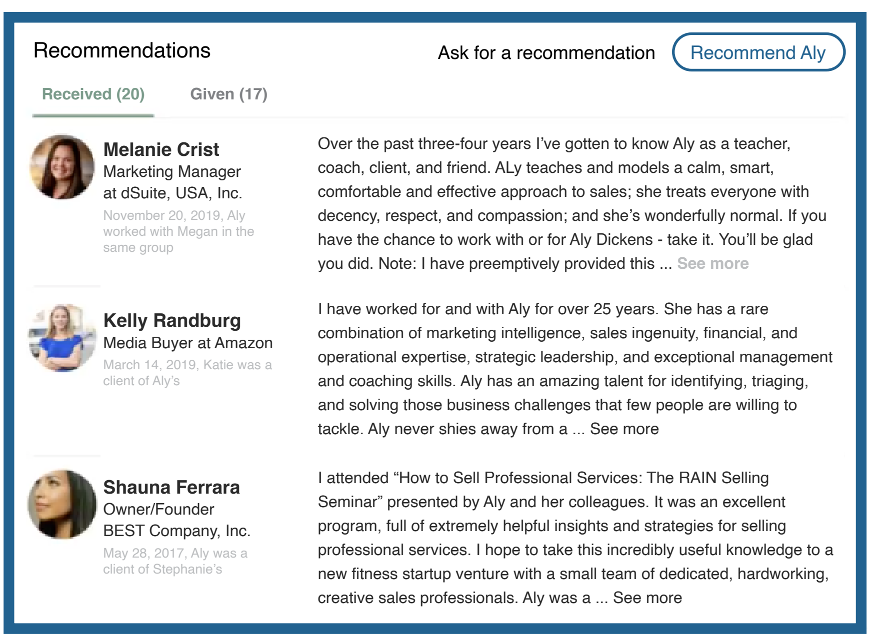
Add Rich Media to Your Featured Section

Add links to your organization's white papers, research, webinars, blog posts, and videos. Ask your marketing team for resources they may already have ready to support you. These materials give buyers insight into who you are, what you do, and how you can help.



Request (and Give) Recommendations

Recommendations build your credibility. Think of buyers whose business you've won and who have benefited from your products or services. Reach out and ask for a recommendation—and be sure to give one, too!



Proofread Your Profile

Avoid common mistakes with grammar, punctuation, and spacing. Ask a trusted source to proof your profile.

Review the Settings and Privacy Area in Your Account

You can determine who sees what, including your profile, connections, posts, and so on. There's no right or wrong for what you set, but keep in mind that LinkedIn is typically designed for your public persona, so consider leaving more settings open than closed.

For example, there's a setting for "sharing profile edits." You might want to leave that on. When you update an accomplishment or anything else, your network will receive a notification. This creates another opportunity for you to stand out and stay top-of-mind, which is what you want on LinkedIn.

2. Search and Listen

You can monitor your newsfeed to see what's happening with your connections, but don't stop there. LinkedIn has tools that help you locate buyers, learn more about their background, and alert you to trigger events that give you a reason to reach out. For example, in Sales Navigator search, you can filter and find buyers by industry, company size, geographic location, title, function, seniority level, years of experience, school attended, and more.

Start by using LinkedIn's great search functionality. And, if you have LinkedIn's premium Sales Navigator, you can further filter results by relationship, company, industry, company headcount, seniority level, job function, and more.

Tip: Keep in mind that when you look at someone's page, sometimes they receive a notification that you viewed their profile. You can adjust your setting so people can't see you've viewed them, but it's usually a good idea to allow people to see you. People expect others to view their profiles. It's public. Visiting a profile shows you're doing research and you're active on social media.

When you identify appropriate prospects, you can then connect with them, save them as a contact (which will allow you to follow them and their activity), send them a message, add a note, and more.

Besides finding the best targets, you can use LinkedIn to learn more about your connections' needs or industry trends, and to alert you to trigger events that give you a reason to reach out. Follow companies, clients, potential buyers, and industry groups that are important to you. Monitor your feed to stay updated on what your connections are posting and following.

3. Connect and Join

Connecting with people is an art.

In sales, you can spend a lot of time trying to connect and getting no response, or you can do it right and get a high conversion rate.

Again, LinkedIn's tools help here—from identifying targets to leveraging your entire team's network.

Grow Your Network

If you don't have 500 connections, work to get there.

Quick Tips to Increase Your Number of Connections

- Connect with colleagues at your company. You never know where they'll go next.
- Connect with prospects when they enter your pipeline. There's a very high probability they'll accept your connection request.
- Connect with someone following an email exchange.
- Connect with new contacts in real-time when you meet at events. Instead of exchanging cards, open the LinkedIn app from your phone, search their name, and connect on the spot.

As for accepting invitations, LinkedIn and others often advise to only accept connection requests from people you know well. Most users are somewhere in between, but lean toward being more liberal in accepting connections. The more connections you have, the more you can see other people's connections, and search for people and find them.

The more you connect, the more powerful your network becomes. As a rule, before accepting any request, we suggest you look at each request to ensure the person looks legitimate—there are some fakes out there—and of interest.

Customize Your Messages

Many LinkedIn users have a basic template they use when sending InMail messages; they simply insert the recipient's name and send the message.

In addition to what our research uncovered, McKinsey & Company revealed in its article, "The secret to making it in the digital sales world: The human touch," the companies that add human touch to digital sales consistently outperform their peers.[5]

If you reach out with a specific reason that *couldn't be completed by an automatic process*, your connection request is more likely to be accepted.

The best way to customize the connection request is to say something related to what you would have found from the trigger events. For example:

- You have 31 connections in common, including Jim Smith who you know very well
- You saw their article on open innovation
- You both worked for ABC Company a few years ago

Or even better, use a mix of these in your connection message.

According to our research, VP- and C-level buyers are more likely to connect with someone they don't know if that person has shared connections, has communicated a reason to connect, or provides a product or service of interest to their organization.

[5] The secret to making it in the digital sales world: The human touch, McKinsey & Company.

Be aware that your account can be restricted or suspended if you send too many requests within a short amount of time or if your invitations have been ignored or rejected by recipients.

Bottom line: Don't communicate like a robot. If you put in the effort when you're trying to connect with someone, it'll make a difference.

Join Groups

Taking advantage of LinkedIn groups can bring you into close contact with potential buyers. When you join groups where your potential buyers are members, you're able send message requests to fellow group members, participate in the group conversations, and send invitations to connect with group members.

Make it a priority to join groups that your prospects are in. LinkedIn groups are community spaces for like-minded professionals. They offer a place for professionals to engage and contribute to relevant industry conversations and postings.

You can also widen your target pool by messaging people who are in the same group without needing to be a premium member or use InMail credits. This gives you direct communication with not only the people you're trying to target, but also people in similar roles. You never know, your prospect or another member might start a conversation you can jump into and offer valuable insights.

Tips for Joining LinkedIn Groups

- Join relevant groups to learn more about your prospects. You can join up to 100 groups.
- Watch and learn before you start posting. Many sellers have learned that jumping right in and posting overly promotional messages, before learning about the group and its norms, can result in getting scolded by the group's administrator or even worse—banned.

4. Strengthen Relationships

One of the biggest mistakes when using LinkedIn in selling is making a valuable connection and then never doing anything with it.

To make the most of your connections:

- Curate relationships with you connections in a planned way to maintain and deepen connections
- Share and comment on the content that resonates with you
- Go from messaging with the buyer to meeting with them

By taking a systematic approach to LinkedIn, you'll amplify your brand and become a person of interest to your buyers.

Remain Active to Stay Top of Mind

Once you make the connection on LinkedIn, you need to stay active to remain top of mind. Connections are much more likely to remember your interactions, comments, and posts when they regularly see them. You should:

- **Post frequently:** Share articles or give your thoughts on something newsworthy going on in the world.
- **Send messages for work anniversaries or other accomplishments:** Avoid the basic preformatted message and, instead, use this trigger as an opportunity to send a real, authentic message. It's well worth it to take a minute. You'll be surprised how many people write back.
- **Comment on posts:** Leave comments on both group and individual posts if you have something meaningful to contribute or like something that was said. People will see you and remember you.

The key idea: Don't be afraid to reach out and connect with business and rapport-driven messages.

Transition Conversations to Offline

The ultimate goal is to start a conversation that leads to a meeting. Reach out with a value-based offer as a part of an attraction campaign to suggest a meeting as the next step.

Here's a real-life example between a prospect who leads a global sales team and the president of RAIN Group that shows how a LinkedIn connection can lead to a meeting:

Amy Sanders
Mobile • 3h ago

Amy Sanders · 1st

MAY 24, 2020

Mike Schultz • 6:33 AM

Hi Amy,

Thanks for reaching out. I see we have 14 connections in common. How well do you know John Smith? Also curious to know if there was anything on your mind that prompted the connection.

Best regards, Mike

Amy Sanders • 1:17 PM

My interest in your firm was prompted by reading your research report World Class Sales Training. It's exceptional and matches our beliefs and some of the work we have done over the last five years. It would be interesting to talk with you about next steps. Please send me an email to connect.

Mike Schultz • 5:42 PM

Thanks for the kind words on the report. I'd certainly look forward to catching up. I know you said you have some Boston trips, too. If you're in the area, we can talk here at the office any time. Or on the phone as well.

MAY 25, 2020

Amy Sanders • 1:17 PM

In fact, I'll be in Boston for meetings the week of June 16. It may make sense for me to loop in my training lead, Bill, so please give me some time to coordinate our calendars. When we get something scheduled, we can figure out the agenda from there.

MAY 26, 2020

Mike Schultz • 6:33 AM

Sounds good. Will leave it to the team to schedule. It looks like your email is amy.sanders@company.com, yes? If so, you'll get an email from my assistant, Alex, to coordinate.

Research Buyers Before Meetings

Prior to an in-person meeting, look up the person you're meeting with, their team, and company on LinkedIn. Do a little research in advance and you'll get some conversation starters and other talking points.

Look for points of similarity and shared connections. Work these into your conversations to help build rapport. In your research, also take note of anything the buyer posts about or comments on. This gives you excellent insight into what's on their mind.

Plus, buyers will be impressed that you took the time to look them up.

Take the 15-Day LinkedIn Challenge

If you're ready to dive in and leverage LinkedIn to the fullest, consider accepting our 15-Day LinkedIn Challenge: 15 ideas for what you can do on LinkedIn in 15 minutes.

Using LinkedIn effectively doesn't have to be a big project or overly time-consuming. If you approach it with just 15 minutes a day, you'll be tapping into this powerful social selling tool and building important business relationships in no time.

Flip to the next page to get started!

Why Should You Care?

- **82%** of buyers look up a seller on LinkedIn before replying to a seller's prospecting efforts[6]
- **50-58%** of C-level/VP executives will connect with sellers on LinkedIn even if they don't know them[6]
- **92%** of B2B buyers start by searching on the web[7]
- **84%** of C-level/VP executives use social media to make purchasing decisions[8]
- **50%** of B2B buyers avoid sales professionals with incomplete LinkedIn profiles[9]
- **88%** of B2B buyers accept connections through someone in their existing professional network[9]

[6] Top Performance in Sales Prospecting Benchmark Report, RAIN Group Center for Sales Research.
[7] The Modern B2B Buyer, Inside Sales Virtual Summit 2013.
[8] Social Buying Meets Social Selling: How Trusted Networks Improve the Purchase Experience, IDC.
[9] How B2B Buyers Perceive Sales Professionals, LinkedIn Sales Solutions.

15-Day LinkedIn Challenge

Print this page and cross off each day when you complete the activity.

DAY

1. Strengthen your profile
2. Add connections
3. Search for prospects, influencers, and referral sources
4. Join groups
5. Send messages
6. Find alumni and connect
7. Follow companies
8. Send messages
9. Identify 15 relationship targets
10. Connect with targets
11. Study profiles
12. Look at who's viewed your profile
13. Scan groups
14. Send messages
15. Track results

Day 1: Strengthen Your Profile

Use the RAIN Group LinkedIn Checklist to develop your profile and become a person of interest. Make it great!

Day 2: Add Connections

There are several ways to do this. Click on "My Network" in the top navigation and any pending invitations will display near the top of the page. On a member's profile, click the "Connect" button. On the "Grow Your Network" page, search your email address book to find contacts or invite them using their email address. LinkedIn can help you search for your connections and make suggestions for you. Think about your top targets and contacts; search for them specifically and add them. Be sure to customize the message you send when asking to connect.

Day 3: Search for Important Prospects, Influencers, and Referral Sources

Search for specific people you want to connect with or people at specific companies. For cold connections, it's a good idea to follow someone before you connect with them. You can follow anyone from their profile page unless they have restricted followers to only their 1st-degree connections.

Day 4: Join Groups

Join groups in the areas where you'll find buyers, clients, influencers, and competitors. Follow members in the group whose updates you want to see. You can also send messages to anyone who's a member of the same group you're in, so be sure to join the groups where your target prospects are members.

Day 5: Send Messages

Go one-by-one through your connections and say hello, catch up, check-in, or set meetings with people where it would be worthwhile. Scan your connections—and the connections of your connections—and then reach out.

Day 6: Find Alumni and Connect

Search for your school's page on LinkedIn and click on "Alumni" in the side navigation to find people who attended your school. LinkedIn will help you search for people with whom you share work, school, location, and other connections. As always be sure to personalize the message and highlight the shared alma mater when you ask to connect.

Day 7: Follow Companies

Search for and follow companies that are important to you—customers, prospects, competitors, partners, and vendors. You can follow up to 1,000 organizations and get updates with their posts.

Day 8: Send Messages

Yes, this one again. You're here to sell. Make connections and strengthen relationships.

Day 9: Identify 15 Relationship Targets

Highlight at least 15 people you're not connected to, and don't currently know, that you want to connect with. They might be buyers, referral sources, or other stakeholders at existing clients. First, simply create this list of targets.

Day 10: Connect with Targets

Review each relationship target's profile for similarities or reasons to connect. This could include work interests, past work experiences, mutual connections, and so on. Customize your message and reach out to connect.

Day 11: Study Profiles

Find profiles that are interesting. See how people describe themselves, and what they post about themselves. Take notes about what you like and don't like. Then review your own profile and make updates.

Day 12: Look at Who's Viewed Your Profile

Scan who's viewing your profile. If you aren't connected, reach out and make a connection. If you are connected, reach out and strike up a conversation. Follow important people.

Day 13: Scan Groups

On Day 4, you joined groups. Now it's time to take a careful look at them. Scan questions and answers to see if you want to engage. Start by chiming in and responding to others' questions, not leading discussions. Scan the list of group members to see who you might want to follow.

Day 14: Send Messages

One more time! Keep on connecting with people and drumming up conversations. Selling on LinkedIn doesn't happen without, you know, actually selling.

Day 15: Track Results

Take a few minutes to summarize results. How many connections did you make? How many new relationships did you create? Did you create or move any business initiatives forward? Evaluate the results you've had spending just 15 minutes a day on LinkedIn and then calibrate your time and efforts up or down. Do more of what's working and less of what's not.

LinkedIn Checklist

Check yes or no for whether your LinkedIn profile meets each criteria. If it doesn't, follow the instructions or write in an action item. Enter a date in the "Complete By" column to give yourself a due date.

Y / N | Complete By

- ☐ ☐ High-quality, professional **photo** with good lighting and background
  - ☐ Action item: ____________ | Complete By: ______
- ☐ ☐ Professional **background image** that brands you well
  - ☐ Upload image (1400 x 425 pixels)
- ☐ ☐ Customized **URL** slug with no numbers
  - ☐ Secure your name (try /firstname-lastname or /firstname-middleinitial-lastname)
- ☐ ☐ Curiosity-building **headline** that draws readers deeper into your profile
  - ☐ Write headline (120 characters or less)
    - ☐ Make it different than your job title
    - ☐ Use searchable words (e.g., mention specific industries)
- ☐ ☐ Up-to-date **summary** that speaks to your buyers
  - ☐ Write summary | Complete By: ______
    - ☐ Include concrete examples of value
    - ☐ Minimize language aimed at employers
- ☐ ☐ Complete work and education **history** highlighting value for clients
  - ☐ Fill in the blanks | Complete By: ______
    - ☐ Use bullets, facts, and figures
    - ☐ Cut out irrelevant information (e.g., high school activities)
- ☐ ☐ Posted **media** - work samples, projects, videos, etc., that maximize your credibility
  - ☐ Upload or link media #1: ____________ | Complete By: ______
  - ☐ Upload or link media #2: ____________ | Complete By: ______
  - ☐ Upload or link media #3: ____________ | Complete By: ______
- ☐ ☐ Glowing **recommendations** from clients
  - ☐ Request recommendation from contact #1: ____________ | Complete By: ______
  - ☐ Request recommendation from contact #2: ____________ | Complete By: ______
- ☐ ☐ Numerous (15+) **endorsements** for skills that differentiate you from the pack
  - ☐ Request endorsements for these top 3 skills: ______ ______ ______ | Complete By: ______
- ☐ ☐ News and influencers that you're **following** reflect your professional interests
  - ☐ Select sources that you want to be associated with
- ☐ ☐ Free of **typos** and common mistakes in grammar, punctuation, and spacing
  - ☐ Proofread profile

LinkedIn Checklist: Build Your Brand

Groups

- [ ] Join the full limit of 100 groups
- [ ] Target joining industry groups, title/role groups, special interest groups
- [ ] Group members can send messages to other members even if they're not connected
- [ ] Listen before you start commenting; start commenting before you start posting
- [ ] Don't spam or post messages that will be perceived as heavily commercial or self-serving

Habits

- [ ] Use LinkedIn regularly for at least 15 minutes per session
- [ ] Share content regularly that your followers will find interesting
- [ ] Communicate messages that depict you as you want to be perceived
- [ ] Respond to triggers quickly—they may be on their computer
- [ ] Say, "I'll send you a connection" live, via social media, and via email
- [ ] Connect when networking and at trade shows within 24 hours; personalize the connection request
- [ ] Ask for recommendations at a high point
- [ ] Use tools like Hootsuite to post to multiple social media sites (e.g., Facebook, Twitter, LinkedIn) simultaneously

Connecting

- [ ] Get at least 500 connections
- [ ] Accept connections liberally that are plausible to maximize 2nd and 3rd level connections
- [ ] Make new connections with customized messages
- [ ] Spend a few minutes finding commonalities and mention them; 3 commonalities is ideal
- [ ] Use trigger events to generate conversations with connections
- [ ] Make offline meeting requests compelling and valuable
- [ ] Connect with all your clients and colleagues
- [ ] Connect with buyers in your pipeline
- [ ] Recommend and endorse others
- [ ] Ask friends at companies for referrals and introductions
- [ ] Strategize your relationship priority—define your target profile before searching
- [ ] Follow your clients' companies
- [ ] Follow potential buyers you don't know; communicate before you connect

Privacy Settings

- [ ] Set your profile to public
- [ ] Check your "activity broadcast" settings: share profile edits when appropriate (e.g., new employer, new project uploaded as media), but don't flood your network with notifications during bulk updates

RAIN Sales Prospecting

Create Conversations with Ideas and Insights

Nothing has changed more in sales in the last decade than prospecting. It's more difficult than ever to get through and set meetings with your buyers. Based on groundbreaking research from the RAIN Group Center for Sales Research, we now know what works and what doesn't in the world of prospecting.

If you want your team to achieve top performance in sales prospecting, this is the program for you.

Our RAIN Sales Prospecting training is unlike any other educational experience. Participants will:

- Apply what they learn in real-time to connect with prospects and set meetings
- Use multi-touch, multi-modal messaging that we work with you to develop for phone, mail, email, and social media
- Learn to stay focused on and obsessed with prospecting results using our Extreme Productivity approach
- Have access to cases, examples, and exercises tailored to your industry and your buyer profiles
- Continue to learn long after the training is over: RAIN Group's world-class reinforcement includes custom emails, online lessons, and coaching to ensure learning sticks and transfers on-the-job

COMPONENTS

Live Prospecting: Participants apply what they learn in real time to reach out to prospective buyers and generate meetings.

Prospecting Messaging: We work with you to develop the key messages most likely to resonate with your targets.

Attraction Campaigns: We work with you to develop and write multi-touch, multi-modal Attraction Campaigns for phone, mail, email, and social media to set appointments at a high rate.

Execution Assurance Coaching: Ensure sellers are held accountable and change happens with our 90-day execution assurance process.

Unleash the Prospecting Potential of Your Team

If sellers on your team have difficulty overcoming prospecting reluctance, connecting with decision makers, securing meetings, or if the training you've tried in the past hasn't translated to on-the-job performance, give us a call, and we'd be happy to walk you through our complete educational system, delivered both live and virtually.

raingroup.com | info@raingroup.com | 1-508-405-0438

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RAIN Group
Unleashes Sales Potential

RAIN Group helps organizations:

- Develop and improve sales strategy, process, messaging, and talent
- Enhance sales capability with award-winning sales training
- Design and execute strategic account management initiatives
- Increase effectiveness of sales management and coaching

Best IP: We study buying and selling relentlessly through the RAIN Group Center for Sales Research. Our research and field work allows us to create industry-leading intellectual property to help our clients achieve the greatest success.

Best Education System: We use the best education approaches, methods, and technologies to make training work, stick, and transfer to the job.

Best Results: We make it our mission to drive value and achieve the highest client satisfaction through excellence in quality and producing transformational results for our clients.

9
Worldwide locations

2002
Founded

75
Countries where we've delivered training

4.8
Out of 5 average facilitator quality score

Top 20
Sales Training Company
as recognized by Selling Power and Training Industry

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