

Jasmine Sandler **Media**

1000+ EXECUTIVES COACHED AND CONSULTED. 100+ B2B CORPORATIONS TRAINED.

Corporate Social Media Selling Training, Coaching & Consulting Programs

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DIGITAL MARKETING CONSULTING & TRAINING
www.jasminesandler.com | @Jasmine_Sandler

JASMINE SANDLER HIGHLIGHTS

Over 15 Years Web Marketing and B2B Sales Strategy Experience

Keynote Speaker and Corporate Trainer on Social Selling and Social Branding

Executive Branding Expert - has led hundreds of C-level consult engagements

LinkedIn Sales Expert – Author: “Branding & Sales: The LinkedIn Way”

Search Marketing Expert – Managed Corporate to Small Business SEO & PPC Programs

Lead Social Media Instructor and Educator – JS Media, Knowledge Engineers, Imparture

Frequent Contributing Writer (Executive Branding, Social Selling, B2B Digital strategy): **ClickZ**, **NYEnterprise Report**, **PRNews**, **Search Engine Watch**, **Association of Strategic Marketing**

Organizations Trained – **AMA**, **OMMA**, **OMI**, **Thomson Reuters**, **Keller Williams**, **Fox Rothschild**, **NY Business Expo**. **Salesforce Data Connect**.



AWARDS

Google Small Business Advisors



Online Marketing Institute Top 40 Digital Marketer



NewsCred Top 17 Content Marketing Strategist



Ragan PR Top SEO Influencer



WHY CHOOSE A JS MEDIA SOCIAL SALES PROGRAM?

These programs have been designed and tested over years across global B2B Marketing & Sales Teams to give B2B organizations the proper formula, support and accountability to succeed in Social Selling. All Training programs include pre and post assessment.

SALES AND SOCIAL SALES CLIENTS SERVED SINCE 2006





B2B SOCIAL SELLING TRAINING

B2B SALES + SOCIAL MEDIA SALES TRAINING

WHAT IS IT?

Step by step process of how anyone in a professional sales position can use social media marketing strategies to develop qualified leads and relationships into sales. Intended for SMB B2B Sales organizations looking to use social media as a main sales vehicle.

HIGHLIGHTS

- How to upsell across large organizations
- How to build an authentic, unique compelling B2B sales position
- Benefits to social brand development
- Using LinkedIn for Sales
- How to create a referral based social ecosystem

COST : \$10,000

Discount on first group training offered to large organizations with needs for training multiple groups within the same calendar year. Additional executive groups at the same organization a 20% discount applies to each additional group of 5-20 executives

DURATION

4 total hours

Includes a lecture, break out workbook-led sessions and comprehensive Q&A



TESTIMONIALS

Booz | Allen | Hamilton

delivering results that endure



Andrew Speirs

Senior Associate at Booz Allen Hamilton

“I was an attendee of Jasmine Sandler's Executive Branding and Social Media Sales Training workshops at CISOs Connect 3-day event this April by securitycurrent.com. Jasmine provided detailed exercises and key information to Fortune 500 CISOs that helped us think differently about how to approach personal branding and the usage of social tools like LinkedIn. She did an excellent job and would refer her to any company for executive social media and branding training.”

B2B SOCIAL SELLING

WHAT IS IT?

Social Selling training for entire B2B sales field force. Gets your B2B team selling via social media relationship development for more daily qualified leads. Intended for SMB-large B2B sales organization with active sales team in social media.

HIGHLIGHTS

- Social Selling Defined
- Social Branding to Social Selling Pathways
- Pairing Traditional B2B Sales to Social Selling
- Utilizing LinkedIn for Sales

COST : \$10,000

Additional executive groups at the same organization a 20% discount applies to each additional group of 5-20 executives

DURATION

Half-Day

Includes custom workshop, break-out exercises, Q&A

And more...



TESTIMONIALS



Andrea March

Co-Founder at Women's Leadership Exchange

“Jasmine Sandler’s workshop, How to Build Your Personal Brand on LinkedIn and Win, was everything I thought it would be and more. So glad I hired her for my group! Every second was packed with valuable information. I would rate her delivery, content, professionalism and over-all knowledge a ten out of ten! Andrea March, cofounder, Women's Leadership Exchange”

SOCIAL MARKETING AND SALES TEAM TRAINING

WHAT IS IT?

A multi-day comprehensive social media marketing and social sales training program can either follow the strategy program or act as a stand-alone program.

HIGHLIGHTS (1)

- Social Media Advertising
- Social Media Marketing
- SEO and Social Signaling

And more...

HIGHLIGHTS (2)

- LinkedIn Selling
- Twitter Selling
- Social to CRM Management

And more...

COST : \$20,000

Additional executive groups at the same organization a 20% discount applies to each additional group of 5-20 executives

DURATION

2 days (1 day for **Marketing team** and 1 day for **Sales team**)

Includes custom workshops for both, hands-on exercises, marketing and sales planning for social, Q&A



TESTIMONIALS



Leslie Grossman

Vistage Chair, Leadership coach, Educator, Trainer and Speaker

Want to learn social selling from a real pro? Bring Jasmine Sandler to your organization, Vistage group or company.

“She's the real deal. Best I ever heard! She makes magic of the mystery of the digital world and delivers results. Than you Jasmine for presenting to our Vistage Trusted Advisor group. Everyone is still talking about how much they learned and applied. They keep asking me to bring you back again!”

COMPANY BRANDING AND LINKEDIN MARKETING PACKAGE

WHAT IS IT?

Specifically for the company itself, an intense Social Media Sales and Marketing consulting program that can be paired with JSMedia Training and executive coaching services.

HIGHLIGHTS

- Company LinkedIn Profile Design and Development
- Company Content Marketing Plan for Social Selling
- Company Social Content Templates Design (10 varied) to support Content Plan for weekly use as a Starter Pack
- Company Sales Plan for Utilizing LinkedIn for Sales

And more...

COST : \$7,500

Additional services can be added to this which include:
LinkedIn Advertising Planning, Ad design and management
(pricing depends on ads, length , landing pages needed);
Training and Executive consulting

DURATION

2-3 weeks



TESTIMONIALS



Jon Cho
Head of Agency Relations

"We have worked with Jasmine for a little over a year now, in that time she proven to be a valuable partner for our agency. She has held coaching & training sessions across various departments, outfitting a framework for how we can more effectively utilize social selling strategies to be better position our brand in the marketplace."

CLIENTE NEED

Acronym media's resources for managing and driving engaging content in the social media were maxed. they wanted to make their sales team highly proficient in social selling.

SOLUTION MIX

- B2B Social Selling Strategy
- Social Sales Training
- LinkedIn and Personal Branding Coaching for their Executives
- Social Media and Content Management

RESULTS

- ✓ More qualified Leads
- ✓ Ability to hire more sales staff

TESTIMONIALS



Cambria Jacobs

Former Brand Manager, Intercall Corporation

*“Jasmine is passionate about social media, its business value and best practices. She takes the time to understand your business and goals, maps your unique landscape and delivers outcomes that **IMPACT SUCCESS**. She is all about engagement, involvement and results. She made every meeting and dollar count and I can't recommend her more highly.”*

The background features a blue-tinted image of a person in a business suit, overlaid with various data visualization elements. On the left, there is a vertical axis with numerical values ranging from 10.00 to 900.00. In the center and right, there are bar charts and line graphs. A large, dark red arrow points from the left towards the right, partially overlapping the text and the charts. The overall aesthetic is professional and data-driven.

LINKEDIN SALES GROUP TRAINING PROGRAM OPTIONS

LINKEDIN B2B SALES LUNCH & LEARN TRAINING

WHAT IS IT?

Sales/AE teas learn **LinkedIn Sales Profile Best Practices** for a professional, enhanced LinkedIn Profile for B2B sales and learn the basics of **How to create a unique LinkedIn Personal Brand Position** compliant with company standards.

HIGHLIGHTS

- Profile
- Groups
- CRM functionalities

And more...

COST : \$2,500 plus travel/initial group

Additional executive groups at the same organization a 20% discount applies to each additional group of 5-20 executives

DURATION

90 minutes

Includes Q7A, 1 live exercise end of training survey and **JS LinkedIn Daily Plan**



LINKEDIN HALF DAY GROUP SALES TRAINING

WHAT IS IT?

Sales/AE Teams learn LinkedIn Sales Profile Best Practices for a professional, enhanced LinkedIn Profile for B2B Sales Sales/AE teams learn the basics of How to Create a Unique LinkedIn Personal Brand Position compliant with company standards Sales/AE teams learn the basics of How to Develop Referral Networks within the LinkedIn Ecosystem.

HIGHLIGHTS

- Profile
- Groups
- CRM functionalities

And more...

COST : \$8,000 plus travel/initial group

Additional executive groups at the same organization a 20% discount applies to each additional group of 5-20 executives

DURATION

4 hours

Includes Custom deck, Q&A, Live exercises, end o training survey, copies of **“JS LinkedIn Daily Sales Plan”**



TESTIMONIALS

Booz | Allen | Hamilton

delivering results that endure



Thomas Tripodianos

Partner at Welby, Brady & Greenblatt, LLP

“After a long courting process my law firm finally pulled the trigger on a two day training on LinkedIn with Jasmine. We are glad that we did. Her presentation combined both general marketing principals and technical training tailored to our specific profession. Jasmine is an enthusiastic and knowledgeable thought leader. I look forward to incorporating LinkedIn into my firm and personal marketing plan. With Jasmine's help I feel confident that can be done.”

LINKEDIN ADVANCED SELLING TECHNIQUES TRAINING

WHAT IS IT?

Sales/AE Teams are walked through the **Creation of an engaging and visible LinkedIn Sales Profile**, learn how to **Create a Personal Brand on LinkedIn by developing unique long and short form content** and how to navigate LinkedIn to identify and engage the most qualified leads.

HIGHLIGHTS

- Profile
- Groups
- CRM functionalities

And more...

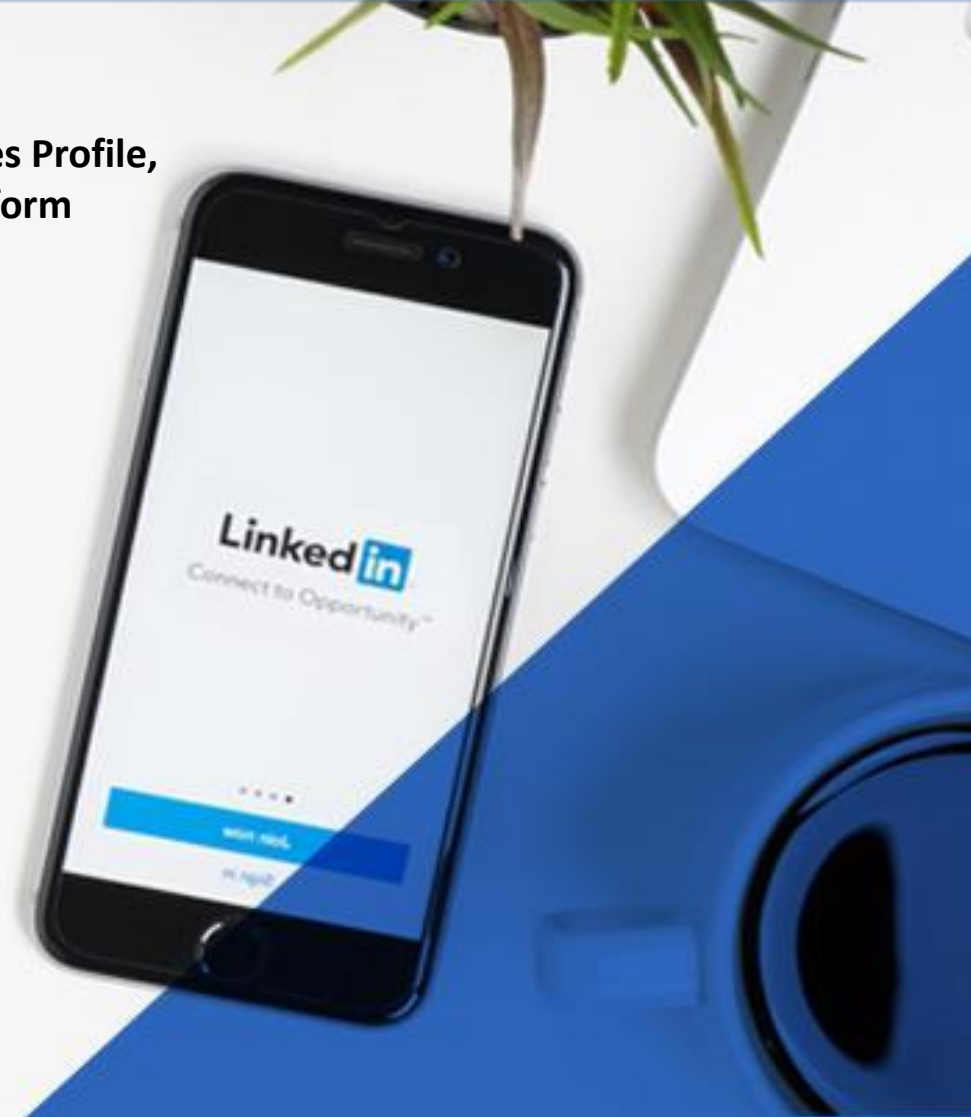
COST : \$8,000 plus travel/initial group

Additional executive groups at the same organization a 20% discount applies to each additional group of 5-20 executives

DURATION

Half-day

Includes Custom deck, Q&A, Live exercises, Q&A, end of training survey, copies of **"JS LinkedIn Daily Sales Plan"**



TESTIMONIALS



Brett C McCarty

VP Marketing: Savvy Strategy | Executional Excellence | Financial Services
| Entertainment | Media | Consumer Goods

“Jasmine has deep product knowledge about maximizing LinkedIn for personal and corporate use. She connects with diverse personalities in her trainings and is patient with follow-up questions. Jasmine juggles multiple discussion threads such that each participant learns, feels energized, and is excited to improve his or her LinkedIn experience.”

LINKEDIN TRAINING + COACHING 2-WEEK INTENSIVE

WHAT IS IT?

This program includes a managed coaching service and sales teaming development. It involves pairing of salespeople and a fully managed service with sales tracking to lead gen.

HIGHLIGHTS

- All Elements of the LinkedIn Half Day Group Training included PLUS
- Sales Team Pairing
- Sales Teams Managed to Work together via Shared Contact Target Lists

And more...

COST : \$15,000 plus travel/initial group

Additional executive groups at the same organization a 20% discount applies to each additional group of 5-20 executives

DURATION

4 hours

Live training with elements of half day training plus 10 hours group Coaching, copies of JS LinkedIn Book : **"Branding & Sales: The LinkedIn Way"**



TESTIMONIALS



Fred Weber

General Manager Northeast Area for EnerSys

"I recently attended a LINKED-IN training class that Jasmine hosted in NYC. Class was great, a ton of information with a lot of interaction. We have a totally new vision of where LINKED-IN can take us and our sales force."

LINKEDIN TRAINING + COACHING FULL ACCOUNTABILITY

WHAT IS IT?

This program includes a managed coaching service and sales teaming development. It involves pairing of salespeople and a fully managed service with sales tracking down to Proposal/Sale. Includes:

HIGHLIGHTS

- All Elements of the **LinkedIn Half Day Group Training** included PLUS
- Sales Team Pairing
- Sales Teams Managed to Work together via Shared Contact Target Lists

And more...

COST : \$15,000 plus travel/initial group

Additional executive groups at the same organization a 20% discount applies to each additional group of 5-20 executives

DURATION

4 hours

Includes: Live training with elements of half day training plus 10 hours life Coaching, copies of JS LinkedIn Book : "Branding & Sales: The LinkedIn Way"



TESTIMONIALS



Laura Roth

Head of Content | Content Strategist | Digital Marketer | Project Manager

"Jasmine recently delivered a pre-keynote presentation on "Maximizing the effectiveness of LinkedIn to Generate Qualified Leads Online" at our SES Chicago event and got our event off to the perfect start! Her energy, enthusiasm and high-quality tips set the tone for what was a very successful event. She was not only able to draw a large audience at a very early time in the morning, but was also able to leave them feeling inspired with several key new ideas that they could implement right away. I wouldn't hesitate to recommend Jasmine as a thought leader in this space."

JS LINKEDIN EXECUTIVE PROFILE ENHANCEMENT & PLANNING: \$4,000

FRED HOROWITZ, CEO OF DEAUVILLE



EXTRAS AVAILABLE

\$

- Pro Photo Shoot
- Video Production
- Scripting/Editing

- ✓ Individual LinkedIn Marketing Strategy
- ✓ Profile Optimization
- ✓ LinkedIn Position Analysis
- ✓ LinkedIn Messaging
- ✓ LinkedIn Profile Write and Revision
- ✓ LinkedIn Profile Design & Enhancement
- ✓ LinkedIn Groups Direction
- ✓ Custom LinkedIn Header Design
- ✓ Daily LinkedIn Sales & Marketing Action Plan
- ✓ Multimedia Video edit (1) for Summary

TESTIMONIALS



Whitney Farber

Licensed Real Estate Salesperson at Compass

“After attending a corporate LinkedIn Sales Training program led and delivered by Jasmine Sandler, I hired her privately as a LinkedIn Marketing Consultant to help me develop my own brand online and use LinkedIn as a Sales tool. I am only in the first month of our program and Jasmine has already delivered qualified leads to me on LinkedIn. Further, she is highly supportive of my work and easy to reach. Jasmine is without a doubt an expert in LinkedIn Marketing, Internet Marketing and most importantly Sales, what she refers to as Social Selling. I highly recommend both her corporate B2B Social Sales and LinkedIn Training as well as her private work for Sales Executives.”

LINKEDIN SALES ZOOM COACHING : PRIVATE RECORDED SESSIONS @ \$150 / 30 MINUTES

Jasmine Sandler

Awarded B2B Digital Marketing Strategist, Social Media Trainer | LinkedIn Coach..

Thinking about hiring me for #Personal #Branding or #LinkedIn Work ? See what one of my absolute favs [Monica Poindexter](#) had to say on LinkedIn today

"Jasmine is the consummate Branding & Marketing Strategist. She is easy to work with and can take your existing career portfolio and turn it into a professional masterpiece highlighting key accomplishments. I've referred several colleagues to Jasmine and they all valued her expertise!!" Thank you Monica!!!! [show less](#)



EXECUTIVE PERSONAL BRANDING + LINKEDIN CONSULT PACKAGE: \$10,000



LEADER IN TURN-AROUND
WORK FOR FORTUNE
50 BIO-TECH & HEALTHCARE
COMPANIES

- Personal Brand Assessment and Customized Target LinkedIn Marketing and Sales Plan
- 30 days identification and outreach speaking and interview opportunities online
- 30 days Personal Brand Social Media Marketing support (includes social header design and set up)
- Design and Build of LinkedIn Profile for enhancement and optimization
- LinkedIn Executive Content Writing Plan for Long form content
- Design and manage all event related banners ; support writing of event content and short promo posts
- 30 days Social Sales support via email coaching

EXECUTIVE RESULTS & TESTIMONIAL



Rod Cotton

“Jasmine Sandler is a fearless business entrepreneur with tremendous knowledge and experience in social media and marketing campaigns. She thoroughly understands LinkedIn and other social media platforms but is also adept at brand consistency and messaging pull-through via training, e-newsletter, and blog content development and execution. Jasmine has helped many people in the healthcare industry and is sure to continue to succeed in this space.”

Before:

Had no executive presence on LinkedIn and no visibility

After:

Has engaged visibility with targeted audience for ongoing sales, marketing and media opportunities including Executive Career Growth, Industry Media Interviews, Speaker Engagement & Board Position Opportunity development.

TESTIMONIALS



Timm Chiusano

Crafting Remarkable Creative Teams & Services At Scale To Deliver Solutions For Brands Of All Sizes

“Working with Jasmine is one of the best long term investments I could have made in myself and my career. The social landscape is a daunting one, especially when it comes to finding a sweet spot in between how one uses it for social and business purposes. With that in mind I

entered the engagement with Jasmine not fully knowing to expect and having perhaps some unrealistic expectations in regards to the kind of actionable guidance and deliverables that I could really sink my teeth into.

She exceeded all expectations that I had and did so in a way that was both manageable for my time and specific enough that I feel like the tools I have in front of me are actionable and digestible.

I would easily recommend Jasmine to any professional looking for perspective, guidance and an accelerated way to start engaging intelligently in this space to maximize your personal brand in the name of modern business.”

Contact JSM



Jasmine Sandler leading a LinkedIn Marketing and Social Selling Keynote to over 500 Thomson Reuters Sales Executives in NYC

To inquire about services: assistant@jasminesandler.com

To learn more: www.jasminesandler.com

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