



www.jasminesandler.com

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LINKEDIN SALES & MARKETING TRAINING::: PROGRAMS OVERVIEW

Jasmine Sandler
LinkedIn Sales Trainer since 2009
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Relevant LinkedIn Experience



Corporate LinkedIn Marketing Consult & Sales Trainer (2011)
Corporate Clients: Northwest Mutual, Signature Bank, Regus Corporation, Berdon LLP, Fox Rothschild LLP, Intercall, KRS Management Consulting, Emerge 212, Crown Advertising, Interactive Edge

Lead LinkedIn Sales Instructor:

Marketing Executive Networking Group, CEO Club International, The Online Marketing Institute, Search Engine Strategies, PRNEWS, ASM, DMA, Vistage International

LinkedIn Author: “*Branding & Sales: The LinkedIn Way*”

B2B Solution Sales Trainer @ IBM – 5 years

Lead LinkedIn Writer: *ClickZ.com, Searchenginewatch.com, LinkedIn.com/Today*

C-level LinkedIn Sales Consultant – Global executives

LinkedIn Client Testimonials:

[linkedin.com/in/onlinebranding](https://www.linkedin.com/in/onlinebranding)

Group LinkedIn Sales Training



Group LinkedIn Sales Training I

PROFILE DEVELOPMENT: FOR SALES/AE TEAMS OF UP TO 20-25 PEOPLE/GROUP

- Sales/AE Teams learn **LinkedIn Sales Profile Best Practices** for a professional, enhanced LinkedIn Profile for B2B Sales
- Sales/AE team learns **How to Create a Unique LinkedIn Personal Brand Position** compliant with company standards
- Sales/AE teams uncover individual strengths that will earn **Targeted Skills Visibility on LinkedIn**
- Sales/AE teams learn **How to Drive up Their individual LinkedIn Sales Value**
- Sales/AE teams create **All-Star LinkedIn Profiles:**
 - LinkedIn Headline
 - LinkedIn Summary
 - Current experience
 - LinkedIn Skills
 - LinkedIn Rules of Engagement



Delivery Method Options:

- Recorded Webcast
- LIVE Webinar with Q&A
- LIVE In-person (includes materials and worksheets)

Length of Training: Half Day or 4 hours of online training

Cost : \$2,000 (Additional expenses apply to travel, materials and equipment)

Group LinkedIn Sales Training II

PROFILE DEVELOPMENT + LINKEDIN NETWORKING: FOR SALES/AE TEAMS OF UP TO 20-25

- Sales/AE Teams learn **LinkedIn Sales Profile Best Practices & LinkedIn Social Sales Etiquette**
- Sales/AE team learns **How to Create a Unique LinkedIn Personal Brand Position** compliant with company standards
- Sales/AE teams uncover individual strengths that will earn **Targeted Skills Visibility on LinkedIn**
- Sales/AE teams create **All-Star LinkedIn Profiles:**
 - LinkedIn Headline
 - LinkedIn Summary
 - Current experience
 - LinkedIn Skills
 - LinkedIn Rules of Engagement
- Sales/AE teams gain a full understanding of **How to Join, Participate, Engage & Lead in Targeted LinkedIn Groups for Sales**



Delivery Method Options:

- Recorded Webcast
- LIVE Webinar with Q&A
- LIVE In-person (includes materials , workshop and worksheets)

Length of Training: Full Day or 8 hours of web training in multi-day segments

Cost: \$4,000 (Additional expenses apply to travel, materials and equipment)

Executive LinkedIn Sales Training

PERSONAL BRANDING ON LINKEDIN: FOR KEY SALES EXECUTIVES AND DIRECTORS

- Key Sales executives and Directors learn **LinkedIn Sales Profile Best Practices & LinkedIn Social Sales Etiquette**
- Key Sales Executives and Directors uncover individual strengths that will earn **Targeted Skills Visibility on LinkedIn**
- A Personal Brand Assessment is conducted on each Key Sales Executive and Director
- Key Sales Executives and Directors receive
 - Personal Branding recommendations per attendee
 - Thought leadership Plan for LinkedIn
 - Style assessment
 - LinkedIn Profile Enhancements/Bio/Messaging
 - Customized LinkedIn Daily Action Plan in line with Personal Brand Position and guidance



Delivery Method Options:

- Webinar + Phone + Email
- LIVE In-person (includes materials , worksheets and customized documents)

Length of Training: 1 week per attendee

Cost Range: \$2,500 per person ((Additional expenses apply to travel, materials and equipment)

LinkedIn Marketing Consulting

FOR MARKETING TEAMS

- A **LinkedIn Marketing Assessment** will be performed and goal review conducted in prep of training
- Marketing team will learn **Best Practices of LinkedIn Company Page**, including:
 - Posts (type, frequency)
 - Showcase pages
 - Job Posting
 - Conversion Points
 - Ad display
- Marketing team will receive **LinkedIn Ad Campaign Recommendations** including:
 - Display and in feed recommendations
 - Target profiling
- **Key Marketing Executive Profiles Review and Recommendations and Client Groups, Client Company Pages**, including page development.



Delivery Method Options:

- Project
 - Phone
 - Basecamp
 - Conference

Length of Program: 1 week

Cost Range: \$5,000

Jasmine Sandler LinkedIn Sales Trainees



“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.. I wouldn't hesitate to recommend Jasmine as a thought leader in this space. “

– Laura Roth, Conference Coordinator, SES Global of Incisive Media, UK

Contact Information

Jasmine Sandler

CEO – Agent-cy Online Marketing, Inc.
Top 40 Global B2B Digital Marketing Strategist
Top ranked LinkedIn Sales Trainer by [LinkedIn](#)

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