

huge impact

● NETWORKING: BUILD BETTER BUSINESS FASTER!

SPEAKING

Keynote Speech/Principal Points

How to Simplify Social Media for Topline Sales and Marketing Success

- ✔ Understanding the landscape of social media.
- ✔ Leveraging social media through the 80/20 rule by focusing on the 20% of social media platforms that can yield an 80% or better return.
- ✔ The top five most simple strategies for getting the most out of LinkedIn, Twitter and Facebook.
- ✔ How to incorporate blogging into your marketing and sales initiatives in a simple, hassle-free way ...really!
- ✔ How to form a support network that will help you leverage the power of social media and social networks.
- ✔ How to not get overwhelmed by the accelerative pace of change in social media.



Keynote Speech/Principal Points

Collaborative, Values-Based Sales and Marketing Programs: How to Start Them and Make Them Successful

- ✔ The first step in building successful sales or marketing initiatives is to understand your "Value Priorities" and find others who have similar and complimentary values.
- ✔ Knowing the criteria of a great networking connection where the outcome is mutually beneficial relationships that yield transformational opportunities for the networking partners and their prospects and customers as well.
- ✔ Top sales and marketing professionals have two top skills: networking and the ability to organize quickly and effectively and how the Networking process integrates both into every encounter.
- ✔ It's ALWAYS about the people.
- ✔ Social media is a platform that leverages a great networking methodology. It is not the way to sell better, it is the tool that takes a better way to sell and therefore makes better sales happen faster.

Keynote Speech/Principal Points

How to Become a Thought Leader and Get Published - Turning Your Marketing Efforts Into a Profit Center

- ✔ Understanding that blogs are the new launch pads for a book, e-book, booklet that can make money for you and your company.
- ✔ Finding your unique differentiator for your work to position you as a thought leader. Easy ways to "find the gaps" that really do exist in every industry that you can fill and profit from as a result.
- ✔ The three steps you can take today to start becoming a thought leader within the next ninety days.
- ✔ How you can really write a book in 30 days!
- ✔ How to publish effectively. Managing the process and separating the hype from the reality of what it takes to get published effectively.
- ✔ How to get the best design for your books so you look like you spent a fortune on your book.
- ✔ Traditional publishing versus self publish in today's online world.

THE NETWORK EFFECT

"Networlding helped us plan and facilitate our Women's Leadership Educational and Networking Series. The insights, connections and experience Melissa and her team created made our event very successful, meaningful and worthwhile for all who attended."

Emilia DiMenco

Vice President
Harris Bank

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TESTIMONIALS

Thanks for all your help! You did a wonderful job and got awesome feedback from the participants! Laura Clark Fey could not stop talking about you, I think you two will hit it off well! Let's talk soon! Thanks again!

Robert Johnson

Managing Counsel
Workers' Compensation
Practice Group
McDonald's Corporation
for Diversity Event for Corporate Counsel

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- ✔ How self-publishing can still lead you to getting a book published with a major publisher.
- ✔ How to get your ideas down on paper better and faster.

Keynote Speech/Principal Points

The Seven Levels of Customer Loyalty: Getting and Keeping Customers or Clients for Life

- ✔ The Networkling Support Exchange Model turns a prospect into a consultative sales person and then an evangelizer of your products and services. From emotional support to information to knowledge and up through promotional support and wisdom that leads to transformational opportunities, this seven-step relationship-building model has been called, "The Holy Grail for building successful relationships."
- ✔ Ensuring customer loyalty in today's networked world means that all employees have a larger and larger impact in their networks which means that they can either use the social networks they are connected to consciously with great outcomes or unconsciously with sporadic, or, even worse, bad outcomes.
- ✔ Networks within companies are also becoming more and more powerful. Therefore coaching and training employees on how to network more effectively to live the values of the company daily and integrate those values into their daily work is now essential.
- ✔ Teaching employees "the science of networks" helps them understand how to maximize their time through conscious conversations that recognize that networks are interconnected and that customer service can even go much further than every anticipated.
- ✔ Building vibrant networks of support facing inside a company build employee morale. Vibrant networks facing outside a company builds better sales and higher profits.
- ✔ Customer success is achieved by leveraging the "Quality versus Quantity" Networkling approach.

Keynote Speech/Principal Points

Optimizing Social Networking for Business Purposes

Besides establishing important social relationships, social networking members can share their interests with other like-minded members by joining groups and forums. We all know networking can also help members find a job or establish business contacts. But how can you use the new social networking tools most effectively in your organization?

In this presentation you will learn:

- ✔ Noteworthy social networking examples from inside companies.
- ✔ The realities and myths involved with forming social networks within and around your company.
- ✔ The key components required to make social networking successful in today's environment.
- ✔ How to keep the "social" in social networking. The top strategies for social networking that are also easy to implement and no-cost or low-cost.
- ✔ Different types of social networking in terms of purpose, media, and process.
- ✔ Current trends in the use of social media

If you are interested in more information or would like a free consultation, please call us at 312-560-0982 or email us by [clicking here](#).

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