

Linked to WIN



Customized For



RICK LAMBERT

selltowin****

IN² COMMUNICATIONS

I'm one of you.



 University of
New Hampshire



xeroxTM

- 1989 Rookie of the Year
- President's Clubs

SHARP

- #1 Dealer in Canada
(\$10M)

IKON
Office Solutions

- VP of Sales
(\$30M)

selltowin[®]

- Sales Coaching
(21 Years)

IN²
COMMUNICATIONS

- Digital Marketing
(12 Years)

DIGITAL MARKETING

SALES TRAINING

IN2 COMMUNICATIONS

What We Do | How We Do It | Who We Are | Projects | Pricing | Blog | Careers | Contact | [Request A Quote](#)

Ready to launch your digital strategy?

IN2communications is a digital marketing agency that creates personalized, impactful marketing messages which drive awareness and generate leads for customers. We turn complex ideas into meaningful engaging content.

[GET STARTED](#)



selltowin

Live Events | eAcademy | Pro-Tips | Sales Tools | Digital Marketing | Contact Us | [eAcademy Login](#)

HAVING TROUBLE BRINGING NEW HIRES UP TO SPEED?

We help new hires **sell faster** and tenured reps **sell more** with our new on-demand video training platform.

eacademy.

What is the **selltowin** eacademy? [▶](#)



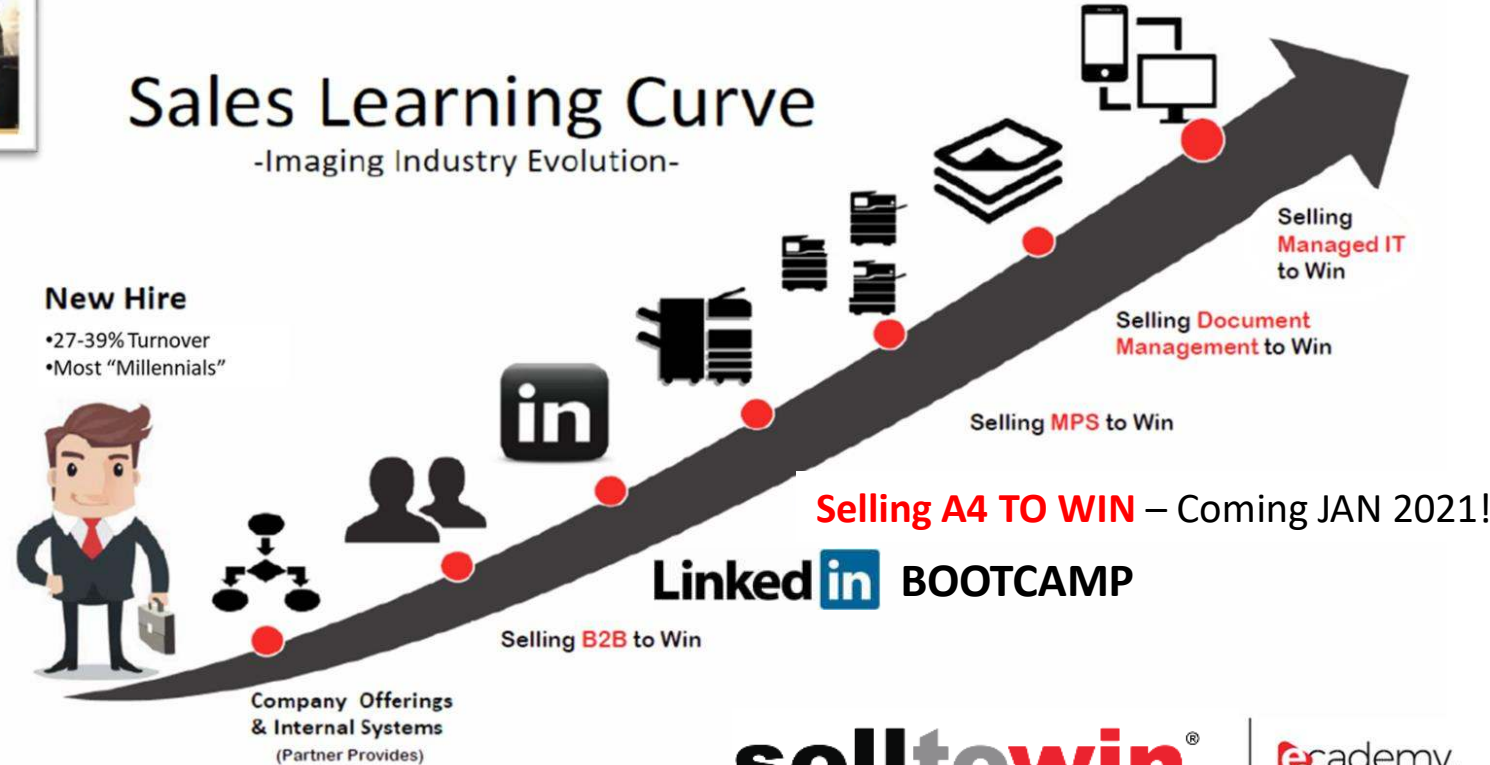
LIVE EVENTS



ON DEMAND VIDEO COACHING FOR MSPs

Sales Learning Curve

-Imaging Industry Evolution-



New Hire
•27-39% Turnover
•Most "Millennials"

selltowin® | ecademy.

selltowin®



- Profile Creation
- Network Expansion
- Lead Generation





THE
SMARKETING
SHOW
 WHERE SALES & MARKETING MEET



91% of LinkedIn profiles don't follow company branding

JOIN US THURSDAYS



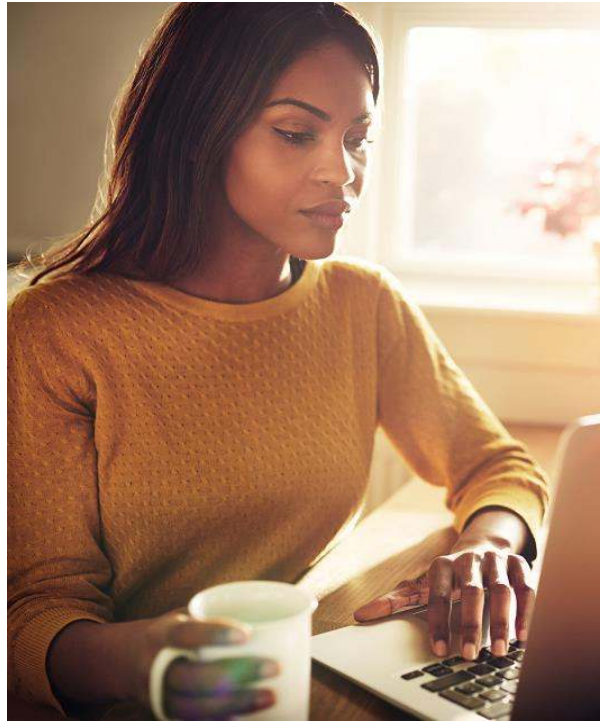
- xerox
- Abbott
- COMPUGEN
- Atlantic
- INGRAM
- FUTURE SHOP
- DoXs
- Shred-it
- 3COM
- IBM
- GE
- John Stubbart
- ST JOSEPH'S HEALTH CARE FOUNDATION
- COMPAQ
- Intellinetics
- Cartridge World
- Carolina Wholesale
- FutureLink
- allstream
- Investors Group
- Century 21
- MBE MAIL BOXES ETC
- DIGITAL gateway
- Lindt
- Bell
- AIM MAIL CENTERS
- Thomas Cook
- Leica
- Sutton
- SECURIT
- The Orthotic Group
- FlexPrint
- YMCA
- SHUR-GAIN
- FANSHAWE COLLEGE
- DIGITEK

WHY LINKEDIN?

SOCIAL DISTANCING



BUYERS ARE LINKEDIN



MEASUREABLE RESULTS



PANDEMIC PROSPECTING POLL

Oct 19, 2020

How have you been successful reaching clients and prospects during the pandemic?

The author can see how you vote. [Learn more](#)

Phone

40%

Email

7%

LinkedIn

53%

Other (Please comment)

0%

1

PRO
TIP

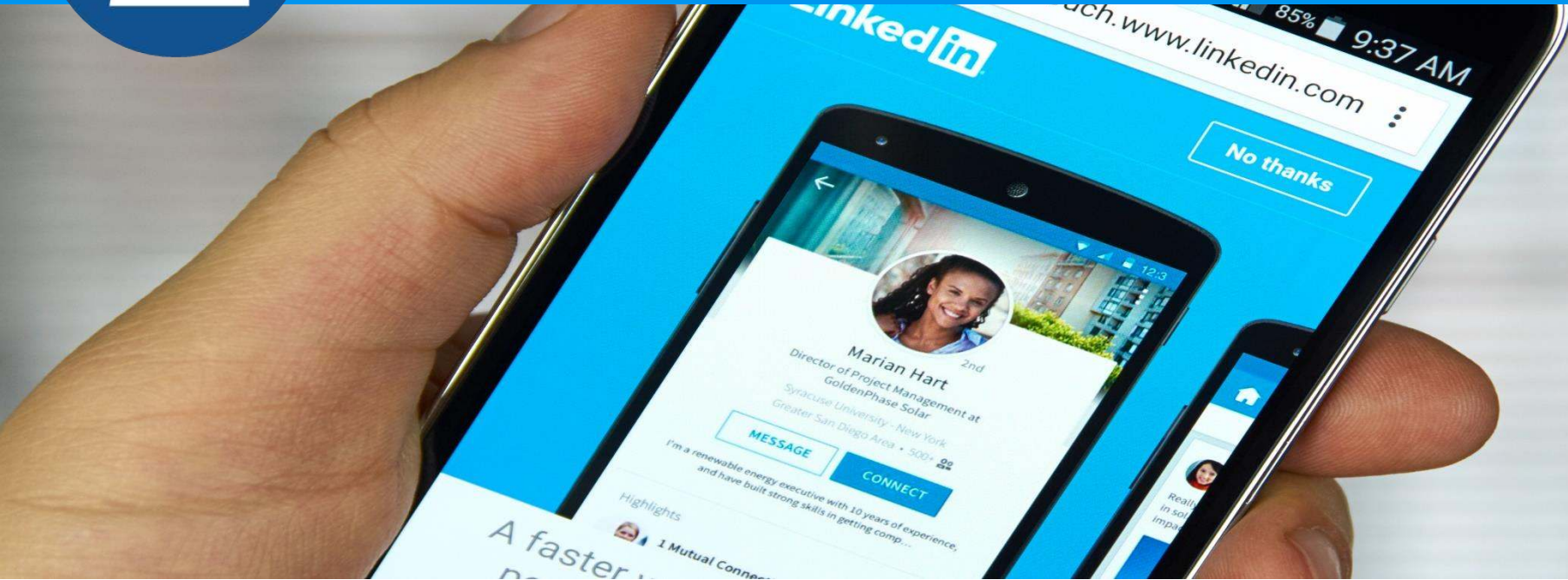
Focus On LinkedIn™



PRO
TIP

2

Create a **PROFILE TEMPLATE** (customer facing employees).





Create a SOCIAL MEDIA POLICY

A close-up photograph of a blue folder tab with a white label that says 'Guidelines'. The tab is part of a stack of folders, with other tabs visible in the background, including one labeled 'Audit'.

Guidelines

PRO
TIP

4

The **LESS** you sell, the **MORE** you sell.



NO SOLICITORS

PRO
TIP

5

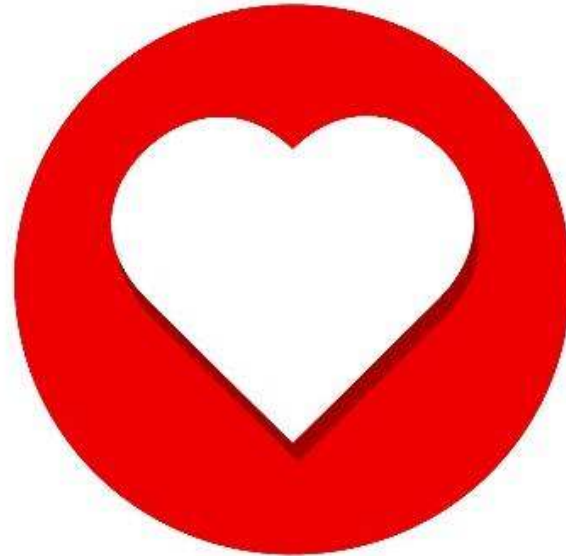
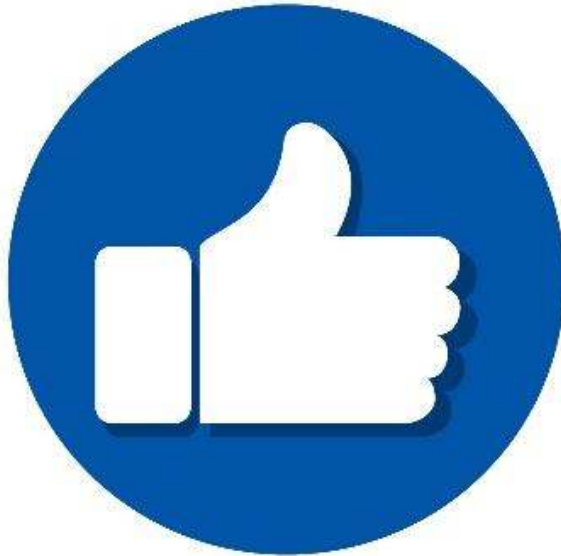
Post REAL Pictures or SHORT Videos



PRO
TIP

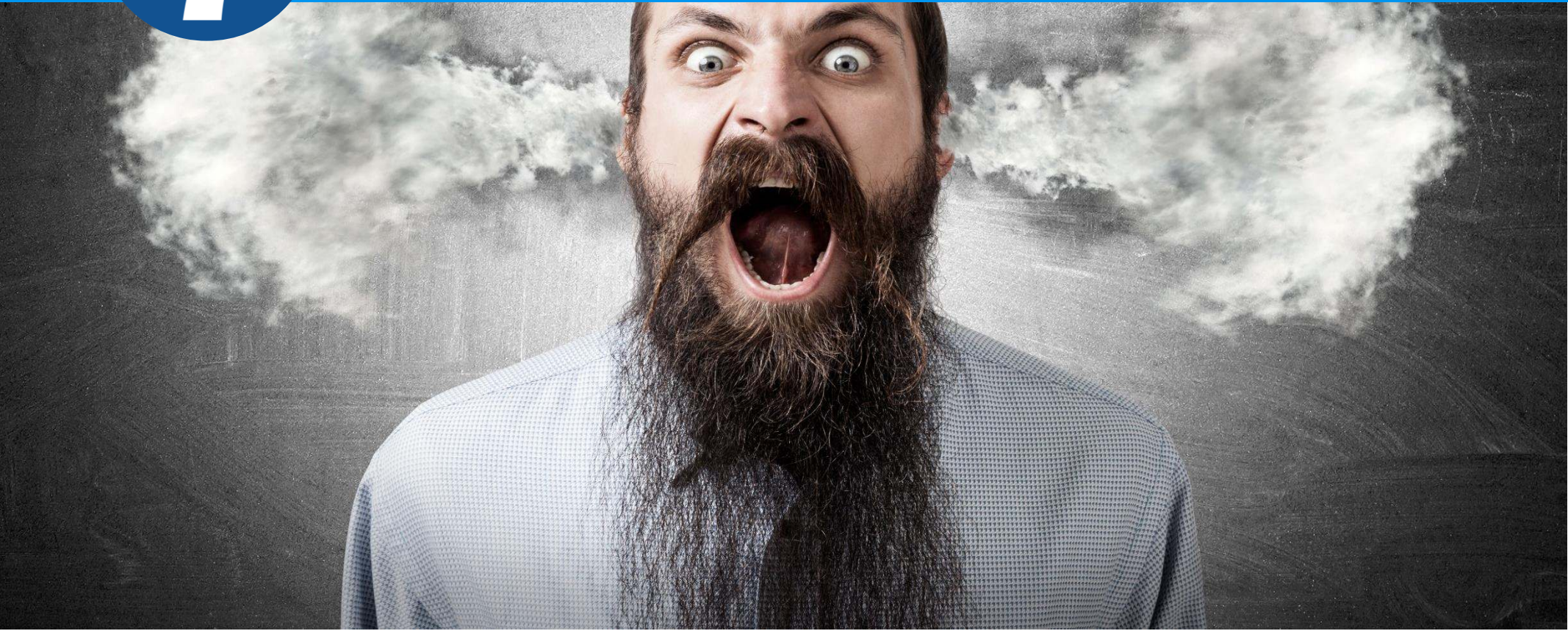
6

Like / Comment (Positively) On Other Peoples Posts





Take Conflict Offline

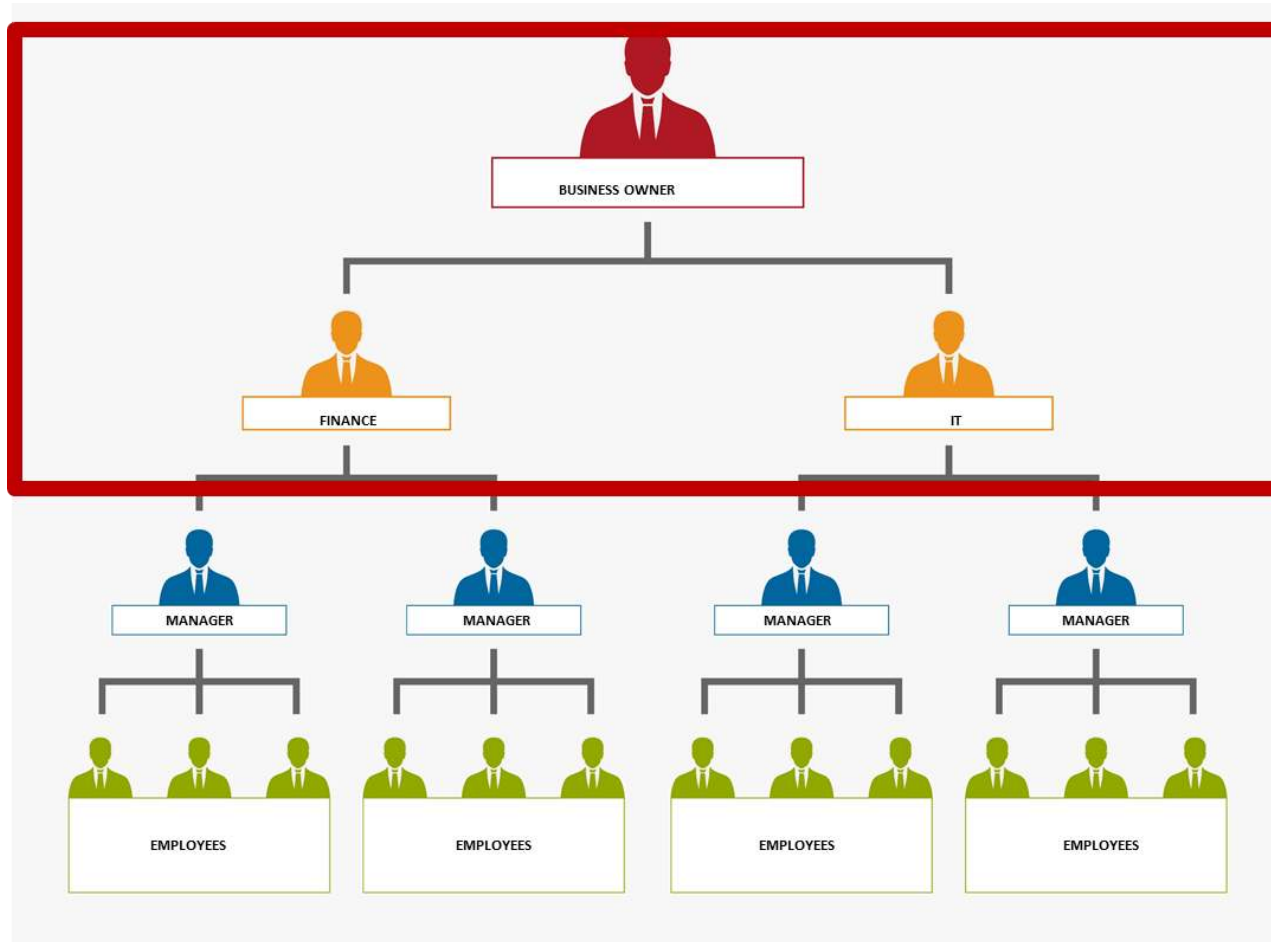


A woman with white hair and glasses is speaking in a meeting. She is wearing a light blue button-down shirt. In the background, another woman with dark hair is listening. The scene is set in a modern office environment with a large green plant in the background.

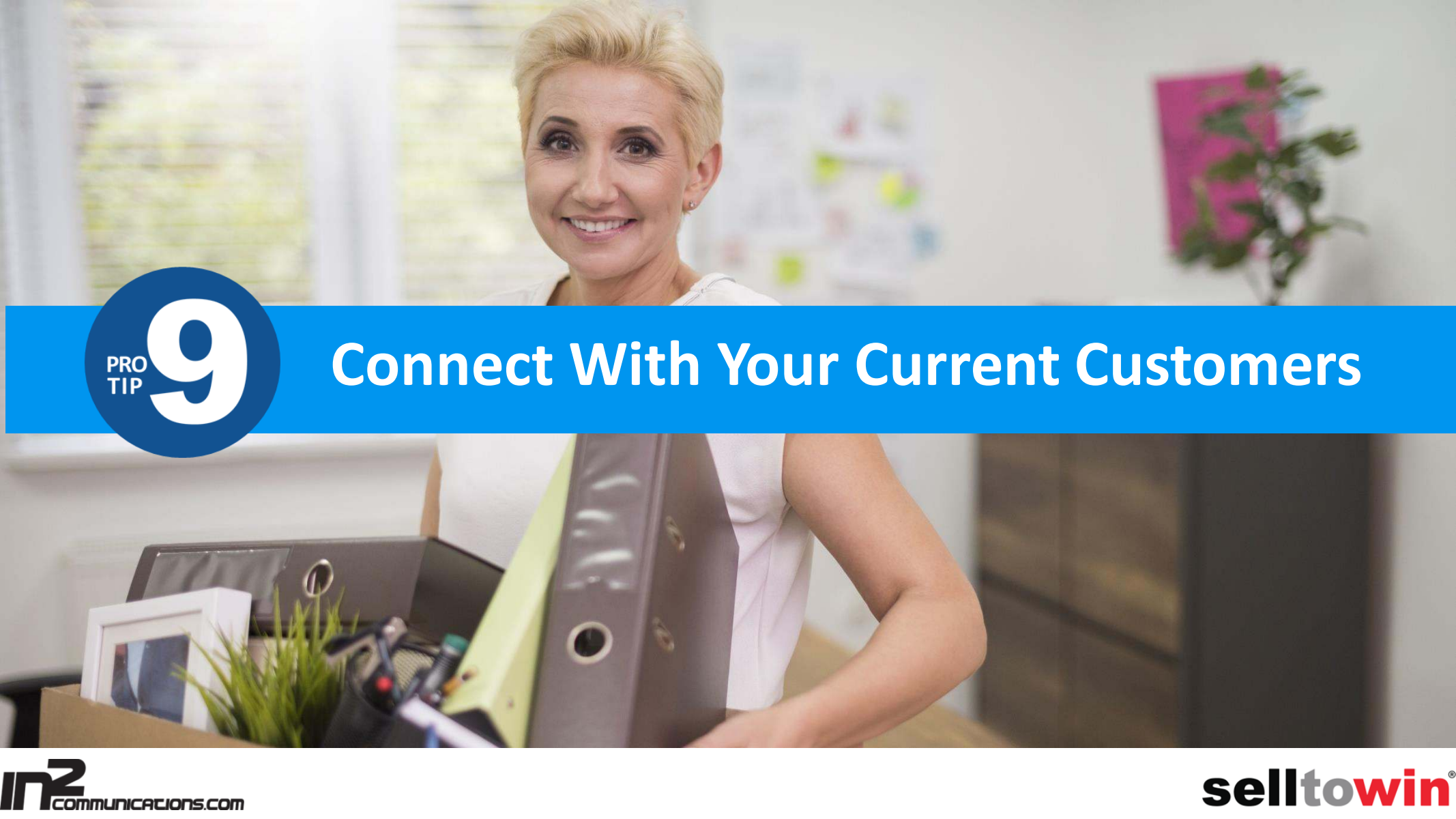
PRO
TIP

8

Quality Over Quantity (Of Connections)



**It's not who you know.
It's who knows what you do!**



PRO TIP **9**

Connect With Your Current Customers



Set Personal Targets

- Connections
- Posts
- Conversations
- Leads
- Deals

Rick's

Weekly Sales Activity Targets

- 3-5 Posts
- 30 New Connections
(Minimum)





30 DAY BOOTCAMP Training Timeline

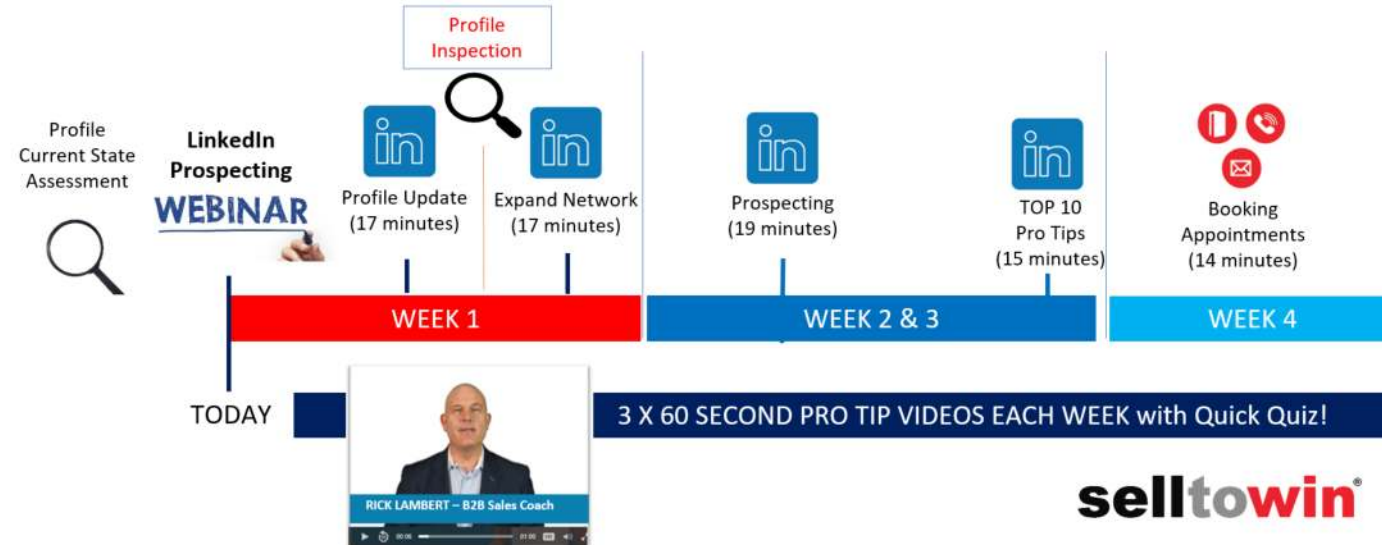
DEAL – SAVE 33%

- Reg \$149 pp
- **BTA - \$99 pp**

Custom Profile & Kickoff

- Reg \$1,495 per Dealer
- **BTA - \$995 per Dealer**

*Expires Dec 31st





BTA Business
Technology
Association®

BONUS OFFER

Expires December 31st, 2020

Perfect for B2B Sales Professionals

This comprehensive program will immediately elevate your personal brand, help you connect with new buyers and generate more sales leads on the #1 social media platform for business professionals - LinkedIn.

Reg: \$149

BUY NOW - BTA Promo: \$99/person

The screenshot shows a video player interface for "Rick Lambert's 30-Day LinkedIn Bootcamp". The title is "LinkedIn 30 DAY BOOTCAMP Training Timeline". Below the title is a timeline diagram with three main sections: WEEK 1 (red), WEEK 2 & 3 (blue), and WEEK 4 (blue). Each section contains icons for video lessons and documents. A red location pin icon with the text "START HERE" is positioned at the beginning of the timeline. Below the timeline, there is a video thumbnail showing Rick Lambert and the text "INCLUDES 12 PRO TIP VIDEOS - 60 sec clips x 2 per week with quick quiz". The "selltwin" logo is visible in the bottom right corner of the video player. At the bottom of the player, there is a red "UP" arrow icon and the text "View Course Overview Video".

**“YOU
MISS
100% OF
THE
SHOTS
YOU
NEVER
TAKE”**

- Wayne Gretzky

[CLICK HERE - BTA Promo – selltwin](#)

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