

Networking 2.0 For Sales Managers and Producers



How to Initiate, Deepen, and Expand Online Relationships to Grow Business

- **TRANSFORM** their digital presence
- **GROW** sales *and* recruiting pipelines
- **BROADEN** networks on social media
- **CULTIVATE** e-relationships
- **CONNECT** with Gen Y sales talent

SCHEDULE A SESSION TODAY!
Contact your **LIMRA Representative**
or thecentre@limra.com





gen y seminar series

Networking 2.0

Rapid advances in social technology are transforming how we network and are also knocking down barriers to making connections. Sales managers and producers can use the latest social tools and techniques to find new contacts, nurture online relationships, and engage consumers and young sales talent. Over time, they can build social capital — their path to social selling and social recruitment to grow their business.

This LIMRA workshop will give your sales managers and producers the hands-on experiences and techniques they need to:

- Expand their online contacts by moving from Networking 1.0 to Networking 2.0
- Better position their personal and professional brand by transforming their digital presence
- Cultivate critical and profitable business opportunities by enhancing their professional network on LinkedIn
- Build relationships, influence prospects, and engage customers by mastering the nuances of Facebook

Sales managers and producers who attend this one-day seminar will return to work with an e-networking action plan they can immediately launch.

Seminar Outline

THE NEW NETWORKING

Networking meant exchanging business cards at meetings and other gatherings. Conversations were strictly business: managers and producers focused on making plans to meet with prospects one-on-one. Networking has evolved considerably since then. This session helps participants:

- Recognize the “sociological transformation”
- Move from Networking 1.0 to Networking 2.0
- Differentiate professional and personal networking

TRANSFORMING YOUR DIGITAL PRESENCE

Because the Internet is the go-to research tool for consumers, a robust digital presence is crucial for reaching new audiences and gaining more customers. This session helps participants:

- Understand the 3 most important steps to transforming their digital presence
- Build their professional and personal brand on social media
- Expand their network on social media
- Build and deepen e-relationships on social media

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BUILDING YOUR PROFESSIONAL NETWORK THROUGH LINKEDIN

LinkedIn has a high concentration of business decision makers. This makes it one of the most useful social networks for cultivating critical, lucrative business opportunities. This session helps participants:

- Create a winning profile on LinkedIn
- Establish their LinkedIn network
- Build relationships on LinkedIn
- Research prospects, stay informed, and challenge their current thinking

MASTERING YOUR PERSONAL NETWORK THROUGH FACEBOOK

Although Facebook tends to focus on people's personal lives, it may be the world's most powerful free marketing tool. This session helps participants:

- Grow their personal network through Facebook
- Use Facebook for professional networking

PUTTING IT ALL TOGETHER

Sales managers and producers will learn how to immediately apply their new skills and grow their business by initiating and deepening e-relationships — and expanding their online network.

It's Easy to Enroll

Complete the registration form on the next page, scan it, and email it to pnelson@limra.com.

Or contact your LIMRA representative.

PROFESSIONAL FEE — FOR UNLIMITED ATTENDEES!

LIMRA Member: US\$10,500¹

Nonmember: US\$13,500¹

¹Plus US\$3,500 speaker's travelling fee and taxes.

Additional Gen Y Seminar Series Programs

LIMRA offers additional one-day workshops that provide participants with focused, in-depth training on essential skills for recruiting, developing, and retaining young talent. Topics include, but are not limited to:

- Social Recruiting Through LinkedIn and Facebook
- Coaching Gen Yers
- Team-Based Business Models
- Creating A High-Touch Culture
- Social Selling

SEMINAR REGISTRATION FORM

Generation Y Seminar Series

Company _____

Last name/Family name _____ First name/Given name _____ MI _____

Title _____

Address _____

City _____ State/Province _____ Country _____ Postal Code _____

Phone () _____ Ext. _____ Email _____

Registration Fees* (in U.S. Dollars)

LIMRA Member — US\$10,500** \$ _____

Nonmember — US\$13,500** \$ _____

*LIMRA requires prepayment of registration fees.

**Plus US\$3,500 speaker's travelling fee and taxes.

Your company will be responsible for securing a venue, coordinating logistics, duplicating materials, and paying local program costs including but not limited to refreshment breaks, interpretation services, and audio/visual rental.

Networking 2.0 for Sales Managers and Producers

City: _____

Date: _____

Month: _____

Year: _____

Email your completed form to:

Patty Nelson
pnelson@limra.com

Cancellation Policy

All cancellations must be received in writing. Cancellations received 15 days prior to the seminar will be refunded 50 percent. No refunds will be issued within 15 days of the seminar date.

In the event that a scheduled meeting or event is cancelled by LIMRA for any reason, LIMRA shall refund any registration fees that have been paid. Under no circumstances, however, shall LIMRA be liable to the registrant for any other expenses including, but not limited to, airfare and hotel expenses incurred by the registrant.

Method of Payment

Wire transfer. LIMRA will send you payment instructions.

Credit card (check one):

Mastercard Visa Discover AMEX Diners

Card number _____ Exp. date _____

CVV _____

(3- or 4-digit security code) located on the back of MC, VISA, Discover, Diners, and on the front of AMEX)

Signature _____



Credit card billing address if different from above:

Address _____

City, state, zip _____

