DIGITAL SALES, SOCIAL SELLING & ONLINE BUSINESS DEVELOPMENT COURSE

Introduction

Digital Sales, Social Selling & Online Business Development is an executive-level programme designed to equip sales professionals, business development teams, commercial managers and entrepreneurs with the capabilities required to generate leads, build relationships, engage prospects and grow revenue through digital channels. The programme recognizes that modern customers increasingly research suppliers, compare alternatives, interact with brands and make purchasing decisions through digital environments before engaging directly with a salesperson. Consequently, successful sales professionals need to combine traditional relationship-building and selling skills with digital prospecting, social selling, personal branding, online networking, content-led selling, digital customer engagement and data-driven business development. The course examines the complete digital sales process—from identifying target markets and researching prospects to building digital relationships, generating leads, conducting online sales conversations, managing virtual meetings, nurturing opportunities and converting prospects into customers. Participants will explore platforms such as LinkedIn and other professional/social networks, digital communities, email, websites, CRM systems, webinars and other online channels as tools for business development. The programme also addresses social selling, digital credibility, online personal branding, content-assisted selling, sales automation, customer data and analytics. Particular emphasis is placed on moving beyond simply posting promotional content toward building a systematic digital commercial process that connects marketing, sales, customer relationships and revenue generation.

Course Objectives

- Understand the changing digital sales and business development environment.

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- Develop an integrated digital sales strategy aligned with commercial objectives.
- Identify and prioritize high-value digital prospects and market segments.
- Build effective professional digital profiles and personal brands.
- Apply social selling principles to prospect identification and relationship development.
- Conduct systematic online prospecting and lead-generation activities.
- Use content to establish credibility and support sales conversations.
- Build and nurture relationships through digital channels.
- Conduct effective virtual sales meetings and presentations.
- Apply digital tools to manage sales pipelines and opportunities.
- Use CRM, automation and analytics to improve sales productivity.
- Measure digital sales activity, conversion and revenue performance.
- Integrate digital business development with traditional sales processes.
- Develop sustainable online customer acquisition and revenue-growth strategies.

Course Modules

> Module 1: Digital Sales Strategy & Commercial Transformation
- Evolution of digital selling and online business development
- Digital sales models and commercial transformation
- Aligning digital sales with organizational strategy
- Designing an integrated digital sales ecosystem

> Module 2: Digital Customer Intelligence & Market Opportunity Analysis
- Digital market research and customer intelligence
- Customer segmentation and ideal customer profiles
- Digital buyer behaviour and purchasing journeys
- Identifying high-value online business opportunities

> Module 3: Social Selling Strategy & Professional Digital Presence
- Principles and foundations of social selling
- Professional digital profiles and credibility
- Personal branding for sales and business development
- Building strategic professional networks

> Module 4: Digital Prospecting & Lead Generation
- Online prospect identification and research
- Social media and professional-network prospecting

- Digital lead-generation techniques
- Lead qualification and prioritization

> Module 5: Content-Led Selling & Digital Thought Leadership
- Using content to support the sales process
- Sales-oriented articles, insights and educational content
- Building credibility through thought leadership
- Content engagement and lead nurturing

> Module 6: Digital Customer Engagement & Relationship Development
- Online relationship-building techniques
- Digital conversations and professional messaging
- Email, chat and online customer engagement
- Building trust throughout the digital buying journey

> Module 7: Virtual Selling, Presentations & Online Negotiation Subtopics:
- Planning and conducting virtual sales meetings
- Digital presentations and demonstrations
- Managing online objections and customer concerns
- Negotiation and closing in virtual sales environments

> Module 8: Digital Sales Funnel, CRM & Sales Pipeline Management
- Designing the digital sales funnel
- Lead nurturing and opportunity management
- CRM systems and digital customer data
- Pipeline visibility, sales velocity and conversion management

> Module 9: Sales Automation, AI & Digital Business Development Technology
- Sales automation and workflow management
- AI applications in prospecting and sales research
- Automated lead nurturing and customer communication
- Digital sales tools, technology integration and governance

> Module 10: Digital Sales Analytics, Performance & Revenue Growth
- Digital sales KPIs and performance indicators
- Lead conversion, acquisition cost and customer value
- Digital sales dashboards and revenue analytics

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- Continuous improvement and online business growth strategies