
Member Network Registration Notice Breakfast Briefing - Toronto



Social Networking – Using LinkedIn for Business Advantage

The rise of social networking is now impacting sellers and business developers and for those who are savvy, they are taking advantage of social networking to build and strengthen existing relationships, and to find new opportunities.

LinkedIn is a social networking tool that has become the preferred choice for business developers. LinkedIn has a number of features that can be of significant benefit to business developers, such as:

- Building a contact network of direct connections, the connections of each of your connections (termed *second-degree connections*) and also the connections of second-degree connections (termed *third-degree connections*). This contact network can then be used to gain an introduction to someone a person wishes to know through a mutual, trusted contact.
- Finding people, jobs and business opportunities recommended by someone in one's contact network.
- Conducting pre-call research on prospects and clients.
- Posting their own photos and viewing photos of others to aid in identification.
- Using LinkedIn apps to enhance your profile.
- Following different companies and getting notification of company news, others who work in the company, jobs available, and other relevant information.

Session Overview:

In addition to learning about the basics of LinkedIn, this session will also touch briefly on the:

- Benefits to business developers of using LinkedIn Groups, LinkedIn Answers and LinkedIn Polls.
- Premium paid service features of LinkedIn, what they are, how much they cost, and who might benefit from using them.

At the conclusion of this session, participants will know the basics of LinkedIn, how to develop an effective profile, and how to use LinkedIn for research, relationship building, networking, and communicating.

This event is brought to you in proud partnership with the Toronto CFA Society.

About the Speaker:



Steve White is President of Effectivation Inc., a leading firm in sales skills training and consulting. With more than 25 years experience in information technology sales and senior sales management assignments, Steve brings a great deal of credibility to the learning environment.

As a trainer, consultant, and coach, Steve has gained respect in the business development community for his engaging and effective delivery of consultative sales programs. He has personally delivered sales training to more than 6,000 participants. Since purchasing Effectivation in 1998, Steve has worked with many Canadian clients, including CGI, CIBC, Knightsbridge, Mercer, Morneau Shepell, NCR, Pitney Bowes, Research in Motion, Sierra Systems Group and Teradata.

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Date:

Wednesday, April 6th, 2011

Location:

CMA Ontario – Professional Development Institute
Harbourfront A/B
25 York Street, Suite 1100
Toronto, ON M5J 2V5
416-204-3144

Time:

7:30 a.m. to 8:00 a.m. – Registration & Networking (Continental Breakfast)
8:00 a.m. to 9:00 a.m. – Presentation
9:00 a.m. to 9:15 a.m. – Q&A Session

Cost:

\$35.00 & HST – Members
\$40.00 & HST – Non-members

CPLD:

2 credits

REGISTRATION:

To register online please visit the CMA Ontario Member Portal at <http://members.cma-ontario.org>.

To register by email or fax please complete the form below and send to fax number 416-977-1365 or membernet@cmaintario.org.

Guests (non-members) may register by email or fax by completing the form below and sending to fax number 416-977-1365 or membernet@cmaintario.org.

REGISTRATION FORM

Please fax your registration form to 416-977-1365 or scan/email it to membernet@cmaintario.org.
General inquiries: 416-204-3140 or (800) 387-2991 ext. 140.

Social Networking – Using LinkedIn for Business Advantage – Wednesday, April 6th, 2011

Name: _____ I am a Member: I am a guest (non-member):

Member #: _____ Tel: _____

Credit Card (Visa/MasterCard): _____ Expiry Date: _____

Signature: _____ Dietary Restrictions: _____

No refunds for cancellations after March 30, 2011. Substitutions accepted at no charge.

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