

# Social Selling Brilliance

Powering up your LinkedIn profile to grow your personal brand and your business



For sale and non-sales Professionals!

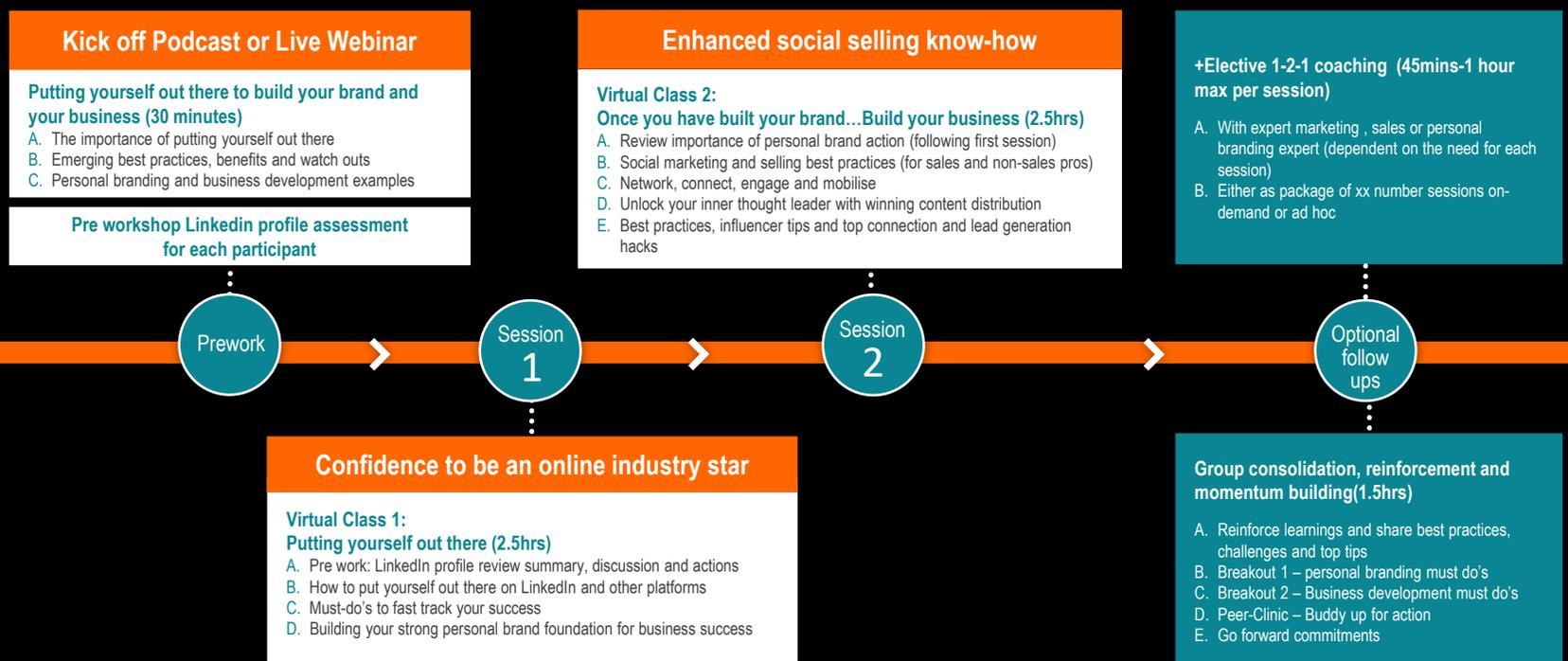
## Your LinkedIn profile is important and can grow your personal brand and your business

- LinkedIn saw a **55%** increase in conversations among connections in 2020
- Content creation on LinkedIn increased **60%** in 2020
- **4 out of 5 people** on LinkedIn “drive business decisions”
- There are **61 million** “senior-level influencers” on LinkedIn
- **96% of b2b** content marketers use LinkedIn for organic social marketing
- According to Insider Intelligence’s annual “US Digital Trust Survey,” LinkedIn ranked as the **most-trusted social platform**

## Jeremy Blain and Carlii Lyon bring you the Social Selling Brilliance programme with 3 key aims:

- To create a foundation for individuals and teams to build strong social profiling and business generation skills, using LinkedIn as the springboard for success
- To build strategic 21st Century online presence and capabilities alongside strong operational communication, networking and business development know-how; oriented to the distributed, hybrid workplace
- To provide a learning journey relevant for leaders, managers and teams whether you are directly involved in selling or not

## Your Social Selling Brilliance learning journey



## We deliver virtual training with uniqueness, engagement and interaction



Engaging online activity (Polling, Chat, Discussion)



Virtual Breakout rooms for group activity and sharing



Case studies, best practice share, and further reading / links to reference material



A range of related diagnostic Solutions for added inter-session development (elective)



Elective 1-2-1 remote coaching between sessions to embed the learning and move to action



20-minute guest spots. Experts within the specific topic who can add significant value and new perspectives to the topic at hand

# Your expert facilitators for the Social Selling Brilliance programme



**Carlii Lyon** has been shaping the personal brands of remarkable individuals from across the globe for the past 15 years. Her past clients include a world-leading supermodel, high profile economist, New York Times bestselling authors, inventors, musicians, and even a British celebrity foot reader!

Today, Carlii is dedicated to helping everyday individuals, executives and entrepreneurs be their own brand and master the art of putting themselves out there.



"I highly recommend Carlii as a PR personal branding expert. She has deep knowledge of the craft and art of personal branding, developed over many years of advising some of the world's most eminent individuals on their PR and brands. Her immense expertise was developed not in academia but in the trenches, solving real-world challenges for real-world companies, stars and executives. Carlii blends this high-level proficiency with a wonderful heart- all her clients know that she deeply cares. In summary: Carlii Lyon has expertise, experience, and soul. A rare combination."

**Siimon Reynolds**

Bestselling author of 'Win Fast'



"Carlii truly nailed the brief. The combination of her delivery style and the content presented was digestible, informative yet inspirational. Carlii's approach in asking the good questions beforehand made her resonate with the audience and for the audience to leave with actionable changes. I could not recommend Carlii more - plus, she is a total pleasure to work with."

**Bianca Doyle**

Business Development Manager, Gilbert + Tobin



"The feedback from the team was outstanding! The sense of empowerment and on point insights this workshop provides is brilliant."

**Clynton Bartholomeusz**

Managing Director at Beiersdorf Australia



"Carlii possesses that rare talent of being able to connect with everyone in a room quickly and authentically, and within a couple of short but powerful hours, we were uplifted, challenged, moved and ultimately completely inspired. I highly recommend Carlii to any business that believes that their team are worth investing in."

**Tina Bannister**

General Manager, Elizabeth Arden



**Jeremy Blain** is the Chief executive of Performance Works International (PWI), a company that helps organisations, executive boards, leaders, and teams succeed in the digital climate amidst disruption, opportunity, and uncertainty.

Jeremy helps leaders and managers define strategies to transform how they operate in the modern workplace, including the importance of having an expert online presence; being well networked; and being socially savvy as an active contributor to business development and growth



"I have worked with Jeremy for many years now and his ability to take our global and regional leadership teams to a new level of thinking always amazes me. Jeremy always adds a human touch to the digital and data advances we need to make for clients and markets - I would recommend Jeremy to any company that wishes to compete in a different playing field to its competition."

**Michael Gardner**

CEO Medical Services, International SOS



"Jeremy is very smart, intuitive and forward leaning. His communication skills are extraordinary, and his insight very relevant and timely. He is a leader of the time. He is exactly what the marketplace needs now and into the future..."

**Laura Goodrich**

Founder, CEO and Best selling Author 'Seeing Red Cars'



"It is an undeniable fact that Jeremy is one of the most inspirational speakers that I have ever met. His profound knowledge of HR and Digital Transformation, along with practical experience in various types of company, allowed him to give us valuable information in the field. He possessed a natural charisma, and ability to keep the whole room excited."

**Nguyễn Phạm**

Talent Acquisition, Autonomous Inc



'Jeremy is a one of the most passionate, energetic, world-class learning executives I have had the pleasure of engaging with, to help my organisation transform through creative learning solutions. He is a rare individual that has deep business and market knowledge, strong expertise and views on the future workforce and how that translates to the skills, experience, knowledge and mind-set that the workforce will require to thrive'

**Natasha Prasad**

Head of Sales Se Asia, Mambu

## Connect with and follow us here:

Jeremy – LinkedIn: [www.linkedin.com/in/jeremyblain/](https://www.linkedin.com/in/jeremyblain/) | Twitter: @learntheplanet  
Carlii – LinkedIn: [www.linkedin.com/in/carliilyon/](https://www.linkedin.com/in/carliilyon/) | Instagram: [www.instagram.com/carlii\\_lyon/](https://www.instagram.com/carlii_lyon/)

Please DM us on any platform for a conversation or email us with the reference tag 'Social Selling Brilliance':  
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