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Topics

Building Authentic Relationships on LinkedIn Description (can be delivered as a virtual webinar or live in-person training):

Whether you're using LinkedIn for sales, bus dev, networking, recruiting, or marketing your business, this session will show you how to leverage the platform in a genuine and authentic manner. Bill McCormick has been training professionals around the world in how to do that and why he's called the Authentic Social Seller.

Learner Outcomes:

- The importance of trust when building relationships on LinkedIn
- The key points to building a profile that is authentically you, but not about you
- Making key connections the right way
- Leveraging your network to start conversations Delivered via PowerPoint with screenshot examples of actual LinkedIn profiles/messaging.

The Trust Formula Presentation Description (can be delivered as a virtual webinar or live in-person training):

In a post-trust business world, how do we begin to build trust with those we are just meeting? In this 45-minute presentation, Bill will work step-by-step through the Selling From The Heart Trust Formula: Trust= (Authentic Relationships + Meaningful Value) X Inspirational Experiences X Disciplined Habits Bill will focus on what it takes to build authentic relationships with clients, prospects and decision-makers as well as provide meaningful value to them and how that builds a foundation of trust. Then, Bill will weave in the multiplying factors of inspirational experiences and disciplined habits.

Learner Outcomes:

- What authenticity is and is not and why it's needed today
- Value is in the eye of the beholder- how are you discovering the value that interests your clients/prospects and how are you delivering that value
- How can you provide inspiration even in ordinary client interactions
- Learn what they can do to be a better human being in order to have a positive impact on your clients/prospects/teammates

Profile

About Bill McCormick: Bill has been utilizing LinkedIn since he and his wife began their promotional products company in 2013. Shortly after that Bill began to help networking partners, as well as clients and suppliers in the industry, learn how to better use LinkedIn. In 2018 he joined Social Sales Link as CSO and remains a trainer and consultant. Recently, joined the team of Selling from the Heart where he is helping to restore trust and authenticity back to the profession of sales.