

EVENT: A LINKEDIN MASTERCLASS: DEVELOP YOUR DIGITAL HANDSHAKE

The pandemic has accelerated the digital business development model, but many people and businesses don't know how to sell in a digital world.

In this workshop, practical tips and skills are shared on how to leverage the LinkedIn platform to create a "virtual handshake" and develop meaningful relationships leveraging this B2B social channel. This will enable organic business growth and ensures that businesses become discoverable, front of mind and relevant when it comes to opening doors for companies.

FACILITATOR



Caroline Wylly

TWINE CONNECT

Founder and CEO

www.twineconnect.com

Twine Connect was founded 6 years ago when Caroline realised that her B2B sales knowledge and ability to connect people could be transformed and applied in a virtual world to open doors, create meaningful, real business conversations and relationships; all geared towards growing people's businesses.

Caroline was born and bred in Johannesburg and moved with her family to the sunny shores of Umdloti Beach, KZN over 12 years ago, driven by a desire for a change in lifestyle.

Caroline has over 30 years of experience in Business Development, Sales, and Customer Service. This hands-on experience extends to both the Corporate and SME Services arenas enabling professional insight into how to best manage a Company's Business Development and CX strategy across the globe.

Her approachable manner and professional skills effortlessly open doors with key industry Decision Makers and Executives, both paving the way and widening the networking path for businesses.

Caroline believes in the importance of bringing back the human connection in a virtual, technology-driven world. Her hands-on practical experience and passion for providing excellent customer service and customer experience enable her to be an extension of her client's businesses.

"Nothing is impossible and there is a solution to every problem. Professionalism and trust are paramount, relationships with clients are built on this. Understanding business problems and processes and matching solutions targeted to those needs is the key to success. My strength lies in connecting people and requirements to the right solutions and service providers.

I always strive to be a trusted advisor to my customers."

TWINE