



# **The Social Sale: Powerful methods for prospecting on LinkedIn & Twitter**

*Chip Walker*

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Social media can be one of the most effective marketing and lead generation platform. It has an incredible Return on Investment for large and small businesses alike, helping them grow their list and find new opportunities. This incredible powerful media platform offers you the opportunity to reach your goals and taste the fruits, wherever you go but through the right technique. The social sales outlines proven strategies for optimizing your online profile, uncovering leads and reaching out to prospects through these digital channels.

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