

INSERTING SOSTAC® CERTIFIED PLANNER into your LINKEDIN PROFILE

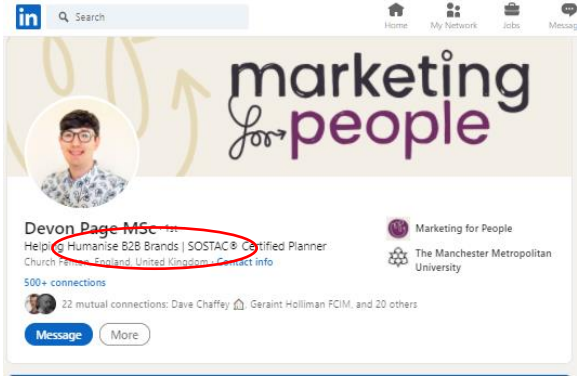
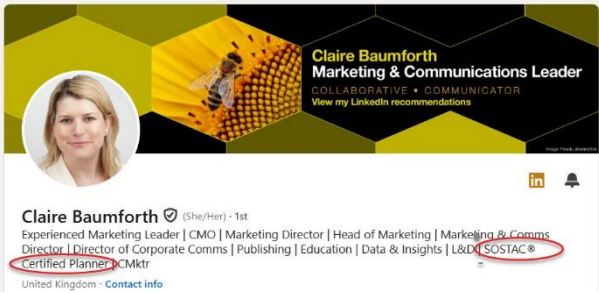
Congratulations on becoming a SOSTAC® Certified Planner.

Here's 4 Actions to help you leverage **leverage your certificate** by:

1. **CONNECT with me ON LINKEDIN** <https://www.linkedin.com/in/prsmithmarketing/>
2. **JOIN THE SOSTAC® LINKEDIN GROUP** – exclusive to SOSTAC® Certified Planners – network with other SOSTAC® Certified Planners around the world.
3. **Keep up to date with AI, Innovation & Ethics in Marketing. JOIN THE SOSTAC® PLANS Chat Club in LinkedIn.** A free, 30 min live-chat with me and some friends. I also answer any questions re SOSTAC®. Go to my [Linkedin Profile](#) – then select 'Events' (prsmithmarketing*). Every Fri 1pm UK time. You can also scan through the 60 second summaries of each chat – visit www.prsmith.org/blog or listen to the actual recordings on Clubhouse – search for PR Smith or SOSTAC®
4. **INSERTING SOSTAC® CERTIFIED PLANNER into your LINKEDIN PROFILE**

Add your badge and your certificate to your LinkedIn Profile:

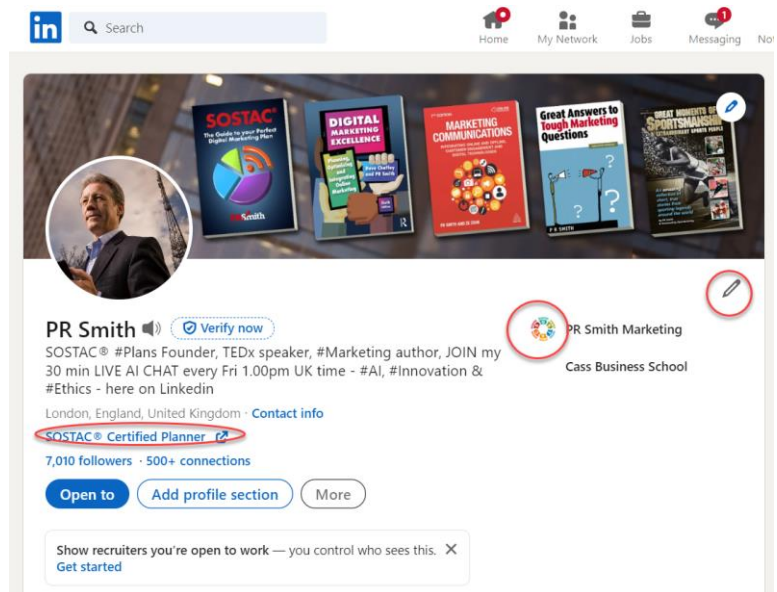
- 4.1 Intro Summary Description
- 4.2 Featured: Certificate and Badge
- 4.3 Education: Badge
- 4.4 Licenses And Certificates: Badge

<p>4.1 Intro Summary Description</p> <p>Add 'SOSTAC® Certified Planner' to your description as shown in Devon Page's and Claire Baumforth's profiles here.</p>	 
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Go to your profile page.
Select the edit button (pencil icon in the red circle).

Insert:
'SOSTAC® Certified Planner'
(as shown on previous page)

Also you can insert the SOSTAC badge.
I can't remember how I got the badge up there. Perhaps someone can tell me!!



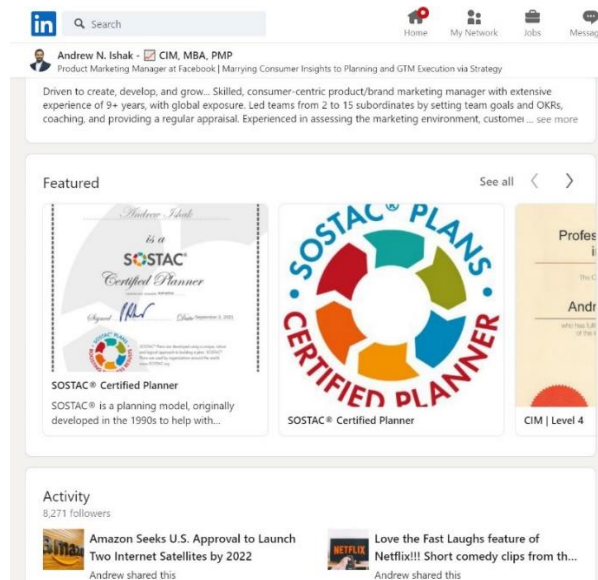
4.2 Featured: Certificate and Badge in Updates/Posts

Insert your SOSTAC® Certified Planner certificate

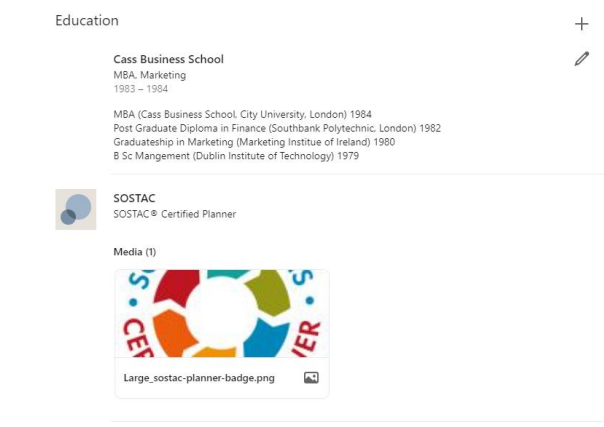
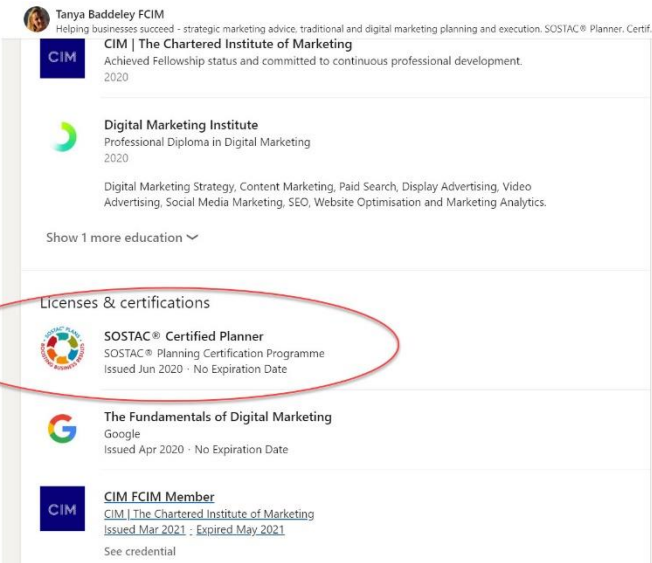
and your

SOSTAC® Certified Planner badge

Via 'Updates' or your 'Posts'



PS It's also visually more interesting to do a photo of you holding the cert (smiling)! And announce something like: 'many weeks of this online course am now a SOSTAC® Certified Planner' etc. etc. Don't forget to tag me – I'll comment.

<p>4.3 Education: Badge Scroll down to 'Education'</p> <p>and</p> <p>add your badge</p>	 <p>The screenshot shows the 'Education' section of a LinkedIn profile. It lists several degrees: MBA, Marketing (1983-1984); MBA (Cass Business School, City University, London) 1984; Post Graduate Diploma in Finance (Southbank Polytechnic, London) 1982; Graduateship in Marketing (Marketing Institute of Ireland) 1980; and B.Sc Management (Dublin Institute of Technology) 1979. Below the degrees is a SOSTAC Certified Planner badge with a circular logo. A media thumbnail for 'Large_sostac-planner-badge.png' is also visible.</p>
<p>4.4 Licenses & Certifications: Badge</p> <p>Scroll down and add your badge.</p>	 <p>The screenshot shows the 'Licenses & certifications' section of a LinkedIn profile for Tanya Baddeley FCIM. It lists several certifications: CIM The Chartered Institute of Marketing (Achieved Fellowship status, 2020); Digital Marketing Institute Professional Diploma in Digital Marketing (2020); SOSTAC® Certified Planner (SOSTAC® Planning Certification Programme, issued Jun 2020, no expiration date); The Fundamentals of Digital Marketing (Google, issued Apr 2020, no expiration date); and CIM FCIM Member (CIM The Chartered Institute of Marketing, issued Mar 2021, expired May 2021). The SOSTAC Certified Planner badge is circled in red.</p>

PLEASE NOTE: Your badge can be downloaded along with your certificate from your dashboard (within 90 days of registration). Alternatively, contact me Paul Smith paul@prsmith.org .

5. Your CV and Your Other Social Media Platforms


Don't forget to highlight your unique skill set elsewhere. It will help you to get more interviews. It will definitely attract questions from the interviewer/s. It inevitably impresses the interviewer/s as most will not have heard of SOSTAC® before and they will ask you about it. They will then love its reassuring sense of order and logic/information-based decision making.

I have been told that SOSTAC® Planning method impresses some interviewers so much, that they, the interviewee, feel it played a significant role in getting the job.

One Last Thing

When Recruiting Staff (or if colleagues are recruiting staff) Consider adding SOSTAC® Certified Planners to your skills required. Some Advertisements actually specify SOSTAC® PLANNING SKILLS. If you do this, please ALERT ME paul@prsmith.org . We'll post your recruitment ad all on our social media and we'll ask others to do share it also.

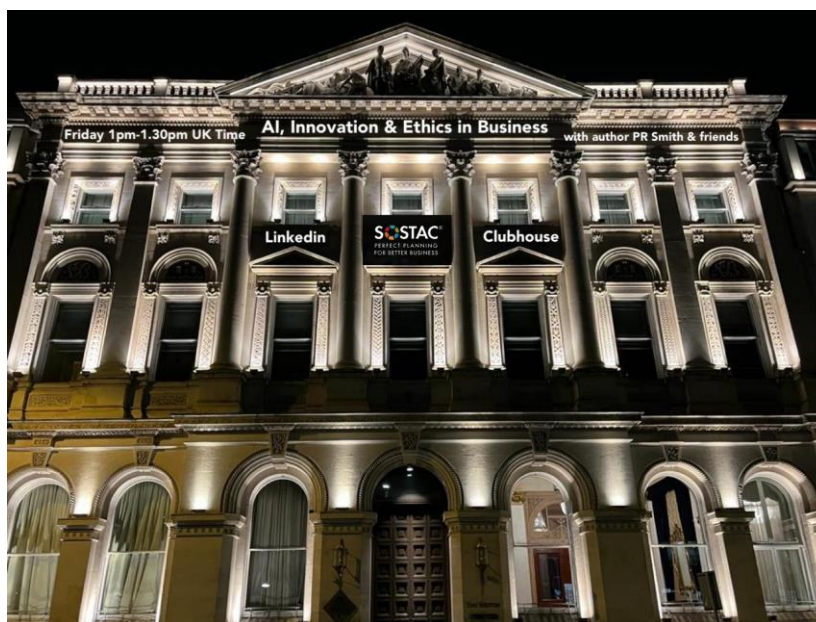
Strategic Account Leader

<p>including the creation and verification needs.</p> <p>Responsibilities: Responsibility 1 20% of time</p> <ul style="list-style-type: none">• The categorization of clients division into large / small / medium potential shift too small clients to the department Midmarket• Sales Planning Account Planning (SOSTAC)• Existing Categories / Contracts• Development of additional sales opportunities LOB <p>Responsibility 2 40% of time</p> <ul style="list-style-type: none">• implementation of• Creating a relationship with the customer• Effective communication with cooperating departments (virtual teams)• Management levers trade (Commercial Levers) examples (the minimum value of the contract, the fee for orders below a certain value, the date of payment, special products, special reporting, etc.)• Preparation of quarterly meetings	<p>portfolio</p> <ul style="list-style-type: none">• Experience in the implementation of the objectives of a competitive, dynamic and highly volatile market• Experience in working with Salesforce.com and other CRM system would be an advantage• Minimum 5 years experience in sales and relationship management with key clients• Proactive action based both on close partnership and collaboration with other teams in order to provide the customer service of the highest level• The ability to prioritize and perform multiple tasks• Presentation skills, communication, active listening and influencing decision-makers both inside the company and outside• Ability to work under time pressure <p>We offer:</p> <ul style="list-style-type: none">• Employment in stable company• Work on the contract of employment (for interim), and bonus system• Opportunity for professional development	<p>Apply now</p>  <p>www.SOSTAC.org</p>
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One Very Last Thing..... I promise.... 😊

I invite you and your friends and colleagues to:

JOIN ME & friends for a free 30-minute Chat every Fri re AI, Innovation & Ethics in Marketing. EVERY FRI 1pm – 1.30pm (UK) in the SOSTAC® PLANS CLUB in [LinkedIn](https://www.linkedin.com). We discuss the latest AI, Innovation & Ethics in Marketing . You can also scan through the 60 second summaries of each chat on my prsmith.org/blog , listen to it live or the recordings via my LinkedIn ‘Events’ - as you drive, Hoover, cook etc! It's free and it's fun too plus we introduce an undiscovered musical artist's track each week.



Best wishes, Paul
PR Smith (SOSTAC® author)