



evyrgreen
NETWORKING
FOR TEAMS

Corporate Fuel

Case Study



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About The Client

Corporate Fuel Advisors is a boutique investment bank that helps middle market businesses realize their full value. They help their clients realize full value in four ways: strategic advisory, mergers and acquisitions, raising capital, and leadership recruiting—which are all crucial for middle market companies seeking to grow.

The partners at Corporate Fuel were looking for new ways to get in front of their target audience. They knew LinkedIn was a useful tool and were interested in learning how to utilize it to find more mid-market companies.

The Challenge

The partners at Corporate Fuel Advisors knew that the mid-market companies' executives, influencers, and decision-makers had a presence on LinkedIn, but they lacked the skills to use the platform to successfully book conversations for their managing directors and VPs.

As executives themselves, Corporate Fuel needed to use LinkedIn without wasting their time. But without a strategy they found themselves running in circles. That's where Evyrgreen Networking for Teams came in.



The Solution

The team at Corporate Fuel Advisors was introduced to Evyrgreen Networking for Teams by a previous client of ours whom we helped generate real revenue online for their team of 500 sales representatives.

Corporate Fuel was interested in seeing the same success, so we put them through our complete workshop and showed them how to use LinkedIn EFFECTIVELY in order to not waste any time. To do this we created an action list of the TOP things they should be doing on LinkedIn in order to generate their desired results.

This included showing them how to professionally optimize their profiles, search and find their ideal clients, and engage in direct messaging in order to create meaningful relationships and generate real prospects/opportunities.

The Outcome

After our workshop, the managing partners, directors, and VPs at Corporate Fuel became more informed on how to leverage LinkedIn to find companies in their top target markets.

Through the use of our strategies, they were able to connect with their audience quickly and effectively, and have a much higher acceptance rate than what they were used to experiencing.

They also learned how to stay stop of mind with their network and not only position their company as an industry leader, but to do the same with their personal brands. This ultimately helped build trust and led to more conversations.

“Evyrgreen Networking for Teams provided an effective training to our advisors, partners, and associates to start successfully leveraging LinkedIn that was informative, educational, and engaging.”

- John Simons, Partner at Corporate Fuel



Need help generating qualified conversations and growing revenue with LinkedIn?

Book a strategy session with a team member to learn about how Evyrgreen Networking for Teams can help you.

LET'S TALK



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More Referrals, Valuable Relationships on LinkedIn