

# A LinkedIn Learning...Book Club?

Are you trying to think of new ways to connect with your coworkers while being fully remote and in different parts of the world? Are you also interested in prioritizing your own development, both professionally and personally? Well, Jane Doe, Tangoe's Sales Enablement Specialist, had the great idea to apply the concept of a book club to something that doesn't involve books at all.

Although each day is different, Jane's main responsibility is onboarding new employees to the Sales team. This includes setting up ongoing training for any new Sales initiatives and making sure everyone understands the solutions. Essentially, Jane has become the Sales team's learning liaison.

One of the goals of the Sales team, in terms of engagement, is to increase their focus on continuous learning and development, which gave Doe an idea. She began to think about how they could better utilize a great resource that was already available to employees: LinkedIn Learning. But with the Sales team being fully remote and unable to connect face-to-face, she wanted to figure out a way to get them all involved in the learning initiative, while also strengthening personal and professional connections. And so, the LinkedIn Learning "Book Club" was born.

The idea was to select one course, invite the entire team to complete it, and then come back together at the end of the month to discuss. A panel of six team members were selected to help lead the discussion, although everyone was involved in the conversation.

"The real value is spending time to connect with one another," said Doe, "while also providing tools for the Sales team to be better at their jobs. The Book Club also encourages and promotes the value of development in general. It's a very simple idea with very powerful outcomes."

## First LinkedIn Learning Course Discussed by the Sales Team

[The Persuasion Code: The Neuroscience of Sales](#)  
**48 Minutes | Instructor: Patrick Renvoise**

**Description:** Learn the science behind persuasion and explore how to develop more effective marketing and sales messages using the pain-claim-gain framework. Author Patrick Renvoise starts by explaining the dual nature of the human brain—rational and primal—and shares why most sales and marketing messages fail. He then reveals a step-by-step process to stimulate the primal brain of your audience.

One of the key takeaways from The Persuasion Code course, Jane said, is that people are motivated by primal instincts and often fear is what holds a prospective client back from becoming a Tangoe customer. "The sales team and I really had a

great discussion about the fear that our customers have and what we could do to help alleviate that fear and moving them further along the sales journey.”

“There are over 16,000 courses on LinkedIn Learning, and the search tools in the platform make it easy to search for courses by topic and skill level,” said Doe.

“Choosing one course per month for a deep discussion is a very simple approach with very powerful outcomes.”

It’s no surprise that the idea ended up being a hit, and now Doe is excited to make this a regular occurrence within the Sales team and is encouraging people in other departments to do the same.

So, if you’re looking for a new way to connect with your coworkers while also prioritizing your own personal and professional development, think about getting a group together for your very own LinkedIn Learning Book Club.



## Are You Leveraging the Power of LinkedIn Learning?

All employees have access to this powerful resource

- LinkedIn Learning is an online, educational platform that helps employees develop business, technology & creative skills through expert-led, on-demand videos
- Currently, LinkedIn Learning offers over 17,000 courses
- Courses are available to help advance both your professional and personal development

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