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Mastering LinkedIn for Sales

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smei

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Automatically Entered Into A Raffle To Win A Bulova Watch

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Why Should You Care About LinkedIn?

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LinkedIn Facts

- **LinkedIn** has 600+ million registered users.
- 2 new users join every second.
- 42 million unique mobile visitors per month
- 40% of users log in once daily
- **44% of LinkedIn users take home more than $75,000 per year.**

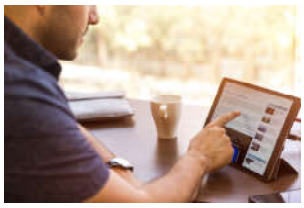

Photo by LinkedIn Sales Navigator on Unsplash

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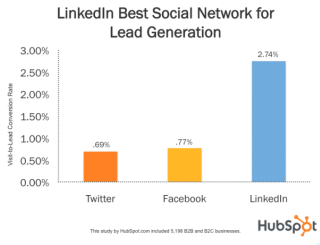
LinkedIn Outperforms all other Networks



-LinkedIn lead generation (Image source: HubSpot)

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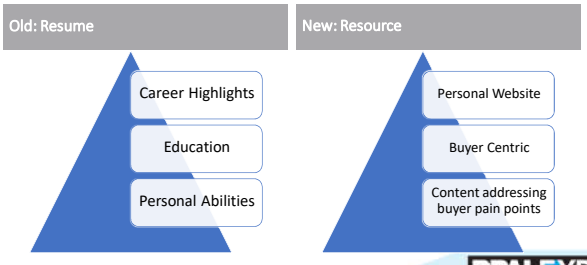
What Your Customers Want: Old vs New



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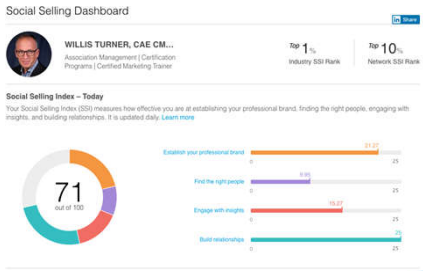
Profile: Summary, Experience, Projects & Publications

Share how you've helped previous clients:

- Videos
- Blogs
- Case Studies
- Testimonials
- Client Success Stories

How do you Rank at Social Selling?



How to get your Social Selling Index:

www.linkedin.com/sales/ssi

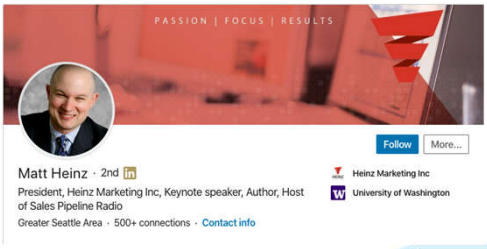
How Important is Your Profile Picture?

- LinkedIn members with a photo receive far more engagement: 21 times more profile views and 9 times more connection requests.

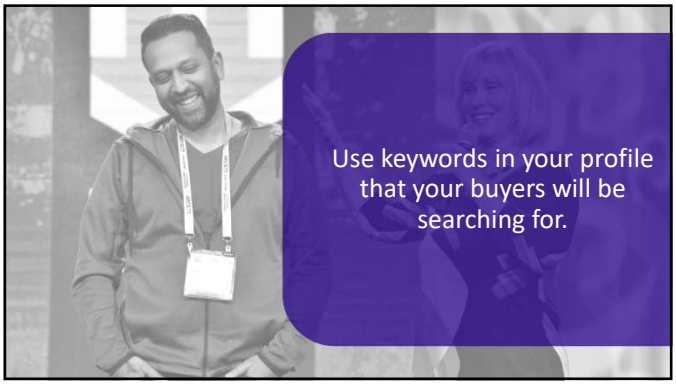
Tips for a good profile photo

- Dress for your role, no busy textures
- Smile with your eyes
- Make eye contact with camera
- Avoid direct sunlight, fluorescent lighting
- Solid background color, not white
- Waist up or mid-chest up
- Stand with body in ¾ angle to camera

Background Photos



Background Photos



Build credibility with professional certification

"I have been SCPS certified since 2005. The most significant benefit to me is my customers look at me now as more of a resource, not just another salesperson. SMEI has helped me grow as a sales professional over the last 12+ years."

Chris Makowski, SCPS
North East Territory Sales Manager at Ventrac

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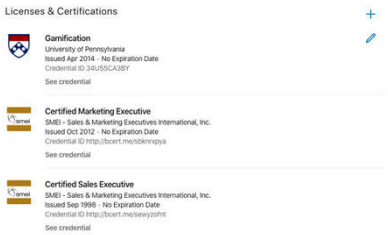
Add your professional certifications to LinkedIn



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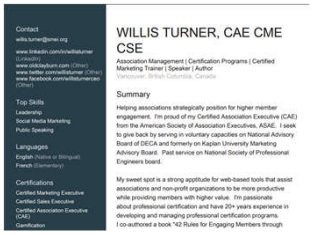
Create a PDF of your LinkedIn Profile



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Engage with New Connections

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Create Boolean Search Strings

- Finding ideal buyers is essential for building strong relationships

Some Tips for Boolean Search Strings

- **Quoted searches:** for an exact phrase, enclose the search in quotation marks. For example, type “product manager”.
- **NOT searches:** Type the word NOT (capital letters) immediately before a search term to exclude it from your search results. For example, “marketing NOT manager”.
- **OR Searches:** Type the word OR (capital letters) to see results that include one or more items in a list for broader search results. For example, “sales OR marketing OR advertising.”

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Some Tips for Boolean Search Strings

- **AND searches:** Type the word AND (capital letters) to see results that include all items in a list. This typically limits your search results. For example, ”marketing AND advertising and public relations".
- **Parenthetical searches** - To do a complex search, you can combine terms using parentheses. For example, to find people who have "VP" in their profiles, but exclude "assistant to VP" or SVPs, type VP NOT (assistant OR SVP).
- Boolean search will work in the keyword field in Recruiter and LinkedIn, and will work in the Company, title, and keyword field in Sales Navigator.

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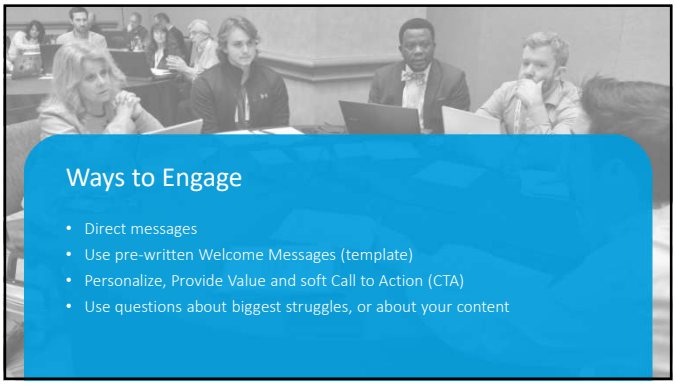
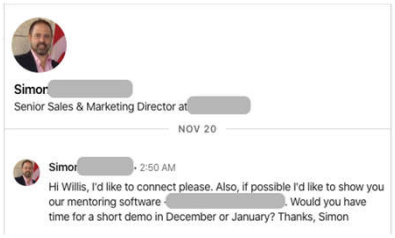


Ways to Engage

- Direct messages
- Use pre-written Welcome Messages (template)
- Personalize, Provide Value and soft Call to Action (CTA)
- Use questions about biggest struggles, or about your content

DM Mistakes



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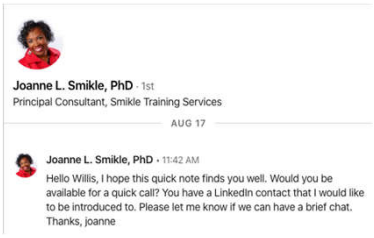
DM Success



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DM Success

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Prospecting

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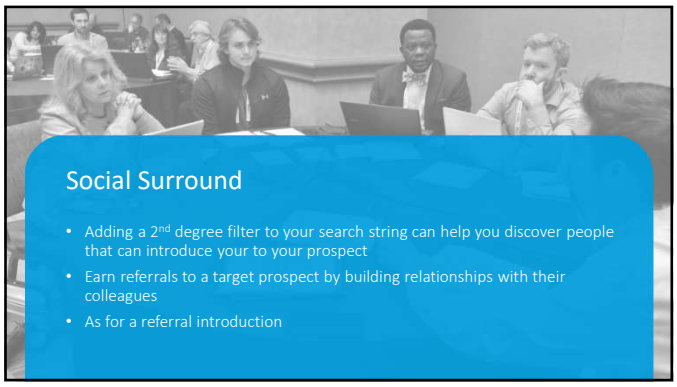
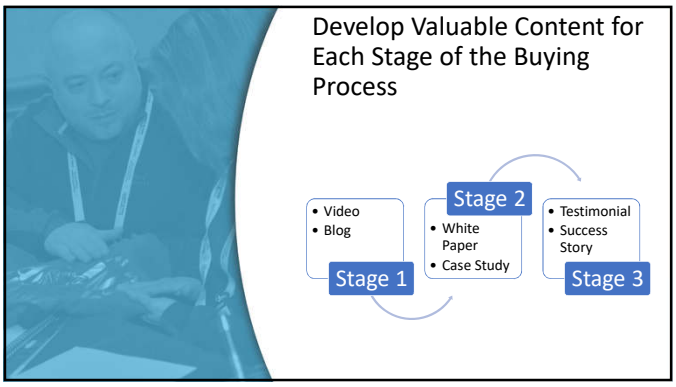

Social Surround
• Adding a 2nd degree filter to your search string can help you discover people that can introduce your to your prospect
• Earn referrals to a target prospect by building relationships with their colleagues
• As for a referral introduction


Develop Valuable Content for Each Stage of the Buying Process
• Video
• Blog
Stage 1
Stage 2
• White Paper
• Case Study
• Testimonial
• Success Story
Stage 3

Tips for Producing/Sharing Content
• Develop Content based on buyer personas
• Video works well on social media
• Experiment to see how audience responds
• Focus on content that performs best
• Theme content around events
• Newsjacking
Photo by Caleb Fisher on Unsplash
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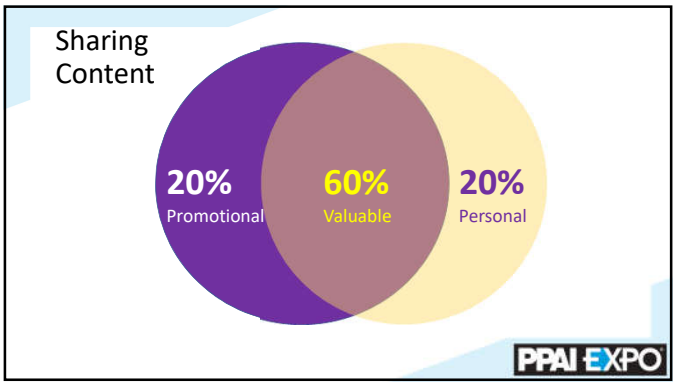
Sharing Content
20%
Promotional
60%
Valuable
20%
Personal
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Use a social sharing tool to schedule your content:
Personal Page
Company Page

Personality Insights
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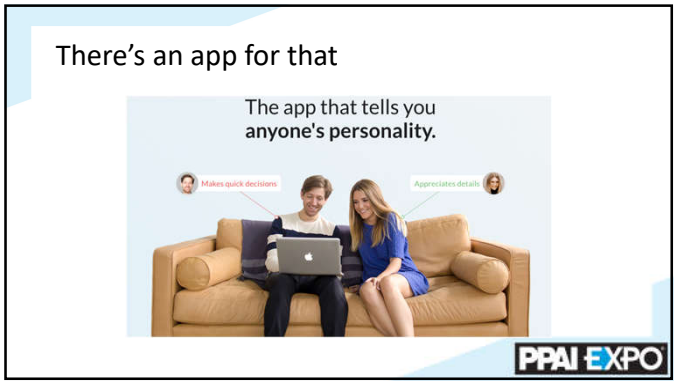
There's an app for that
The app that tells you
anyone's personality.
Makes quick decisions
Appreciates details
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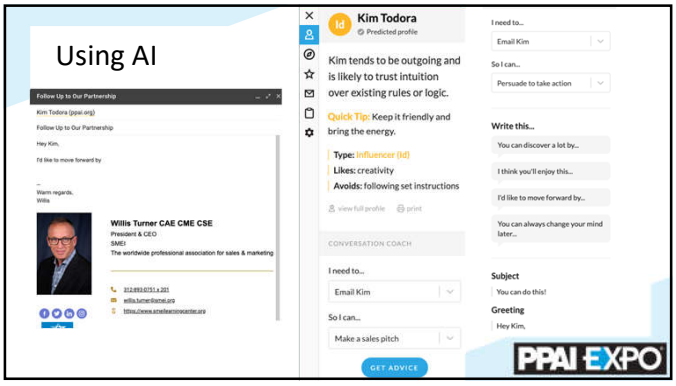
Using AI
Kim Todora
Predicted profile
Kim tends to be outgoing and is likely to trust intuition over existing rules or logic.
Quick Tip: Keep it friendly and bring the energy.
Type: Influencer (Id)
Likes: creativity
Avoids: following set instructions
Willis Turner CAE CME CSE
CONVERSATION COACH
I need to...
Email Kim
So I can...
Make a sales pitch
GET ADVICE
Subject
Greeting
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Try it Free

SCAN ME

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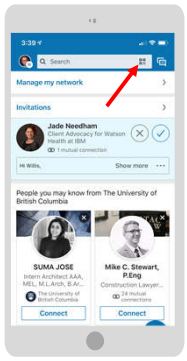
Networking

Invite People to Connect on LinkedIn builds thought leadership and increases your reach to find connections and prospects:

- Conferences
- Social Events
- Social Platforms



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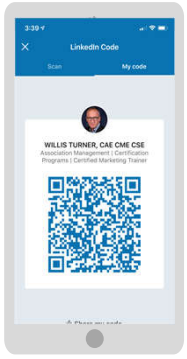
Networking

Invite People at Networking Events using your LinkedIn Code



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Schedule LinkedIn Activities

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Social Selling is like Merchandising

Schedule 10 minutes each day to develop your Selling Cadence:

- Post content
- Commenting on other posts
- Ask for referrals

Photo by Daniel Angele on Unsplash

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Get Resources

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