

PPAI EXPO 2020 Learning Lab

LinkedIn Business Prospecting

Identifying your Ideal Client:

Company Size:

Geography:

Yearly Revenue/Sales:

A/R Status:

Industry:

Who do you do business with now?

Titles- VP, Director, Manager, Event Planner

Department- Marketing, Purchasing, HR

Buyer Mapping

OR- This combination will perform an all-encompassing search that includes all LinkedIn profiles that has the keywords Marketing or Sales.

AND- Marketing AND Sales - Is much more limiting, as the profile must include both terms Marketing and Sales.

NOT - Marketing NOT Sales - Will deliver a search of profiles that include the word Marketing and not Sales.

" " - ”Vice President Marketing" - Is used when there is more than one word it the title or phrase.

( ) - Is used to group phrases together-

(”Vice President” OR Director) AND (Marketing OR Sales)

For our example we’ll use:

(“Vice President” OR Director) AND (Marketing NOT Digital)

Develop your search strings:

Titles/Departments you work with or want to work with:\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Saving Searches in the Free Version:

1. Apply your search criteria and run your search.
2. On your desktop, create a folder and name it for easy access.
3. Make your browser window small than your screen so you can see part of your desktop- specifically the folder you created.
4. Left click on the lock icon next to the URL and drag it into your folder.
5. The search is now saved in that folder, open folder and double click to open the search in a browser and it will automatically re-populate with new profiles that meet your search criteria.

Alternate if you use Google Chrome: bookmark the search page.

Guide to filters in Free Version Search:

Connections: 1st will show your connections, 2nd will show the connections of your 1st degree connections.

Connections of: Search connections of a specific connection.

Location: General area

Current Companies: Where they work now ACCORDING TO THEIR LINKEDIN PROFILE.

Past Companies: Where they used to work.

Industries: The business sector that they are linked to.

Schools: Alumni

Title: Apply search string here.

**Complimentary 15-Minute Profile Review with Bill: [www.ScheduleCallWithBill.us](http://www.schedulecallwithbill.us/)**

[**Bill.McCormick@SocialSalesLink.com**](mailto:Bill.McCormick@SocialSalesLink.com)

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