

SANDLER®

10 Ways You Can Use LinkedIn® to Prospect More Effectively







1 Prepare a Digital Version of Your 30-Second Commercial and Include That Text in Your LinkedIn® Profile

The main thing to remember about LinkedIn is this: It is a huge, never-ending, virtual networking event, and you have to be ready with the right response to “What do you do?” Your 30-second commercial is the answer to that question, as told from the point of view of a PROSPECT IN PAIN who eventually TURNED INTO YOUR HAPPY CUSTOMER. So for instance: “We specialize in custom designed inventory management systems for manufacturing and distribution operations.

We’ve been particularly successful with companies in the X, Y, and Z industries that are concerned about the costs associated with inaccurate inventory counts, unhappy with frequent paperwork bottlenecks that slow down the fulfillment process, or disappointed by the amount of time it takes to reconcile purchasing, invoicing, and shipping records. We’ve been able to create hand-in-glove inventory management systems that help our customers save time, attention, and money.” If something like this isn’t in the Summary section of your LinkedIn profile with your contact information, you’re at a competitive disadvantage.



2 Add Connections to Your Network

Invest a minute or so each working day clicking the “connect” button on the “People You May Know” list that LinkedIn compiles for you. This will broaden *your* network, which will bring more people, opportunities, and information your way.

Remember: *Everyone* you talk to about business or meet during the course of the business day is a potential LinkedIn connection! Don’t forget to send connection requests to your prospects, clients, and vendors.



3 Play Fair

Only “connect” to people you actually know. LinkedIn will backfire on you if you pretend to know people you don’t. Don’t test this. Believe it. Ask for introductions to people you don’t know. Before sending a connection request, reach out and get to know them in real life or send an InMail message.



4 Build Out Your Lead List

Spend five minutes a day investigating the connections of your contacts to see who you don’t know personally, but would like to meet. Make a note of those to whom you would like introductions. Start by seeing who recommends your contacts, as they are the strongest relationships. Then, you can search their connections to see who else they know that might be a good referral for you. Finally, don’t forget to use LinkedIn’s Advanced Search to build a concentrated, qualified list of suspects for you to pursue.



5 Follow Your Current Clients and Prospects

Spend another two minutes each day looking up your current clients and top prospects. Find out whether they have a company page; if they do, follow it and monitor it.

Listening is an important part of selling, and your clients and prospects will appreciate that you are paying attention. When reviewing their posts, look for pain indicators or trigger events that indicate they need your products or services.

Also, don't forget to like, share, or comment on their important announcements.



6 Post an Update

Spend 60 seconds each working day posting an "Update" to your LinkedIn network. Use the "Share an update" button on the LinkedIn dashboard to share a link to an article or a video that is relevant to your prospects and customers.

Use the "LinkedIn Today" feature on your LinkedIn dashboard. Don't try to sell something immediately with a marketing message. Instead, try to add value and share your personal experience and expertise. Your goal should be to start more interesting conversations, not convert a quick sale.



7 Join Groups

LinkedIn lets you connect with people who are in groups with you. Use this as a targeted way to add value to others, share insights, and build out your network with prospects. Join the groups and associations in which you participate in real life and search for other popular groups for your industry or the industries you call on. Invest five minutes a day on this.



8 Use LinkedIn to Celebrate the Accomplishments of Others

When you come across a news story or post that offers good news about your client or prospect, or any key contact, share the news as a status update. Recognize the person by tagging them in the update using the "@" symbol and then their name. That will ensure they receive notification of the mention. You can also use these mentions to thank clients and prospects publicly for their business or referrals. Spend a minute a day on this.



9 Write a Recommendation

It is often quite difficult to secure LinkedIn recommendations. Think about it. It takes the writer time to log in, write them, and post them. Instead of waiting for this to happen to you, devote five minutes a day to *writing and posting recommendations for your customers and key contacts*. Once your contact approves the text, the recommendation will show up on his/her LinkedIn account.

This will align you with your contact, serve as a permanent top-of-mind promotional piece for you and your organization, show the network that you work together, and make it much more likely that your contact will look for a way return the favor. That could be either a referral or a recommendation. Often, it's both.



10 Stop

The key to success on LinkedIn is investing a little bit of time every working day – not six hours a day for a week straight, then nothing.

Don't be distracted by the shiny objects and attention grabbing headlines across LinkedIn and the rest of the Internet. Instead, work on accomplishing your prospecting goals, and then logging out.

Don't mistake being busy with being productive when social selling on LinkedIn!



Do all of this regularly. The maximum total time investment should be **TWENTY MINUTES A DAY**, as outlined, not including the development of your 30-Second Commercial (which you should finish before you even log into LinkedIn). Invest that twenty minutes a day, consistently, for thirty straight working days, and **YOU WILL START GENERATING MORE PROSPECTS AND REFERRALS FROM LINKEDIN**. Then ... keep it up!



About Sandler

Sandler is the worldwide leader in sales, management, and customer service training. We partner with organizations of all sizes, across all industries, to help them improve their revenue performance. Sandler not only provides the initial and advanced strategies and tactics needed to excel, but we also empower your team to develop the attitudes and implement the behavior necessary to reach the highest levels of success.

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