



200+

Powerful Tips from Top LinkedIn Experts


compiled and designed by Brynne Tillman

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Thank you for downloading our eBook. My name is Brynne Tillman, Author of The LinkedIn Sales Playbook. To celebrate my 200th post on LinkedIn I decided to gather tips, tricks and strategies from the top social selling experts in the world and compile them into one document. The insights provided by my peers are amazing, and I am thrilled to share them with you.

This eBook is interactive, so when ever you see  you can click on it to share a tweet about the social selling expert and their tips to your network.

In addition, if you see an email address, Twitter handle, LinkedIn URL or [CLICK HERE](#), click on them as they are hyperlinks that take you to their respective sites.

Brynne Tillman



/in/BrynneTillman ► @BrynneTillman

ScheduleaCallwithBrynne.com

Brynne.Tillman@SocialSalesLink.com

► **CLICK HERE:** 11 LinkedIn Tips for Business Development

TIP #1

Convert your profile from a resume to a resource. The job of your profile, if you are in sales, is to attract, teach and engage your buyers, and then excited to take your call. Offer insight that have an impact on their role and company so that you bring tangible value even prior to you speaking with them.

TIP #2

Leverage your existing market to gain access to your prospective buyers. When searching for stakeholders on LinkedIn, check off 2nd degree connections in the filters. Next, identify your shared connection and position yourself to get warm introductions.

TIP #3

Start writing original blog posts on LinkedIn's publishing platform. Focus on the challenges your buyers are facing, some insights that they can implement right away and an easy way for them to get in touch with you. When you offer valuable content that resonates, they will want to learn more from you.

Colleen McKenna



/in/colleenmckenna ► @Colleen_Intero

colleen@interoadvisory.com

► **CLICK HERE:** Intero Advisory's Social Selling Plan

TIP #1

Do more than connect. Nurture your 1st level connections by adding something of value to them. Curate good, interesting content, introduce them to people in your network, ask them how you could help them. Be interesting and act interested. Your network will repay you because they will think of you before others.

TIP #2

Flip from being a reactive to a proactive LinkedIn member by logging in everyday for fifteen minutes and messaging ten people you know with a personalized message that encourages a conversation, a meeting. Sometimes a quick "hello, how are you? Have a great week." starts a conversation.

TIP #3

Move to Sales Navigator if you are serious about maximizing LinkedIn for sales and business development. You will be able to organize your scouting, connecting and follow-up activities using lead recommendations, tags and notes.

Mario M. Martinez, Jr.



/in/MarioMartinez,Jr. ►► @M_3jr

mario@m3jr.com

► **CLICK HERE:** Get instant access to an 8 step 20 minute video tutorial

TIP #1

Saying “I don’t know” is a magical phrase in #Sales. It allows you to “touch your #buyer again.”

TIP #2

No matter the level you achieve, a #SalesLeader is still a #Sales person! #Sell Something!

TIP #3

Avoid sending out poor #Sales #content that wastes your #buyers time! #SocialSelling

Kurt Shaver



/in/KurtShaver ► @kurtshaver

kurt@thesalesfoundry.com

► **CLICK HERE:** Stay up-to-date on Social Selling up

TIP #1

A seller's LinkedIn Headline should include WHO they serve and WHAT desired outcome the customer achieves. EX: I help Chicago-area non-profits streamline their accounting and compliance processes.

TIP #2

A professional LinkedIn invitation includes three parts: 1. Provide Context - "I enjoyed you blog about millennials in the workplace." 2. Provide a Positioning Statement - "I'm with Matthews Staffing. We providing FT and temp employees." 3. Call to Action - "Let's connect and strengthen our networks."

TIP #3

Check the "Notifications" area every day to see who in your network is having a milestone that day (work anniversary, promotion, news mention, birthday). Take the opportunity to strengthen your relationship with a short note.

Phil Gerbyshak

/in/PhilGerbyshak ► @PhilGerb

Phil@PhilGerbyshak.com

► **CLICK HERE:** A dozen things to do to build your business every day.



TIP #1

Add a new position for every different way you add value to customers and prospects. Add multi-media and a full description.

TIP #2

Ask for recommendations on every current position from people you've worked with who you kicked butt for!

TIP #3

Create a search for your ideal customers that has less than 250 results, save it, and tweak it by location each time you run it, only saving the one in your preferred location to do business in.

Viveka von Rosen

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viveka@LinkedInToBusiness.com

► **CLICK HERE:** Learn how to avoid the 8 Deadly LinkedIn Mistakes that are costing you money!



TIP #1

Before you even create (or optimize) your profile, be very clear on who your target market is. Don't try to be everything to everyone. The more focused your audience, the more likely you will be to convert your connections into clients.

TIP #2

Find a way to "manage" your connections on LinkedIn. Just connecting to someone is not enough. You need to keep top of mind with them so that they will use or refer you when the time is right. In order to nurture that top of mind awareness (TOMA), you have to be able to easily find and engage with them in a consistent manner. You can use tools like Dux-Soup, Sales Navigator or Nimble to easily save, manage and engage with your connections.

TIP #3

LinkedIn is not a used car lot, so don't use cheesy sales gimmicks to try and get new customers! Use LinkedIn to find and try to get to know your prospects. Offer them something of value like a white paper or useful blog post (not your product or service). Get to know them before you pitch them.

Bernie Borges



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bernie@findandconvert.com

► **CLICK HERE:** Listen to my Social Business Engine podcast

TIP #1

Make sure your LinkedIn profile is written to appeal to your buyer.

TIP #2

AByN: Always Build your Network.

TIP #3

Be in the habit (yes habit) of engaging on LinkedIn and Twitter every day (yes, every day).

Peter Klein

/in/PeterKlein ► @OpenCarbon

pklein@educatedc.com



► **CLICK HERE:** The science of social selling - Listen first understand the words that get your audience attention

TIP #1

Listen, Listen, Listen and then engage, don't just talk.

TIP #2

Social Selling is a science. What words get a reaction in the non-digital world? Why aren't you using them in the social world?

Alice Heiman



/in/ AliceHeiman ► @aliceheiman
alice@aliceheiman.com



► **CLICK HERE:** Did you know that 46% percent of social media traffic coming to B2B company sites is from LinkedIn?

TIP #1

Make a list of your customers and prospects and interact with their posts on their company pages several times per week. Get great insights while you're at it.

TIP #2

Find people who influence the buying process at your target prospects. Follow them and interact with their posts.

TIP #3

Be a content curator. Use www.getpocket.com to collect interesting articles and then share those on LinkedIn on your activity feed as well as with individuals you know who will appreciate the information.

Mic Adam

/in/MicAdam ► @micadam
mic@vanguard-leadership.be

► **CLICK HERE:** Being successful in social selling means having a good daily routine. Take a peak at what my daily routine looks like on LinkedIn



TIP #1

Do not see Social Selling as yet another block of things to do but as an integrated part of your sales process

TIP #2

For social selling consists of 3 components: Curating content and listening to your clients (Listen to what your buyers say and read). Creating and sharing content (Give to receive) and build relationships through conversations around content

TIP #3

Create a daily routine on LinkedIn that includes: expanding your network, keeping your network engaged and creating visibility by sharing value-add content

Tony Hughes

/in/TonyHughes ► @rsvpselling

tony@RSVPselling.com

► **CLICK HERE:** My blog post The Rise of the 'Silent Sales Floor' is Killing Business



TIP #1

Social Selling alone does not work. The rise of the silent sales floor is killing business. Everything you do in social be aim to create a human-to-human conversation on the phone or in person.

TIP #2

Success in B2B selling demands the use of effective combinations. The first being 1) The right value narrative, 2) the right Combos of outreach, 3) the right mindset to do whatever it takes to drive pipeline creation

TIP #3

Stop leading conversations with who you are and what you do; instead lead with why a conversation should matter to the other person.

Beth Granger

/in/BethGranger ► @BethGrangerSays

beth@bethgranger.com

► **CLICK HERE: Book a meeting with me!**



TIP #1

Reach out to LinkedIn first connections that look at your profile. If they took a look there is a reason and if you reach out first, you can accelerate the conversation.

TIP #2

Use social media to start a dialog with someone that would probably not take your cold call. Do this on Twitter or LinkedIn, where people are more likely to engage with you. Have real conversations and don't be in a rush to sell them something.

TIP #3

ALWAYS customize a LinkedIn connection invitation, reminding the person where you met, or if you haven't met, describing why you think it would be a good idea to connect. Think about it from their perspective. If the reason is too obviously that you want to sell them something, they will ignore you. What can you offer them?

Bob Woods

/in/ BobWoods ► @SocialSalesBob
bwoods@peoplelinux.com

► **CLICK HERE: Free Webinar! Getting Social Selling Buy-In Up and Down Your Org Chart**



TIP #1

Want to "channel" traffic from Twitter to LinkedIn? Here are two ways to do it: 1) In your Twitter bio, put your personal LinkedIn URL in for the Website link. This way, they'll get directly to your LinkedIn profile and will (hopefully) engage with you from there. 2) Post your LinkedIn updates to your Twitter stream by clicking on the "ellipsis" symbol at the upper right of any status update, and then clicking "Copy link to post." Then paste that link into a Twitter status, add content (including hashtags), and publish. When people click on the post in the article, they're taken directly to LinkedIn, where they can access your full profile. Happy social selling!

TIP #2

Want to get to your LinkedIn profile without having to click on something else to get to it? Just type -- better yet, bookmark -- <https://linkedin.com/in>. Quick and easy!

Michael de Groot

/in/MichaelDeGroot ► @stayingaliveuk
michael@stayingaliveuk.com.

► **CLICK HERE:** Sign up for the LinkedIn webinar series



TIP #1

Write in the first person on your summary and other sections inside LinkedIn. Imagine the person is sitting right opposite you. Stop all corporate language.

TIP #2

Develop a system for engaging beyond just connecting. You won't be able to do this with everyone, so be thoughtful about who you are going to do this with.

TIP #3

Take your email conversations outside of LinkedIn. The current LinkedIn messaging system, although fantastic, doesn't allow you to keep a record properly of your most important conversations and it doesn't allow you to follow up properly. It means you have to keep searching for messages.

Kate Paine

/in/KatePaine ► @kpaine66

kate@standingoutonline.com

► **CLICK HERE:** Get my free ebook on how to discover your personal story.



TIP #1

Teasing out your personal story as you build or strengthen your personal brand. Your story is your greatest asset to help a prospect get to know you. Not many LinkedIn users do this, and they're missing an opportunity to not only create top-of-mind awareness but to build a connection with visitors to their profile.

TIP #2

Be strategic with how you use recommendations, not only on LinkedIn but in your client testimonials on your website. Rather than receiving a recommendation saying, "Jane's a really nice person and gets the job done", ask them to be specific and describe one of your skills or how you resolved a specific pain point they had.

TIP #3

Many people don't pay much attention to the Volunteer section in their LinkedIn profile, nor their contributions to the community where they live and work. This is another way for people to see you as a person and not just a professional. Highlighting your volunteer work is another way to connect.

Anne Pryor



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anne@meaningfulconnections.net

► **CLICK HERE: Check out my LinkedIn post!**

TIP #1

Be Predictable - Make Sure that You Like, Comment, Share your Connection's Content That's Relevant to Your Brand. I start my day posting, Liking, Commenting and Sharing my Connection's content that is helpful, positive, adds value and is filled with resources. You may be judged by the content you share.

TIP #2

Don't Go Headless - Make Sure Your LinkedIn Picture Shows to 2nd + 3rd Connections

Step 1: Click on your photo in View Profile. Look down to the right and make certain the setting is on Everyone, click Apply. Step 2: Click Me (tiny head top right), Step 3: Click Settings & Privacy, Step 4: Click Sharing Profile Photos, Step 5: Click Everyone

TIP #3

Give Light Hugs - When You Get a Connection Request from Someone You Do Not Know Reach Back and Use Brain Science to Get a Relevant Response. NOTE: if you're trying to connect using the LinkedIn phone app, please click the 3 dots to the right of their photo and click 'personalize invite'. This will send a connection request with a personal message.

Debra Mathias



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connecttoclientsconsultingllc@gmail.com

► **CLICK HERE:** 30 minute Networking with LinkedIn training

TIP #1

Ladies make sure to put you maiden name in your name space.

TIP #2

Phone number or email in your profile heading for easy contact.

TIP #3

Add your tag line to your heading in your profile, example, "Turning Connections Into Clients."

Francios Muscat

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francois@wsioms.co.za

► **CLICK HERE:** Download a free copy of WSI's Digital Minds,
Authored by 14 WSI Thought Leaders.



Before you meet someone or send a proposal, copy and paste all the recommendations that they have written and paste them into a word cloud generator like wordle.net. By reading the larger sized words you will quickly get to know what is important to them. Make sure you use these words when communicating to them and they will think that you are talking their language.

Greg Cooper

/in/GregCooper ► @LinkedIncoachUK

greg@frontofmindcoaching.co.uk

► **CLICK HERE:** Get in touch for a free online audit of your team's LinkedIn fitness



TIP #1

Develop the LinkedIn habit. Just 10-15 minutes a day is enough to keep you front of mind with your network.

TIP #2

Be known for what you know. Publishing articles on LinkedIn is one of the best ways to expose your expertise.

TIP #3

Posting 101. Use compelling images to draw attention to your posts and increase engagement ten fold.

AJ Wilcox

/in/AJWilcox ► @wilcoxaj

AJ@B2Linked.com

► **CLICK HERE:** Sign up to receive my first course on LinkedIn advertising for free when it's released



TIP #1

Always provide value first before asking for anything.

TIP #2

Never follow up immediately after someone downloads content from you because they haven't had time to even consume the content.

TIP #3

Personalize your LinkedIn connection requests for higher acceptance rate.

Jamie Shanks



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jamie@salesforlife.com

► **CLICK HERE:** Which inmails get the best response rates?



You can't run an effective ABSD (Account-Based Sales Development strategy) without Digital Intelligence:

- a. Account Selection - should include prospective buyers that are within the "Sphere of Influence" of your existing client base
- b. Finding the Buying Committee - tools like LinkedIn Navigator exponentially increase speed-to-conversation
- c. Engage - a digital cadence of touch-points that incorporate the 3 Sales Principles of Social Selling (Trigger, Insights and/or Referral-based Selling)
- d. Educate - Synthesize and Humanize insights for the buyer with video engagement
- e. Develop - a Digital Routine that is constantly helping you get closer to your buyers "Sphere of Influence"

Sarah Hughes



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sarah@boostbusinessgrowth.co.uk

► **CLICK HERE: 5 Biggest Networking No-Nos To Avoid'**

TIP #1

Practice the same networking etiquette on LinkedIn that you would do with face to face networking: relationship-build, offer value and resist the urge to sell!

TIP #2

Give your audience a reason to want to be connected with you on LinkedIn. What insight and practical content can you provide them with?

TIP #3

It's better to show, rather than tell, so use recommendations throughout your profile, not just within the recommendations section attached to each role.

Gary Farmer

/in/GaryFarmer ► @garyfarmsocial
garyfarmerg@gmail.com

► **CLICK HERE:** Check out my blog post on the evolution of the Telephone in sales.



TIP #1

Don't confuse Social Selling with Selling.

TIP #2

Never consider that the call is dead! It's now a warm call, not a cold call.

TIP #3

Be natural. If it doesn't feel natural (during online conversation / communication) then it probably isn't.

Mic Johnson

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mic@bluegurus.com

► **CLICK HERE:** Are You Suffering from Brand Disconnect?



TIP #1

Have a LinkedIn Profile that humanizes your personal and professional brand. Don't be one person IN PERSON and another person ONLINE. That's called Brand Disconnect.

TIP #2

Provide consistent content on LinkedIn that HELPS people. Help comes in many forms...education, inspiration, recommendations, tips and tricks, etc. Don't sell. HELP. The sales will follow.

TIP #3

Are you embarrassed by your LinkedIn profile? Then how do you think other people feel when they look at your profile? It's time to stop being one of the people who says "Don't Look at My LinkedIn Profile."

Dan Stepel

/in/DanStepel ► @lastbabyboomer

Danstepel@gmail.com

► **CLICK HERE:** The Infinite Pipeline: How to Master Social Media for Business-to-Business Sales Success



“Approach each new connection like your next best friend and not your next sale”

Katie King

/in/KatieKing ► @katieeking

katie@social-experts.net

► **CLICK HERE: Check out this podcast!**



TIP #1

Be clear on your goals and segment your audiences accordingly. Research where they are active before deciding which platforms are best.

TIP #2

Be engaging and responsive, but ensure you are proactive and control the agenda.

TIP #3

Integrate your sales and marketing efforts to ensure success.

Ted Prodromou

/in/TedProdromou ► @tedprodromou

ted@tedprodromou.com

► **CLICK HERE: 7 LinkedIn Strategies to Get More Clients**



TIP #1

Social media works best when you focus on starting conversations not selling

TIP #2

Your #LinkedIn profile is your electronic business card. Keep it complete and up-to-date.

TIP #3

Plan ahead for negative events so you can respond quickly on all #SocialMedia channels

Ian Moyse

/in/IanMoyse ► @imoyse

ian@ianmoyse.co.uk

► **CLICK HERE:** Connect with me on LinkedIn and Twitter



TIP #1

Persevere - Social Selling is not for immediate gratification, it takes time, nurturing & investment to get the payback, but the payback then builds and builds!

TIP #2

First Impressions have always counted and in today's sales world the 1st impression is often digital and out of your control - Make sure your profiles are ready now to make that best 1st impression.

TIP #3

Social Selling is not isolated to LinkedIn and InMails! Spread your wings and look to where your prospect is on social and ensure you are there too, typically Twitter should be your 2nd port of call.

Sally Jo LaMont

/in/SallyJoLaMont ► @SallyJo_LaMont
slamont@peoplelinux.com

► **CLICK HERE:** A LinkedIn 5-Day Prospecting Plan



TIP #1

Don't just connect for the sake of connecting. Be purposeful and attempt engaging beyond connecting. Provide information to your prospects that is meaningful to them and can impact their jobs. Reach out and start discussions based on relevant and timely data. Always provide insights and stimulate your prospects to think beyond their comfort zone.

TIP #2

Don't neglect "People Also Viewed" in the right hand corner of the profile of a prospect. Those potential contacts are usually a great lead source.

TIP #3

Save a search based on available jobs for the key positions that influence your sales, especially if your looking for companies that are experiencing growth.

Heidi Richards Mooney

/in/HeidiRichardsMooney ► @HeidiRichards
heidi@redheadmarketinginc.com



► **CLICK HERE:** The Ultimate Author Marketing & Promotions Checklist!

TIP #1

Make every moment on social media count. You have to nurture your social channels by being present and participating. Providing value will not only increase your credibility, it will increase your following. Choose one channel and get really good at it. Make sure the channel you choose is the one your ideal client/prospect participates in. Share value-added resources (not just yours, others as well). Acknowledge interaction. Make every post, tweet and comment count. **BE PRESENT. BE CONSISTENT. BE ENGAGING.**

TIP #2

7 TIPS TO USING #HASHTAGS ON SOCIAL MEDIA THAT SHOWCASE YOUR BUSINESS:

1. Use hashtags related to your industry, 2. Use hashtags specific to your city or community (geographic), 3. Use hashtags related to your topic, 4. Use hashtags related to your ideal customer (demographic), 5. Use descriptive hashtags that set you apart, 6. Use custom hashtags such as your business name, resource, etc. & 7. Use multiple hashtags in your social posts

TIP #3

Webinars are an excellent opportunity to "sell" your social media prospects - on your credibility, your knowledge, your products and services. Here are 7 tips to make your next webinar a social media success:

1. Create an irresistible title, 2. Shorten the introduction. No more than a 30 to 60 second intro telling the audience why they should listen, 3. Give them something new. Don't waste their time (or yours) by rehashing old, worn out topics., 4. Meet their expectations and make them want more., 5. Make every moment count. Don't waste time with filler info. You have only so much time to get their attention and even less to keep it, 6. Remember to breathe.... when you pause, it gives your audience time to process the information, & 7. Lead them. Have a call to action. Give them a way to join your tribe, get more information, find solutions to their problems.

Melonie Dodaro



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melonie@topdogsocialmedia.com

▶ **CLICK HERE:** Get your free LinkedIn Code Cheat Sheet

TIP #1

You reap the most success on LinkedIn by paying attention to the seemingly small details and taking the time to personalize and be personable with your connections. You're supposed to connect with them, not collect them.

TIP #2

Don't neglect "People Also Viewed" in the right hand corner of the profile of a prospect. Those potential contacts are usually a great lead source.

TIP #3

Consider saving a search based on available jobs for the key positions that influence your sales, especially if your looking for companies that are experiencing growth.

Jo Guerr

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jo@kickamarketing.com



► **CLICK HERE:** What's it going to take to get over your NEW website tech overwhelm? I did everything wrong at first but learned and documented my steps and I'm sharing them with you.

TIP #1

Blog once, share 50 times by using CoSchedule.

TIP #2

Use Canva to create fantastic branded images to use on your social media platforms.

TIP #3

Join a few relevant Facebook groups. Be helpful and active in them.

Sandra Long



/in/LongSandra ► @SandraGLong

sandra@postroadconsulting.com

► **CLICK HERE:** First Ever: LinkedIn Personal Branding Survey

TIP #1

Educate and entertain your prospect who is on a buying journey. Display a SlideShare presentation on your profile that directly answers their question or solves their problem. This practice warms up your prospects for you before a meeting or phone call.

TIP #2

Create a daily sales routine and social media checklist. Follow your program daily so that you won't miss any job changes, promotions, critical company announcements, or updates. Use this "speed to respond advantage" so you can frame the sales journey in the most positive direction for you and your company.

TIP #3

Leverage your alumni connections! Find relevant and targeted alumni connections by going to your college or university that is listed on your profile. Click through to "Career Insights." Select the filters and review the results at the bottom of the page. Connect with personalized and helpful messages to your fellow alumni. Try to be helpful first and build the relationship with the alumni you have selected.

Tim Hughes



/in/TimHughes ► @Timothy_Hughes

tim@social-experts.net

► **CLICK HERE:**The finest social selling strategy and training!

TIP #1

Don't forget to reset your LinkedIn URL to include your name and your "super power"

TIP #2

Don't fall into the trap of having a "buyer centric" job title, your summary needs to create curiosity, not to be yet another LI stereotype

TIP #3

Don't be a corporate robot, make your LI profile, human.

Lonny Gulden

/in/LonnyGulden ► @linkedinguru

lonny@chiefconnectionsofficer.com

► **CLICK HERE: To Connect with me on LinkedIn**



TIP #1

Don't send an invitation and immediately follow up with a sales pitch! Nothing will drive prospects away faster.

TIP #2

Build your Personal Brand through contributing valuable content.

TIP #3

The quality of your content reflects on your Personal Brand. Be sure to have all content proofread by someone (in addition to you) who has a good knowledge of spelling, grammar and word usage.

Mark McInnes



/in/MarkMcInnes ► @mamcinnnes

mark@salesitv.com

► **CLICK HERE::** 7 Secrets to Social Selling on LinkedIn

TIP #1

View 4 View.

Deliberately view 50 peoples' profile everyday who are in your target market, some will connect with you straight away, some will look at your profile thus building awareness. This will also provide you with an engagement opportunity.

TIP #2

Search Mine/ Search Yours.

Booked a meeting or telephone call with a client, friend, professional acquaintance? Ask them to look through your connections to find someone who might help them with their business with the aim of providing a referral. Ask to do the same. Great way to drive new business conversations.

TIP #3

Give Recommendations Freely. Builds reciprocity.

Con Sweeney

/in/ConSweeney ► @conpsweeney
conpsweeney@someddi.com

► **CLICK HERE:** Always be thinking of your LinkedIn profile and continually seeking new connections and adding value! Check my blog!



TIP #1

Have a foreign language LinkedIn profile in addition to your English language profile if your language skills can help you either obtain a new position or gain new clients.

TIP #2

Use functional skills as the basis of your work experiences instead of a chronological set if you're self-employed. This gives you more opportunity to demonstrate your skills and value add.

TIP #3

Use keywords throughout your LinkedIn profile.

Christine Hueber

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christine@christinehueber.com



► **CLICK HERE:** Get FREE Social Selling tools and my eBook
"Top 10 LinkedIn Success Secrets"

TIP #1

Be pleasantly persistent...80% of sales are made after the 5th contact.

TIP #2

Social Selling is H2H, human to human, a person who makes a decision.

TIP #3

You must engage.

Ira Bass

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► **CLICK HERE:** Learn more from our blog posts.



TIP #1

Social Selling has been around since the beginning of time. Huh? Think about it. The most successful sales people in history built relationships before any sale was ever made. Prospects don't want to be sold. They want to buy. They'll buy from you and have forever if they a) like you, b) trust you, c) feel like they're not just a "sale" to you and d) think your product or service is of value to them. Simple right? Social selling is a fancy 21st century term for relationship building, only now we're leading with social media.

TIP #2

Can you socially sell without Sales Navigator? Sure you can! It just takes a little more effort on your part to select those individuals or companies you wish to get to know better. Selecting a lead using Sales Navigator automatically adds their organization as an account your following. You'll have to do a little extra work and keep up with both leads and accounts without Sales Navigator but it can be done. We all did this BSN (Before Sales Navigator).

TIP #3

InMails are great but please, please, please don't sell anything to anyone during your first interaction. Begin the process of relationship building by staying in touch via sharing content and monitoring their activity while liking and commenting on their shared content (which can be found by going to their profile). Build trust. Build understanding. Build the "of course". "Of course" the intended lead will take your call when you've already used a basic marketing concept of awareness and frequency (not overdone) over time.

Eva Sachse

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► **CLICK HERE: Social Selling content marketing**



TIP:

Remember to connect with the ones who like your posts and articles, who are not already in your network. They have indicated that they like what you write, so maybe they will like more of what you write. One day, they or someone in their network might become a customer of yours.

Josh Turner

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JoshTurner@linkedselling.com

► **CLICK HERE:** Get a free copy of my bestselling book **BOOKED!**



TIP #1

Follow up. It is so rare to see somebody that follows up more than 1-2 times. You put all of this time into "social selling," and generating the lead. But then when/if the prospect isn't ready to buy right then....people just throw the lead in the trash. Effectively following up can triple your sales. It's what separates weak salespeople from the high performers.

And the thing I LOVE about it, is that it takes all the pressure off of having to be a ninja sales bad ass. You don't need a bunch of NLP tricks to get one-call closes. You can make up for being average on the phone, simply by doing the work that most sales people do not do. Stay in front of your prospects until they say no.

By the 9th follow up, you have an 80% chance of getting the business. Because most people stop after 1 or 2.

Sabine Mayet

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► **CLICK HERE:** Join host Bonnie D. Graham as she invites you to take an additional Coffee Break with Game-Changers for our special series on Social Selling.



TIP #1

Before anything else, find your own brand, what do you want people to recognize you for? Obviously, it can relate to your work (example: I want to be known as an HR expert) but it can also work for a passion or specific interest of yours.

TIP #2

Go away from company content only when sharing posts. It's always easier to rely on available content especially when you take the first step. Remember that people are interested in your own vision and personality through posts and articles you share.

TIP #3

If you are on the go, remember there are tons of apps that help you schedule posts. Once you have made sure this is relevant content you are ready to publish, you can have it scheduled to go out to your network on different social media platforms at a specific date and time. This also avoids over sharing in one day.

Sandra Clark



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► **CLICK HERE:** Download my free LinkedIn self-evaluation

TIP #1

Think of your summary in the new LinkedIn format as a long tweet (get your message across in 215-225 characters)

TIP #2

Don't forget the mobile view - make sure what shows first in your summary makes an impact.

TIP #3

Move your top 3 skills to the top of your list of skills so they show first in the new LI desktop as well as the mobile view.

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► **CLICK HERE:** See a case study on my work at JLL and how a professional service firm leverage social selling

TIP #1

Buy Sales Navigator - seriously, it is one of the fundamental business tools to be successful in the modern era of selling.

TIP #2

Sales & Marketing have to work hand in glove to be successful

TIP #3

Don't assume that a high flying sales person will understand the concept of how to leverage social and digital to augment their ability

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► **CLICK HERE:** Get Your FREE LinkedIn 4-Week eCourse
HOW TO MASTER LINKEDIN BEST TIPS AND TRICKS!

TIP #1

Remember to be "Social" on Social Media. Talk with your 1st-degree connections they are very important. Comment on their posts and share them with your connections. Get active!

TIP #2

Use LinkedIn Recommendations. There is nothing quite as powerful as word-of-mouth marketing, especially for a small business. Remember if you don't ask for one you won't get one. Start asking!

TIP #3

Personalize your connection requests. When sending a connection request to a stranger, give them a reason to accept it. Find a commonality or comment on a post or update they have shared. You are more likely to get your connection request accepted this way.

Adam Wallschläger

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► **CLICK HERE:** LinkedIn Checklist



TIP #1

Too many people make it about themselves. Your customer is the hero. You're just helping them on their way to being successful or the best version of themselves.

TIP #2

Make LinkedIn your professional rolodex. You can't do much with a box full of dusty business cards. But you can quickly remember and find someone you need to touch base with on LinkedIn.

TIP #3

People that actually care about their customer's needs stand apart from the crowd. It's easy to spot someone who's in it for themselves.

Jeff Molander

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► **CLICK HERE:** Get 7 proven, effective email & In Mail templates & subject lines -- in 7 days (free email lesson)

TIP #1

Entice. Customers value **MORE** what they ask for -- **LESS** what you freely offer. Starting conversations demands a technique to help prospects want to ask.

TIP #2

Qualify. Once you've got the conversation, help buyers buy by helping them decide, on their own, IF they want to.

TIP #3

Stop asking. To start conversations with buyers **ATTRACT** them to the idea of inviting you to a discussion -- don't ask for the meeting.

Neha Dhingra Saraf

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► **CLICK HERE:** Connect with me on LinkedIn or follow me on Twitter



TIP #1

Building your professional brand is the first step towards successful social selling. It's critical that your profile reflects what you want your audience to see.

TIP #2

Research your prospects well before you reach out to them. Use free chrome extensions like 360Social and Discoverly to find out if your prospects are active on other social channels.

TIP #3

Social Selling is a process and it requires dedication and commitment. Define the objectives and move in that direction consistently.

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► **CLICK HERE:** Please feel free to download my Top Ten Tips for Professional Success on LinkedIn via the pop-up on my website!



TIP #1

The LinkedIn Mobile app "lightbulb" section is there to give you inspiration for what to say to build on your relationships with your connections. Finding a common ground such as a connection/group/place of work/school is a great way to start warming up a professional relationship.

TIP #2

Regularly review your connections (at least once a month). Is it time you caught up with them and had a coffee? On the mobile app, I sort by first name basis and then review my connections. Can I endorse or recommend them? Do they have second connections I would like to be introduced to? How can I help them? The app has a great A-Z filter which is missing on desktop. (I have sent off this request to LinkedIn Help so hoping it will get implemented).

TIP #3

Never accept a connection invite on the move. This is the start of your professional relationship. Review their profile in detail, see what you have in common and start a meaningful conversation.

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► **CLICK HERE:** Schedule a meeting with me!



TIP #1

Go after the Relationship - Not the sale

TIP #2

Never use the LinkedIn default - Always investment the time to make the connection from something you identify on their profile. Talk to people.

TIP #3

Develop a connection strategy - My suggestion is that you connect with people you know - and those that you want to know.

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► **CLICK HERE: Get your FREE chapter!**



TIP #1

Build your brand online. Be known for something. Remember, a brand is a promise—You need to always deliver on that promise

TIP #2

Always Be Connecting replaces Always Be Closing. Make connections before there's an ask. Cultivate prospects by being where they are online, and adding value.

TIP #3

Gradually draw prospects closer. Never connect and then ask. Find common ground, build a relationship. The goal is for them to champion you as the solution.

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► **CLICK HERE:** Helping to demystify LinkedIn and social media so you can attract more new customers. Sign up to my weekly e-bulletins



TIP #1

Your LinkedIn profile is your shop window - encourage me to walk into your shop

TIP #2

Be authentically you - your profile should be an extension of the you I will actually meet in real life.

TIP #3

Stop trying to sell on LinkedIn and have more conversations

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► **CLICK HERE:** Want to learn more from Linkfluencer and their methodology? Download their FREE digital guide and video training today!



TIP #1

Never pitch to early. One of the biggest mistakes people make is pitching their product or service too early. Build a relationship with your prospects first through engaging and creating great content so they are more likely to purchase when you do push your call to action. Remember customers don't care how much you know until they know how much you care.

TIP #2

Know your target market and which social media platforms they spend their attention on. If you are targeting B2B decision makers, LinkedIn is your platform. If you are selling consumer products to a younger demographic then maybe a platform like Instagram or Facebook is better for you. Knowing this is key for your success and ROI on marketing spend.

TIP #3

Building your online footprint is critical. People will search you and your product or service before making a decision, so it's important all the online assets are consistent and positive towards your product. If you have poor reviews or inconsistent messaging and branding that can be a major turn off for your prospects.

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Dorte@stormvind.dk

► **CLICK HERE:** to connect with me on LinkedIn!



TIP #1

Don't be a robot in your communication 1:1 always show interest and personality

TIP #2

Connect deep in the organization. Find the change Makers, that influences management

TIP #3

Always visit their profile on LinkedIn before calling or contacting to drive them to visit your customer optimized profile

Thomas Ellis

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► **CLICK HERE:** FREE Ebook on How To Be An Awesome Sales Professional in the 21st Century.

TIP #1

When someone likes or comments on your article reach out ask them to connect with you. Make sure you personalize your request.

TIP #2

Don't sell on LinkedIn. Your mission is to educate and engage with your prospects so they want to have a phone conversation with.

TIP #3

Be a B.U.D.(Better - Unique -Desirable)- reach out to your prospects with a purpose.

Mark Williams

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► **CLICK HERE:** LinkedIn is constantly changing and it can be difficult to keep up. Sign up for my free updates service!



Before calling or meeting a prospect do your research and understand more about their values. The best place way to do this is to read their 'given' LinkedIn recommendations. Here you will find detail on what they value about the people they have worked with. Make sure you tailor your pitch/story around these values.

Kirsten Boileau

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► **CLICK HERE:** To follow me on Twitter



TIP #1

Start with your "storefront". Build your digital profiles to be relevant and engaging to your customers.

TIP #2

LISTEN to your targets, they will tell you through their interactions on social HOW they want to be approached, and WHEN!

TIP #3

ENGAGE in conversation - sharing content is not a conversation.

Judy Parsons

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► **CLICK HERE:** Invest an hour of your time creating a profile that will get you noticed



TIP #1

Don't ignore requests for help! If you spend any time on LinkedIn, scrolling through your newsfeed or in your LinkedIn groups I am sure you will not have missed seeing requests for help. People asking for recommendations for everything from new cars to service providers. By its nature LinkedIn is a community, used by individuals to strengthen their professional network. It gives us the opportunity to connect with people we couldn't have hoped to meet any other way. So don't ignore these requests for help as it's a great way to build relationships with your network. Be willing to spend a few minutes helping others. Think carefully about how you could help and you never know, a few months from now, that person might pass you that next hot lead.

TIP #2

Your LinkedIn profile is, in a lot of ways, the same as having a website. You could have the best website in the world but if you are not getting any traffic to it, you won't generate any leads. Ditto your LinkedIn profile. With millions of searches taking place every day on LinkedIn, how do you ensure that you come top of the LinkedIn search results? Use keywords! Incorporate the keywords your target audience will be using to find solutions to their problems throughout your profile, but especially . . . in your current experience job title! A lot of people will put 'owner', founder', 'MD', in this field, or use job titles such as account manager or sales person. But is that what your target audience is looking for? Are they actually looking for a virtual assistant or a LinkedIn trainer or a business coach or a contact centre expert? So, check your job title today. Does it say MD or sales manager? OR are you using the 100 characters you have here to put the keywords you want to be found for by your target audience.

TIP #3

Get your content found: Hashtags now searchable again on LinkedIn –add them to your LinkedIn articles. Hashtags are now working in both the mobile and desktop versions of LinkedIn providing users with searchable content. With the new re-design, you now add hashtags to your LinkedIn article by clicking on 'Publish' which displays a pop up window giving you the option to say what the article is about and to add hashtags. Look at adding a minimum of 3 hashtags (max of 5) using words that are ideally within the title, subtitle and content of your article. The downside is that after your article has been published, hashtags cannot be edited or added.

Lynne Williams



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► **CLICK HERE:** : The Applicant Tracking System article.

TIP #1

Before you upload, rename your photos with your name and key words using dashes versus underscores to build SEO. Check out this video by Google webmaster - **WATCH** and learn how.

TIP #2

Analyze job descriptions or competitors websites for keywords using Tagul or use Tagul with your own selection of key words to build yourself a custom banner on LinkedIn - **WATCH** and learn how.

TIP #3

Break down your summary with headlines, short and sweet sentences that can be skimmed and scanned, and alphabetical lists of bullet pointed key words because humans have a 7 second attention span while goldfish have 8! <https://www.youtube.com/watch?v=jottDMuLesU>

Craig Brew



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► **CLICK HERE:** : Visit for more information!

TIP #1

Be Social

While LinkedIn is an important platform, potential customers are active on Twitter, Facebook and Instagram too and each represents a further opportunity to develop customer insight and engage with prospective buyers. Tools like Nimble will help you connect the dots quickly and build a picture of a prospects social presence.

TIP #2

Get Tagging

We are used to using hashtags on social, but LinkedIn has been the exception historically. In the past, this made sense but the times they are a changing and the LinkedIn App has become increasingly popular, and unlike the web platform, hashtags can be used to help customers find your content. Go easy on the tags though!

TIP #3

Map Your Processes

Efficiency is key in any business, particularly for solopreneur, startups and SME's where resources are limited. To get the best return from the time invested make sure your processes are mapped, optimized and reviewed regularly. These should include lead generation, research and engagement workflows. This approach will also help when outsourcing or when taking on new staff.

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► **CLICK HERE:** Free eBook!



TIP #1

Follow Up. It's been said that 'the fortune is in the follow up'. The same rules apply in both on and off line selling opportunities. Keep track of the conversations you are having, because online relationships take time to develop. Your prospect is bombarded with messages, promos and offers every day. It's been said that it now takes over 20 marketing touches before a prospect will make a buying decision. Your direct conversations will have a huge impact moving them to a purchasing decision.

TIP #2

Constant Presence and Value Just like in any relationship, if you are inconsistent with your time and attention, they will go find someplace else to get the attention their desire. Provide a daily presence, fill your social streams with content that will entertain, educate and enhance the lives of the reader regardless of them investing in your services/products.

TIP #3

Move the Conversation Social media is a fantastic tool in getting your message out into the world and attracting new audiences. The engaging conversations you have are the first step, like when you meet someone you are attracted to at a bar. The next step is to invite them for coffee/breakfast to continue getting to know each other better. The same rules apply online. After making a good connection, invite them to meet with you for a virtual cup of tea on Skype or Zoom. Even for local connections, an online meeting is a time saver - no traffic, no extra noise and both of you are managing your time wisely. Strong suggestion; don't try to force a close in the first conversation, but rather be willing to invest enough time to allow the prospect to close the deal naturally.

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► **CLICK HERE:** Download your copy of my Pocket Guide to Lead Generation using LinkedIn

TIP #1

Achieve balanced performance across all aspects of your LinkedIn and Social Selling activity. Track your #SocialSelling Activity using the LinkedIn SSI. Look at which area you are scoring low, your weakest link. Focus on raising that score-line over the next week for balanced performance. <https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>

TIP #2

Be seen as the go-to expert for what your prospects want. Identify the top THREE skills you have that clients really value and look for. Put them at the top of your LinkedIn skills list. Include them throughout your profile. Create content around those skill topics consistently so you become the go-to expert for people in your network and in LinkedIn Search rankings.

TIP #3

Raise your social proof and skill levels. Identify 10 leaders in your specialization on LinkedIn who are not direct competitors. Connect with them, get to know them, learn from what they do to increase your skills and social proof. Share their content to add value to your network and raise your profile in their network.

Ian Preston



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► **CLICK HERE: The 9 Key Points to Creating a Powerful Personal Profile**

TIP #1

Is your photo a good quality head and shoulders shot as you would be expected to be seen in a business meeting?

TIP #2

Is your headline (the bit below your name) just your job title or does it tell the reader what you can do for them?

TIP #3

Is your summary just a list of what you do or does it state the benefits they will get of working with you?

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► **CLICK HERE:** for a free LinkedIn profile assessment



Recalibrate your Mindset - Successful use of LinkedIn is contingent on mindset. With the proper attitude, your self-belief increases, your behavior shifts, and you make better decisions. When critical thinking takes over, you begin to execute on a higher level and move in the direction of your professional goals. You will understand how LinkedIn intersects with the real world and recognize opportunities as they present.

Refresh your Profile - Technological savvy notwithstanding, your LinkedIn profile is the prime driver of results in leveraging the site. Be vigilant in keeping the content of your profile current and compelling. Articulate your value—to a prospect, strategic alliance, or potential employer—and you will attract more high-caliber connections and generate more meaningful conversations. That is how your brand

Reconnect with your Network - With so much emphasis on generating targeted lists, and reaching out to people you have not yet met, it is easy to lose sight of the goldmine that is your existing LinkedIn network. If you are to land business wins from LinkedIn use, you must engage on a level that instills trust and confidence in your abilities. That starts with those professionals who know you best and can