



10 Ways You Can Use LinkedIn to Prospect More Effectively

from  **Sandler Training**
Finding Power In Reinforcement[®]

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 on your LinkedIn profile, you’re at a competitive disadvantage.

2

Add connections to your network.

If you invest a minute or so each working day clicking the “connect” button on the “People You May Know” list that LinkedIn posts in your feed, you will broaden your network ... and you will become *known* as someone who broadens the network, which is just as important. Remember: *Everyone* you talk to about business or meet during the course of the business day is a potential LinkedIn connection!

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.

(See 4, below.)

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 first with the "Recommendations," as they are most likely the strongest relationship of the LinkedIn user you are viewing. BUT: Ask for the recommendations outside of your LinkedIn account via standard email (or voice-to-voice contact). You'll get a quicker answer.

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.

6

Post an update.

Spend 60 seconds each working day posting an "Update" to your LinkedIn network. Use the daily update 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. Each time you post an update, you are displayed on the feed of *all* the people with whom you are connected. DO NOT SELL when you post updates! Add value and share expertise.

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. 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 with an “@” reply. That will ensure they receive notification of the mention. 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, post them. Instead of waiting for this to happen to you, devote five minutes a day to *writing and posting (reality-based) 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.

Do all of this regularly. The maximum total time investment should be TWENTY MINUTES A DAY, as outlined above, 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!

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