



Prospecting with LinkedIn

Connect without Cold Calling



Introduction

Worldwide, LinkedIn has, at last count, **150 million users**, making it a major social networking site. What's unique about LinkedIn is its focus on being a social platform designed for professional, business networking and information sharing. This makes it a gold mine for prospecting for leads.



Ironically, though, the idea of prospecting through LinkedIn is often overlooked as most people view it as only a place to find their next job. This is a feature, of course, however, it's only one of a number of other features, features that can be used to **locate, research, and connect with sales prospects**.

In fact, **savvy salespeople are getting real results** by using LinkedIn as their main source of lead generation which is leading to tangible revenue. Used correctly (i.e. not for cold calling), LinkedIn is a critical tool that can make your prospecting faster, smoother, and ultimately, more profitable.

This guide is designed to get you started on **the road to sales success** by using LinkedIn as a prospecting tool. The steps listed are broken down into levels of difficulty indicated on the bottom left corner of each page.

BASIC

INTERMEDIATE

ADVANCED

It is best to start with the Basic steps and then come back for the others after.

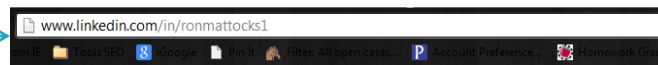
Share this information



Step 1: Optimize Your Profile

Before you can start prospecting on LinkedIn, you need a 100% complete profile that displays as much useful information about your professional qualifications, range of experience, and areas of expertise in order to establish your credibility. Important elements for your profile should include:

Personalized URL with your name



Professional picture



Ron Mattocks
Content Marketing and Social Media Strategist
Fort Wayne, Indiana Area | Marketing and Advertising

Concise, descriptive tagline

Links to your Company's website, blog, or a promotional landing page.

Current Content Marketing and Social Media Strategist at **LyntonWeb**
Freelance Writer: The Huffington Post & Babble at **Freelance**

Past Social Media Professional at Lunchbox Social Media Services (Sole Proprietorship)
VP of Sales at Lennar
Director of Sales and Marketing at Lennar
President of Operations at Lennar
VP of Purchasing at Lennar
Captain, Infantry at U.S. Army
see less +

Education St. Edward's University
St. Edward's University

Recommendations 3 people have recommended Ron

Connections 500+ connections

Websites Company Website
Blog

Links to your Company's LinkedIn Page

Ron Mattocks' Summary

Ron Mattocks is a freelance writer, social media strategist, and a father of five. Prior to this, Mr. Mattocks served as an Infantry Captain in the United States Army, after which he transitioned to corporate America, working for a leading national homebuilder from 2001 to 2007. During his time Mr. Mattocks' titles included President of Operations (Houston), Vice President of Purchasing (Houston), Director of Sales & Marketing, and Vice President of Sales (Chicago).

Strong bio with keywords

Complete history of experience

Ron Mattocks' Experience

Content Marketing and Social Media Strategist
LyntonWeb
Privacy: Hidden | 11-50 employees | Internet industry
November 2010 – Present (2 years 1 month) | Houston, Texas Area

I work directly with B2B and B2C clients to review results, execute services within our team, and ensure the continued success of the client's strategic marketing needs and goals. Although I am involved in most aspects of the marketing strategy and implementation, I specialize in integrating successful social media strategies into the overall marketing plan.

Step 1: Optimize Your Profile

Add your other social networks, but only if you are okay with prospects seeing them

Include interests so prospects can see if they share any of the same ones

Show groups you are a part of, and, if applicable, be connected to your company's LinkedIn Group Page

Additional Information

Websites:

- Networking Profile
- Company Website
- Blog

Twitter:

lyntonweb

Interests:

PROFESSIONAL: Writing, Social Media Marketing, Networking, Social Media Consulting and Strategy. PERSONAL: History, Painting, Collecting

Groups and Associations:

Greater Houston Builders Association, National Writers Union, Houston Sales and Marketing Council



AXIOM Sales Force Development -The TRUTH About Selling Alumni



BlogWorld & New Media Expo Networking Group



Content Publishing & Marketing for Business People



Digital Marketing



Eagle's Flight

Step 1: Optimize Your Profile

Recommendations from your co-workers or clients will increase your credibility with prospects.

Recommendations For Ron

VP of Sales

Lennar 








"Ron is very intelligent, results driven, and passionate about his work. He had one of the strongest work ethics on the team. Ron was very well rounded in all aspects of the homebuilding industry. If I needed something done, I could always count on Ron. It was a pleasure working with Ron and having him as part of the leadership team." *September 26, 2008*

1st Ron Martin, *Division President, Lennar*
managed Ron at Lennar

Endorsements on your skills will also add to your credibility.

Skills & Expertise

Endorsements

27	Social Media Marketing	
9	Copywriting	
7	Freelance Writing	
5	SEO	
5	Content Development	
2	Management	
1	Business Planning	

Step 1: Optimize Your Profile

Be sure you are active in sharing information from your company blog, industry webpages, and other sites so others can see the value in connecting with you.

Sharing your company's blog content is easy and can be fully automated with RSS feeds and/or apps.

Say happy work anniversary!



Ron Mattocks

2 years this November
[LyntonWeb](#)

Like • Say congrats • 10 days ago

Ron Mattocks



11 SEO Tactics to Optimize E-Books and White Papers
[lyntonweb.com](#)

White papers and ebooks are among the most effective content marketing tactics for generating leads, and by using these SEO tactics savvy marketers can increase the reach white papers and ebooks have with potential clients.

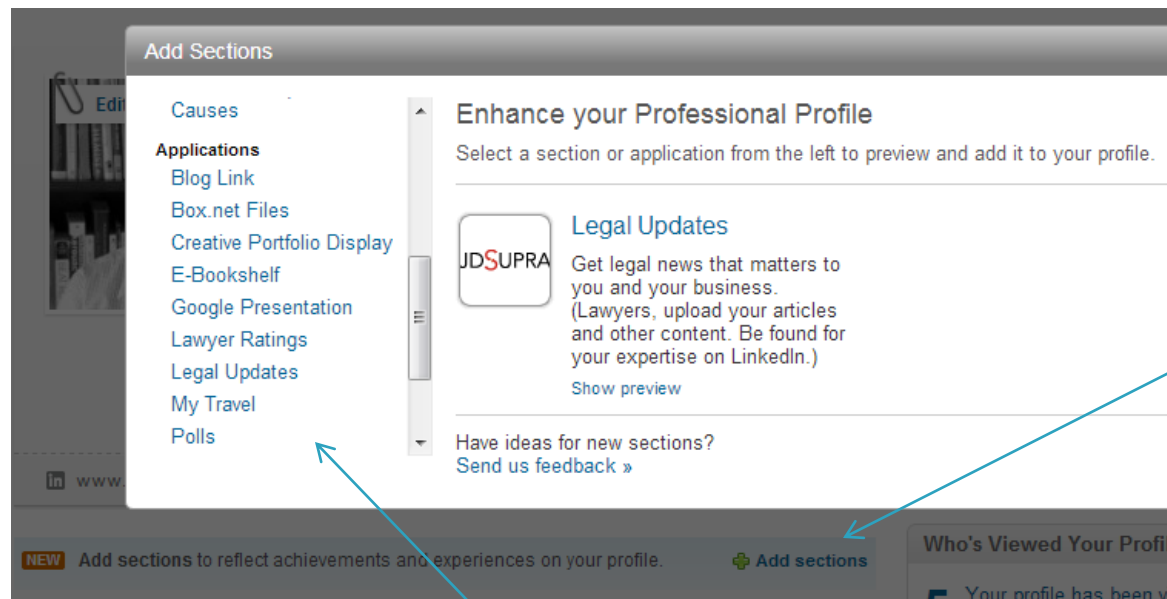
Like • Comment • Share • 11 days ago

Ron Mattocks is now connected to [Caroline Christy](#), Account Executive at Zocalo Group

13 days ago

Step 1: Optimize Your Profile

To add features and apps that will enhance your profile, go to the “edit your profile” page and look for “Add Sections.” A pop-up menu will appear giving you a list of options to select from. Choose those that apply and follow the instructions. Add ones that you think will provide the most useful information to prospects that review your profile.



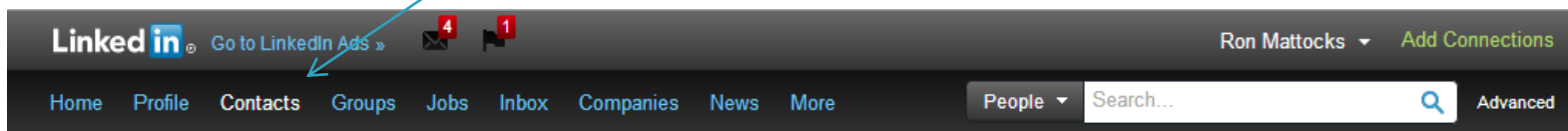
Find the “Add Sections” link located on your edit profile page

Select from the menu of products and apps that will provide the best info to others

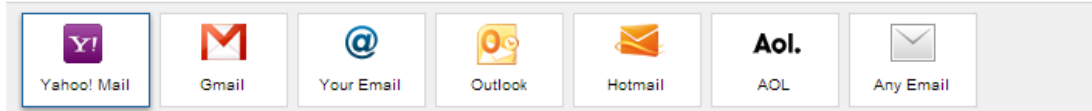
Step 2: Build Your Network

It is good to build up a solid network of contacts. This will make your profile appear “real” to others and the amount of connections will add to your credibility. Increasing your connections on LinkedIn expands your audience and exposure when you share your company’s content or comment on articles. Every time you connect to someone new, comment or share an article, all your connections see this activity in their feed.

import your address book and
add people in bulk



See Who You Already Know on LinkedIn



Get started by adding your email address.

Your email

[Continue](#)



Your contacts are safe with us!

We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. [Learn more](#)

Look for friends, colleagues, clients, old/cold leads, lost opportunities through the People Search function (avoid old girlfriends).

send an invite to connect on LinkedIn after every meeting you have with prospects, customers and colleagues.

Step 3: Find Prospects

LinkedIn provides a variety of basic options that are helpful for finding prospects. The easiest is conduct a search by job title, general keyword, location, industry, or company. The Advanced Search feature lets you enter multiple criteria for more precise results. You don't have to search only by People, but also by Company, Groups, Industry, and Keywords too (some criteria are restricted to Premium accounts). As you look at search results, focus in on the closest connections (2nd/3rd degree) as you have a greater chance of connecting with shared connections.

The screenshot shows the LinkedIn Advanced Search interface. At the top, there is a navigation bar with links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar contains the text "People" and "Search...". To the right of the search bar is a button labeled "Advanced". Below the navigation bar, there are tabs for "Find People", "Advanced People Search", "Reference Search", and "Saved Searches". The "Advanced People Search" tab is selected. The search form includes several input fields: "Keywords:", "First Name:", "Last Name:", "Location:" (with a dropdown for "Located in or near:"), "Country:" (with a dropdown for "United States"), "Postal Code:" (with a "Lookup" link), "Within:" (with a dropdown for "50 mi (80 km)"), "Title:", "Company:" (with a dropdown for "Current or past"), and "School:". A blue "Search" button is located below the form. Below the search form, there are two sections: "Industries:" and "Seniority Level:". The "Industries:" section has a dropdown menu with "All Industries" selected, and a list of other industries including Accounting, Airlines/Aviation, Alternative Dispute Resolution, and Alternative Medicine. The "Seniority Level:" section has a dropdown menu with "All Seniority Levels" selected, and a list of other seniority levels including Manager, Owner, Partner, CXO, VP, Director, Senior, and Entry. There are three blue arrows pointing to specific elements: one points to the "Advanced" button, one points to the "Search" button, and one points to the "Seniority Level:" section.

Click
"Advanced" to
access this page

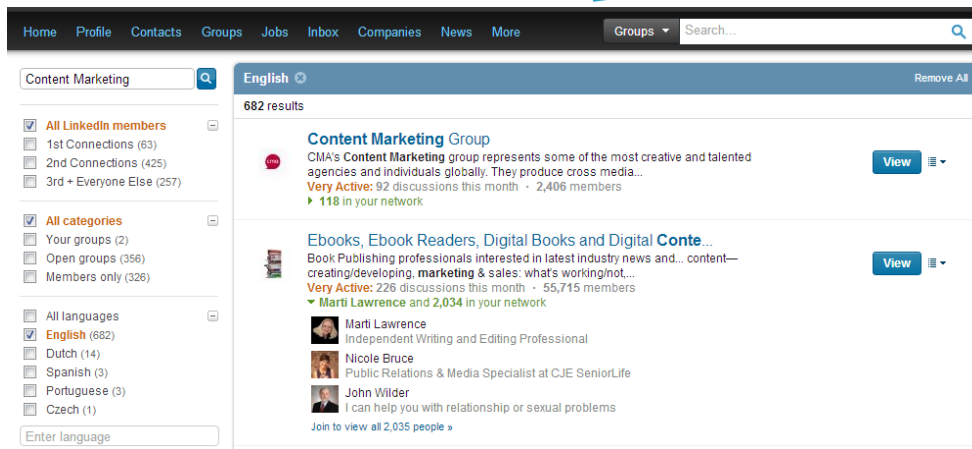
Use multiple
criteria for best
results

Some criteria are
only available to
Premium users

Step 3: Find Prospects

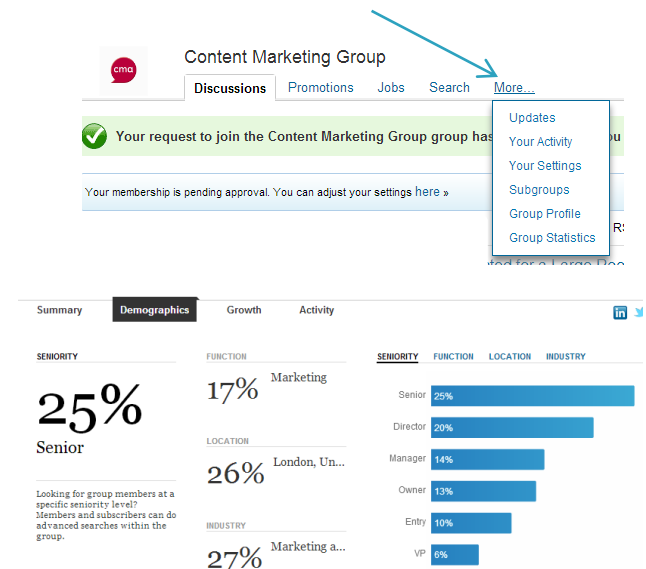
A rich source of prospects can be found in LinkedIn Groups. The key, however, is *joining groups that your prospects would join and not ones within your industry*. One way to do this is to use the advance search feature using groups. Narrow the groups by the available criteria and then review those groups to see if group members fit your ideal prospect. If you are unsure of a group look at the demographics to see who is the predominate profile and how active the group is.

Start with a search under Groups



Narrow down with listed search criteria

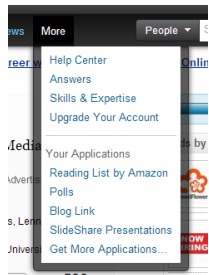
Review group stats to see its composition



Step 3: Find Prospects

Another excellent opportunity for finding and connecting with potential prospects is through LinkedIn Answers. LinkedIn Answers is a section where people looking for professional and business input post questions for other LinkedIn members to answer. By using the search criteria found in Answers, you can find the exact questions you and your company answer. Furthermore, the more active you are in answering questions, the more points you gain, and LinkedIn will publically list you as a subject-matter expert within that topical area.

Find “Answers” under the “More” tab.



Look under the Advanced tab and add a Keyword and highlight the sorting criteria

A screenshot of the LinkedIn Advanced Answers Search interface. The 'Keywords' field contains 'Content Marketing'. The 'Search for keyword match in:' section has 'Questions and Answers' selected. The 'Category' section shows a list of categories with 'Marketing and Sales' selected, and a sub-menu with 'Sales' highlighted. The 'Options' section has 'Show only u' checked. The 'Search Results' section shows 'Results 1 - 10 of 500' and 'sorted by: Degrees away from you | Relevance | Date'. A blue arrow points from the text above to the 'Advanced Answers Search' tab. Another blue arrow points from the text above to the 'Sales' option in the category sub-menu. A third blue arrow points from the text above to the sorting options.

Search results lists questions you can choose to answer

? What is your preferred method of Selling (Webinar, Video Sales Letter VSL or old fashioned)?

For last couple of years, I have noticed surge in webinars. Just curious to know many are adopting with pace. ... So how are selling it? Do you do webinars (live or recorded) or Video Sales Letter or old ...

18 answers | Asked by Muhammad Siddique (2nd) | 3 days ago in Sales Techniques, Lead Generation | Open

Step 3: Find Prospects

You can also take advantage of LinkedIn Answers by subscribing to certain questions broken down by industry. Use the Answer Questions tab, and click on the applicable criteria that best relates to your target prospects. When the search results appear, scroll to the bottom of the page and locate the RSS button to add these results to your feed reader or email. When new questions are posted, they will show up in your reader or email, making it easy for you to provide timely input to a potential prospect.

The screenshot shows the LinkedIn Answers 'Answer Questions' page. At the top, there are navigation tabs: 'Answers Home', 'Advanced Answers Search', 'My Q&A', 'Ask a Question', and 'Answer Questions'. Below this, the page is titled 'Writing and Editing Open Questions' with sub-tabs for 'Open Questions', 'Closed Questions', and 'Experts'. A 'Browse' sidebar on the right lists categories like 'Marketing and Sales', 'Advertising and Promotion', 'Business Development', 'Graphic Design', 'Mobile Marketing', 'Public Relations', 'Sales', 'Search Marketing', and 'Writing and Editing'. The main content area shows two questions with their respective answer counts and askers. At the bottom, there is a 'Subscribe Now' section with buttons for 'MY YAHOO!', 'Google', 'Bloglines', 'newsgator', 'netvibes', and 'RSS', along with an option to copy the RSS link.

Go to the Answer Questions tab

Click on the applicable criteria to get results

Use the RSS function to get notified of new questions

Step 4: Prospect Intelligence

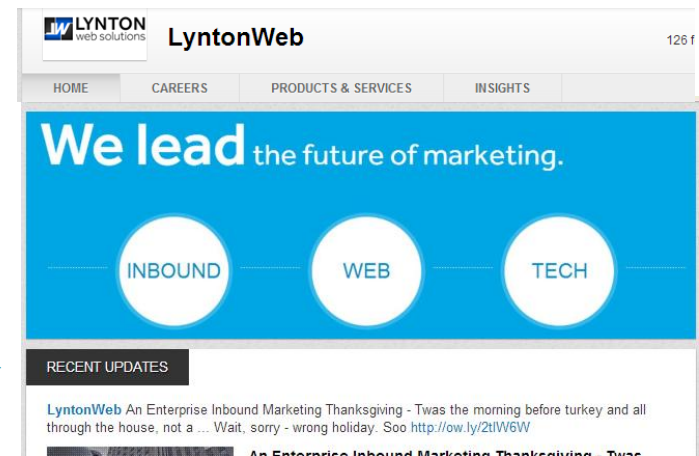
After locating potential leads, the goal should be to qualify them based on the information you gather from their profile, then make a connection based on common ground you find in their profile. Evaluate how active they are on LinkedIn or if their profile is complete. If they lack a photo, if they have a low number of connections, or the profile is sparse, LinkedIn may not be the best way to connect. Think about the items you included on your own profile, and look at the same items on a prospect's profile. A few items to focus on include the following:

Additional Information	
Websites:	<ul style="list-style-type: none">• Networking Profile• Company Website• Blog
Twitter:	lyntonweb
Interests:	PROFESSIONAL: Writing, Social Media Marketing, Networking, Social Media Consulting and Strategy. PERSONAL: History, Painting, Collecting

Look at status updates, shared links, group discussions they've started, links to blogs/websites/other social profiles, and other apps on their profile.

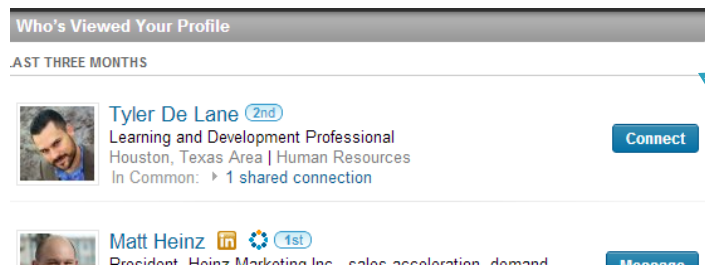
Look for common ground -- shared interests, groups, and contacts you both know

Follow the prospect's LinkedIn Company page and watch company status updates for opportunities to reach out.



Step 5: Connecting on LinkedIn

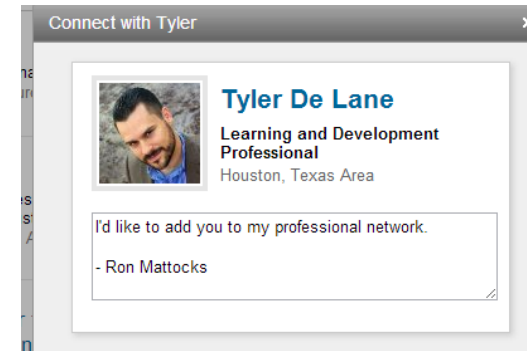
Once you've learned everything you can about a prospect, then it's okay to reach out to them. Keep in mind, you're not trying to "cold call" the prospect; instead, you are trying to make a connection. Cold calling can earn some users a reputation of being a "spammer" while also reflecting poorly on their company. To connect seek out "ice-breakers" such as commenting, clicking "Like," and/or sharing pertinent status updates a perspective prospect's posts as a way to open a dialogue. Also, keep an eye on "Who's Viewed Your Profile" as these may be good opportunities to connect. Finally, when sending an invite **do not** use the standard message, "I'd like to add you to my network." This is your time to make a good first impression.



Watch the "Who's Viewed Your Profile" section. If you're not connected, this is a good opportunity to connect

Prepare short intro templates that establish common ground or point out a shared connection ("We both know ____").

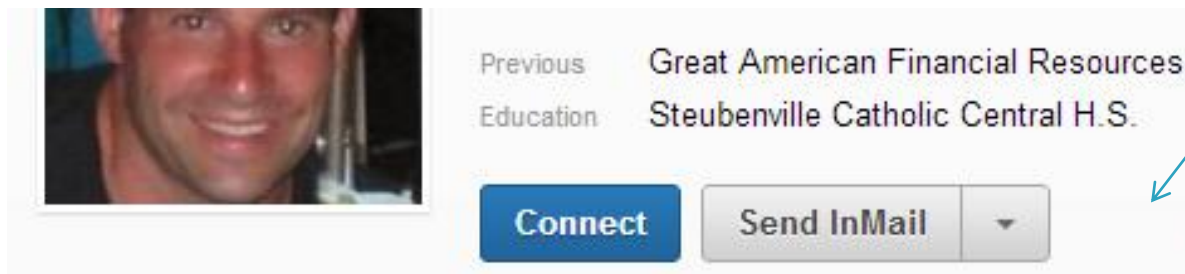
Ask a non-evasive qualifying question, and experiment with different questions in your invites.



Step 6: Follow Up

Don't forget to follow up. When you send an invitation message, the person has the opportunity to reply directly to you via email, or as a LinkedIn message. If the person accepts your invitation but does not reply to your message, consider sending another follow-up message or attempt a phone call. Many LinkedIn users share their phone number with 1st degree connections.

If all else fails, consider signing up for a premium account and use **InMail** to make direct contact. LinkedIn only charges for InMail messages that receive a response.



About LyntonWeb

INBOUND | WEB | TECH

[LyntonWeb](#) is a full service inbound marketing and technology company. We help businesses bridge the gap between their marketing and technology needs. We work with B2B companies across a variety of industries, and we want to work with you.

Share these tips with your network:



[Have questions? Click here to contact us.](#)