

Social selling – how LinkedIn can help you win business

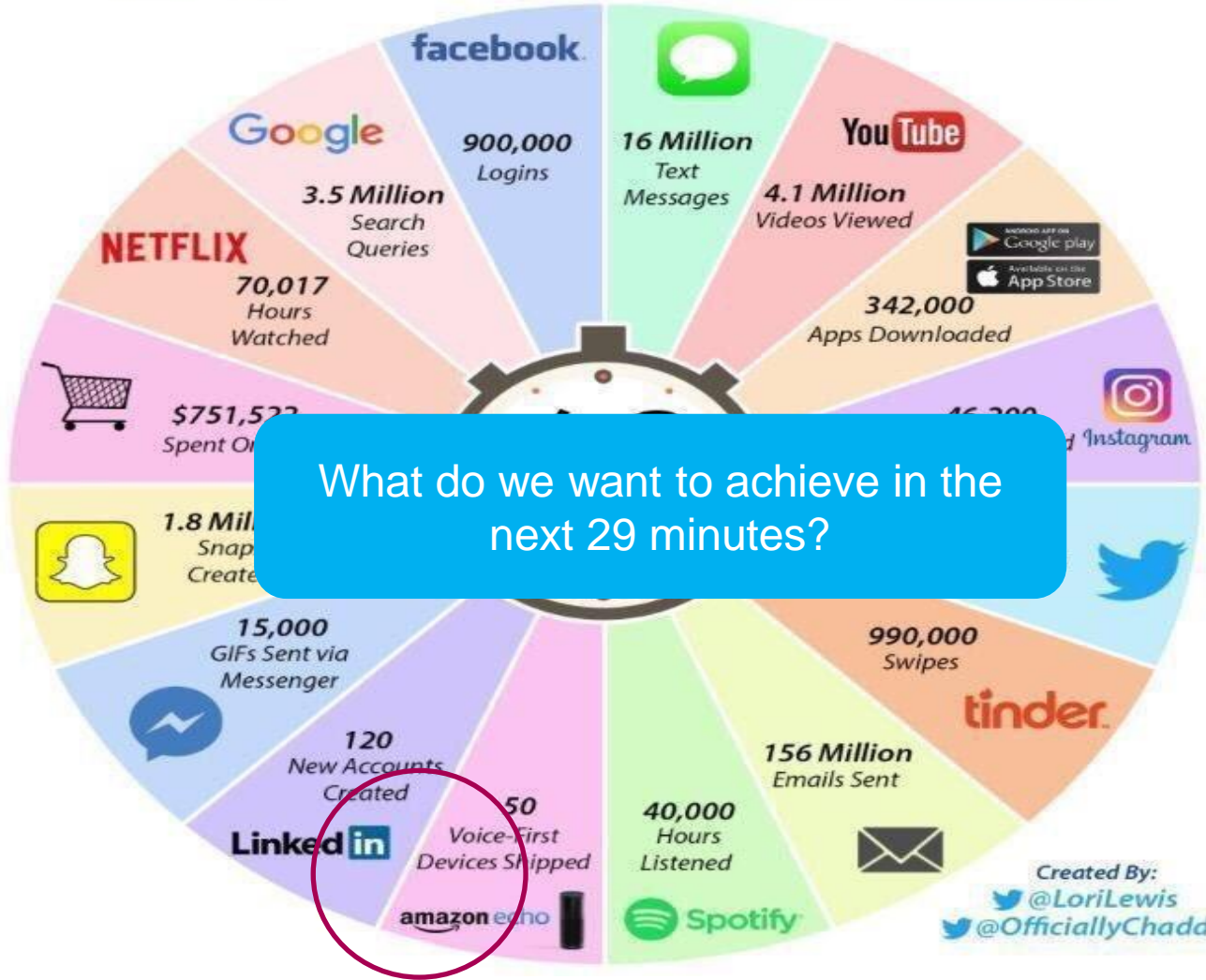
Jonathan Hall

So what exactly is Social Selling?

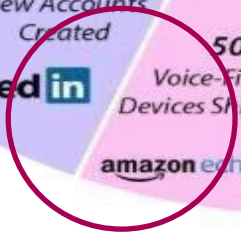


“Social selling is about leveraging social media networks and your professional brand to achieve your sales goals”

2017 *This Is What Happens In An Internet Minute*

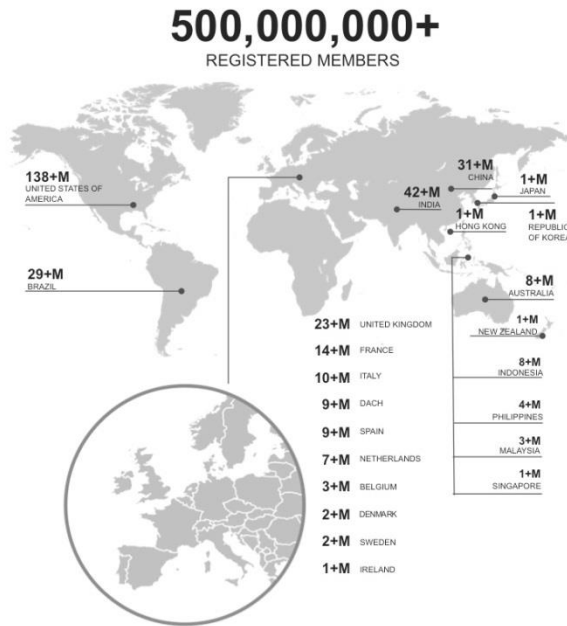


What do we want to achieve in the next 29 minutes?



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LinkedIn – the world's Largest Professional network



April 2017

24 languages
200 countries
+2 new members every second

Top 5 most connected countries



Top 5 most connected places



Top 5 most connected industries



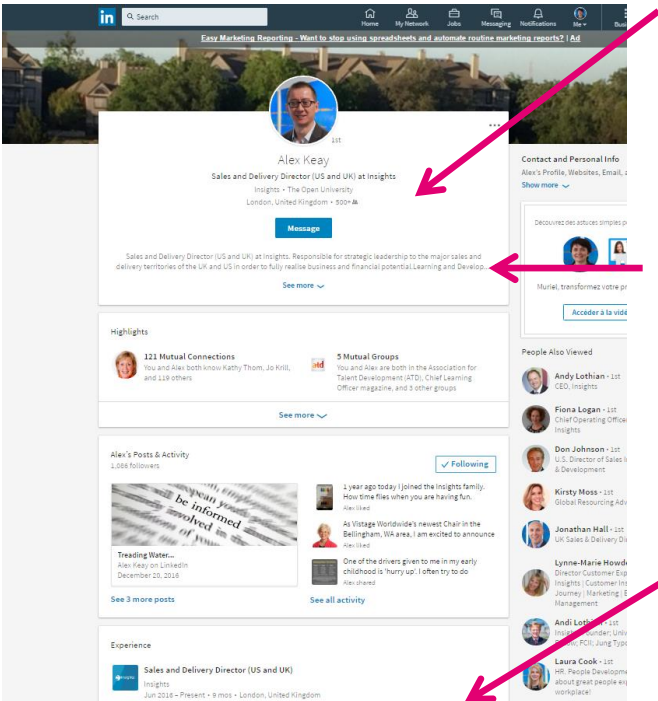
Top 5 most connected job functions



Why be on LinkedIn when you are in sales?



1. Build a strong professional profile



•Headline:

This is displayed when people find your profile on LinkedIn, with your name and photo. Introduce what you can do to help people

•Your picture is your brand!

Select your photo carefully to make your profile look professional



•Summary

Personalize your summary to explain how Insights can help prospects

Write full sentences and introduce yourself and what you have accomplished in your career.

Use a call to action to tell the reader what they should do next

•Experience

Include your current role and (at least) your last role to show depth of experience.

State what you do and show your achievements (avoid using jargon)

•Skills and Expertise

Display your sectorial expertise

We recommend adding industry skills to your profile

Be credible in your industry : ask for recommendations and get endorsed by colleagues, partners and clients.

Target 100% completion to improve your ranking in search results

- Industry and Location
- Up-to-date Current Position (with description)
- Two Past Positions
- Education
- Your Skills (3 minimum)
- A Profile Photo
- At least 50 Connections

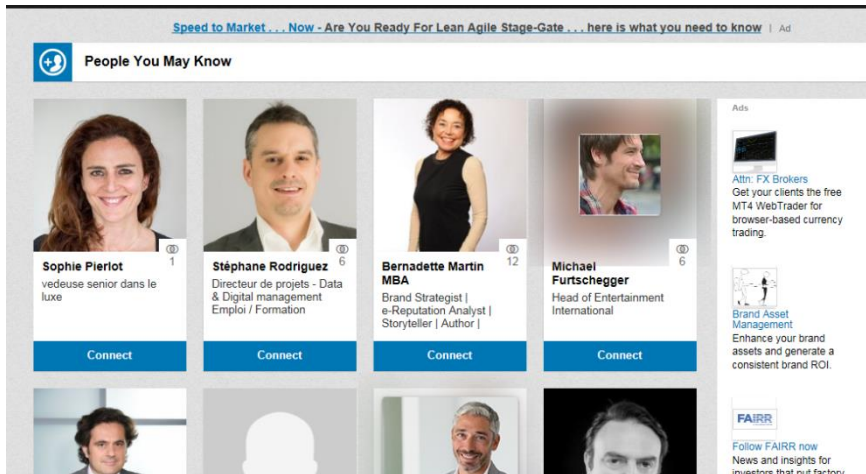
For example, a Client Relationship Manager might have such terms as:

People development | Team Effectiveness | Developing Leaders | Learning and Development Consultant | Customer solutions

2. Proactively develop your network

Grow your network start to connect to people you know

1. Look for **Customers, partners**, **Colleagues or former colleagues** School networks
2. Leverage LinkedIn suggestions



Personalize your contact requests

- ☑ Don't bulk-invite everyone in your email contacts list.
- ☑ Personalize your request to create a good impression on the receiver (why are you connecting). If you know the person already, you can direct jump to the matter of interest.
- ☑ Adding your signature with contact details is also very effective.

Quick Win

Don't forget to invite your personal network whose network contacts might be useful

3. Gather intelligence and monitor

Prepare a meeting or a call



7.2M **Company Pages**

40M **Decision makers are on LinkedIn**



2Bn **member updates per week**

- Research and learn facts about the person you are meeting (position, previous experience, education, groups, topics shared, manager)
- Better anticipate the expectations of your contact and identify the right topics to talk about
- Visit their LinkedIn Company Profile page to review all the recent company activities in addition to website and media page

Follow companies of interest, influencers, news topics to gather market/competitive intelligence

Channels

Collections of articles and insights grouped by topic



Leadership & Manag...
21,297,368 followers
[+ Follow](#)



Big Ideas & Innovation
18,688,103 followers
[+ Follow](#)

Influencers

Insights from top industry leaders



Jeff Weiner
CEO at LinkedIn
[+ Follow](#)



Daniel Goleman
What Makes a...
[+ Follow](#)

Publishers

Top news from global and industry sources



TED Talks
3,775,330 followers



Harvard Business Review
2,905,668 followers

Customize your selection on <https://www.linkedin.com/pulse/discover>

4. Share Insights

1. Visit Insights group page and/or local page (if exists) to share/like regularly our updates...
2. Be informative by sharing and linking relevant news and information on Insights business/market
3. Be sure that people you try to contact want to hear from you so that your messages are not considered as spam



1. Be **helpful and friendly**, **not sales-y** (authenticity is key)
2. **Don't post too often** you do not want to spam your contacts
3. **Listen** to the conversations and observe **business etiquette** from your market/country (in general you do not do/share on social medias something you would not say/do in real life)

Your LinkedIn usage checklist

1 Build your *profile*

- Profile 100% complete
- Professional Photo
- Insights company description

2 Develop your *network*

- Invite your close network
- Invite new real life contacts to connect (partners, prospects...)

3 Gather *intelligence and monitor*

- Subscribe to groups
- Monitor market and competitors
- Look for new prospects

4 Share *insights*

- Follow Insights page
- Share Insights updates regularly

LinkedIn Social Selling Index (SSI)

LinkedIn measures Social Selling across four key behaviors
The LinkedIn Social Selling Index (SSI)

Create a **professional brand**

Establish a professional presence on LinkedIn with a complete profile

Find the **right people**

Prospect efficiently with powerful search and research capabilities

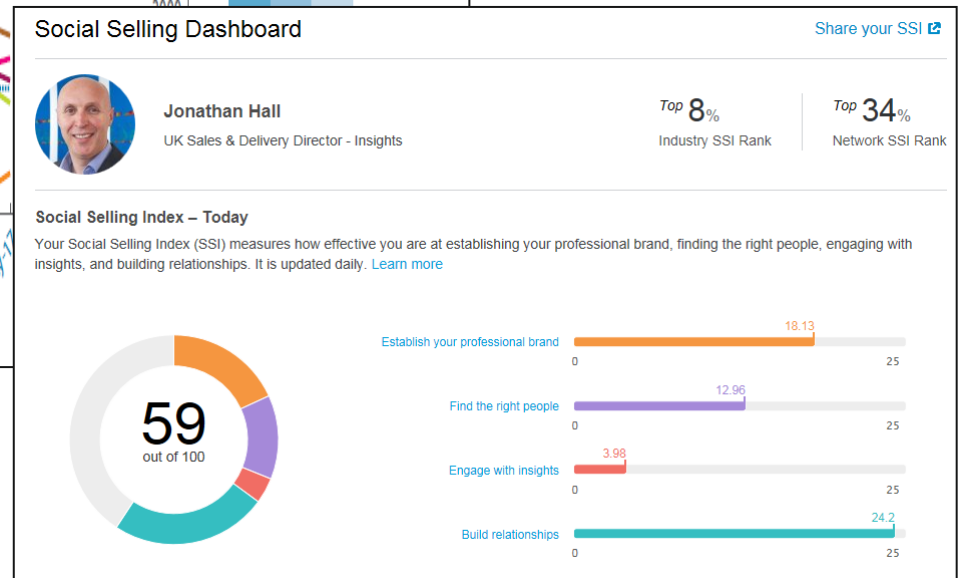
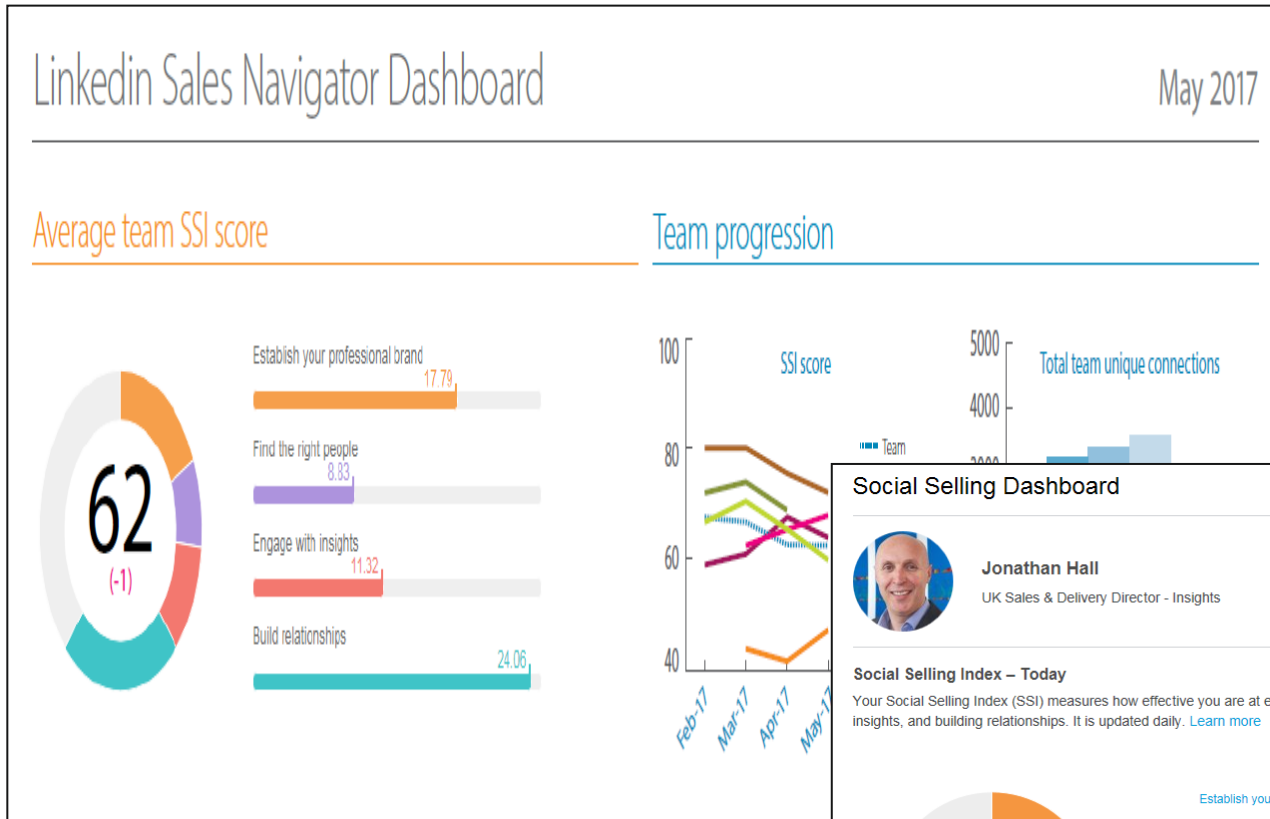
Engage with **insights**

Discover and share valuable information to initiate or maintain a relationship

Build strong **relationships**

Expand your network to reach prospects and those who can introduce you to prospects

How we use the SSI within Insights!



Questions?