Find, Connect & Sell On LinkedIn

For Fire & Security Companies

lollipop

Traffic
Leads
Customers

Contents

Introduction

We speak to a lot of Fire & Security Directors and the two most common questions they ask about LinkedIn are:

1. Should I pay for it?

Forget upgrading to Premium or Sales Navigator unless you are a salesperson who is:

- working the numbers game; and/or
- making hundreds of new connections every week in order to achieve your quota.

There are plenty of features in the free account, get used to those first!

2. Does it work for Fire & Security companies?

I've been working with the industry for nearly ten years and I can honestly say that, if you put the effort in, it does. For both B2B (business to business) and B2C (business to consumer) sales.

But it's not a magic bullet.

Just to be clear here. Creating a personal account and a company page does not mean the enquiries will start flowing in.

So, if you're desperate for quality leads tomorrow, this may not be the best place to spend your time and energy.

If you're in it for the long game and you're good at networking in the real world, LinkedIn will help you **to build trust with your connections. You become the first person they call when they need an alarm system, access control or fire protection.**

A free account gives you all the tools you need to be able to:

- Find;
- Connect with; and
- Sell to prospects without paying LinkedIn for the privilege.

And this eBook is going to show you how...

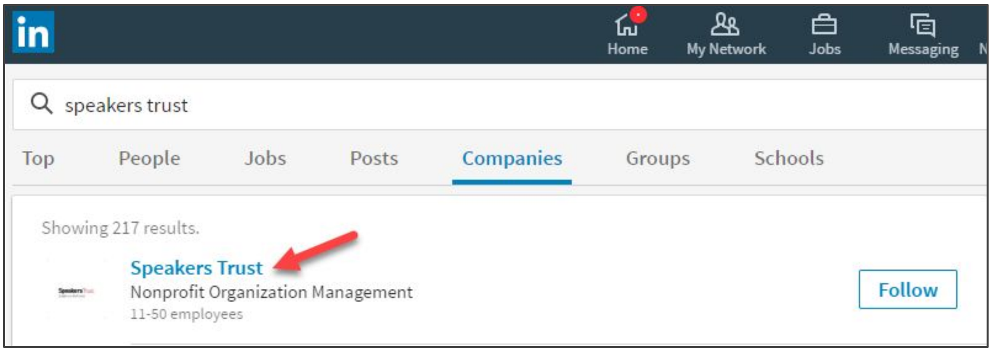
Find Prospects

Work out who your *Target Customer* is - that's the industries or types of company who would most benefit from security systems or fire protection. Then decide which job role would be most likely to make that purchase.

Search for your *Target Customer*

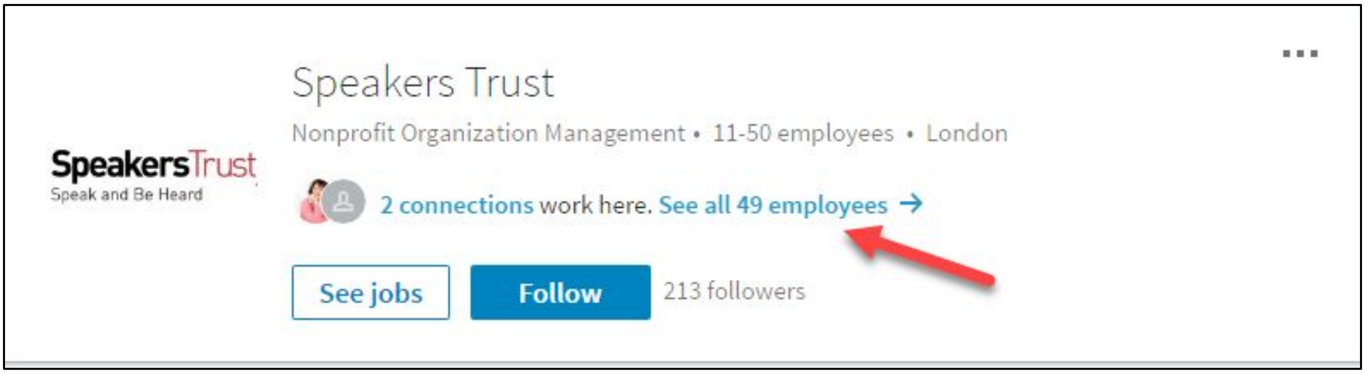
Create a list of the companies that match your *Target Customer*, type each business name into the search bar and hit Search.

Select *Companies* from the navigation bar underneath and you should be able to see the business you want.



Click through to the Company page and view the info to see if they are a good fit.

If yes, click on the list of employees (See below.)



Identify those employees with your *Target Job Role* and invite these to Connect. Do you have mutual connections? Ask one of them to introduce you.

Just like real world networking, you're more successful if mentioned by someone they already know, like and trust.

Searching for your *Target Job Roles*

Type your *Target Job Role* into the search bar and click Search. The *People* tab will display a list of results from a whole range of different companies and industries on LinkedIn.

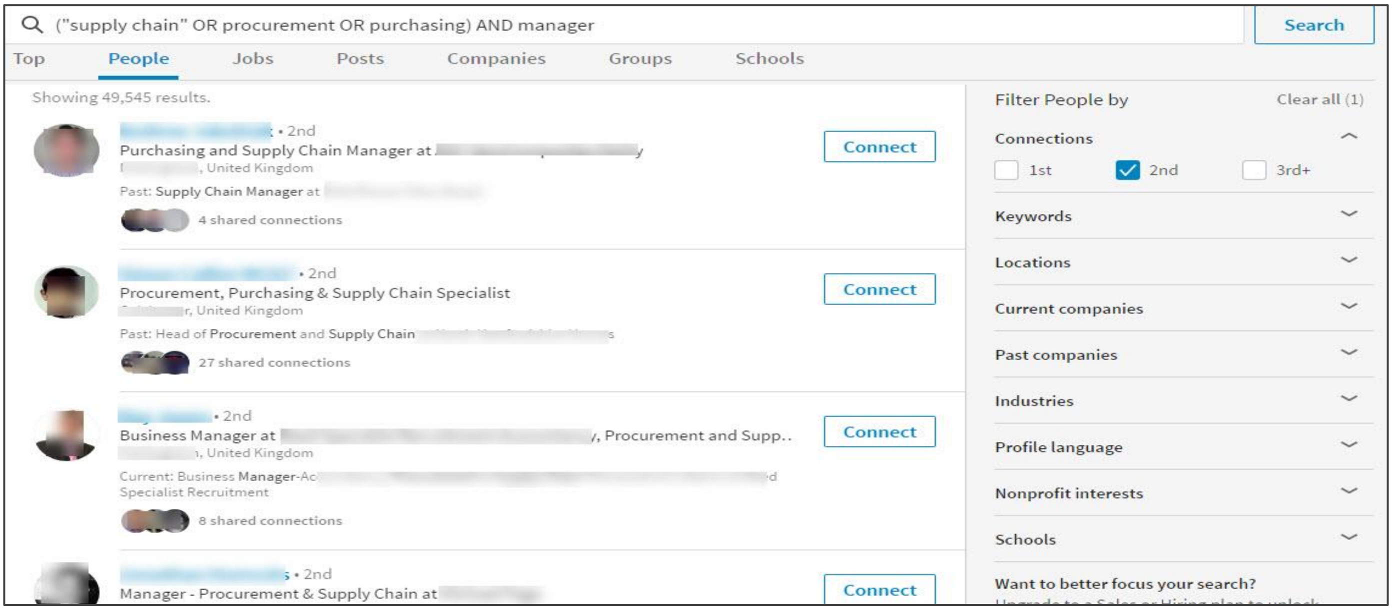
Free accounts are only able to make a certain number of searches before they receive a 'Commercial Limit' warning. This comes with an option to upgrade to a paid account to be able to continue searching.

So, to save on searches, use the power of the *Boolean*. The options available are **AND**, **OR** and **NOT**. You can use *brackets* and *quotation marks* to make complex searches.

In the example below, I have searched for:

("supply chain**" OR** procurement **OR** purchasing**) AND** manager. LinkedIn will show results for supply chain manager, OR procurement manager OR purchasing manager.

Profile pictures and company names have been blurred for data protection.



Once the results are displayed, you can use the options in the right hand sidebar to filter by your 1^{st}, 2^{nd} or 3^{rd} level connections and for additional criteria like Location, Company or Industry.

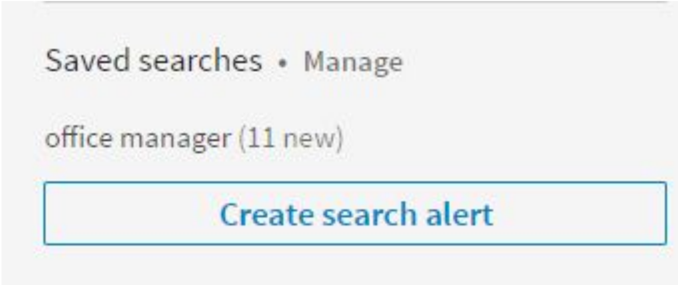
Check out the most promising profiles and connect where appropriate. See the next section for how to send and personalise a request to connect.

Save Searches for your Job Roles

You can save three Searches and get email alerts when someone joins one of these saved lists.

This can help to reduce the number of searches that you make and avoid a “Commercial Use Limit” warning.

After making the Search you want to save, scroll down below the Search filters in the right hand column and find Create search alert (see below).

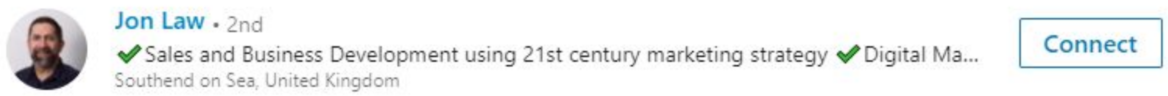


You can set the alert to send you an email when there are additions to the results of this Search.

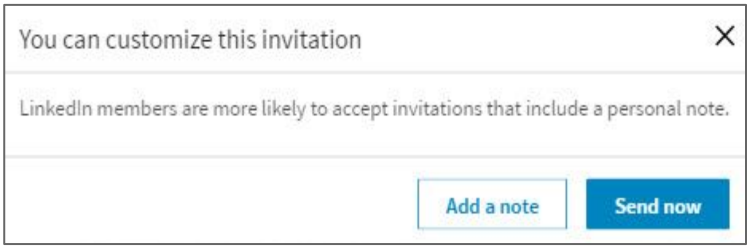
It saves you having to keep making the same search for your Job Roles every few weeks.

Personalise Your Invitations

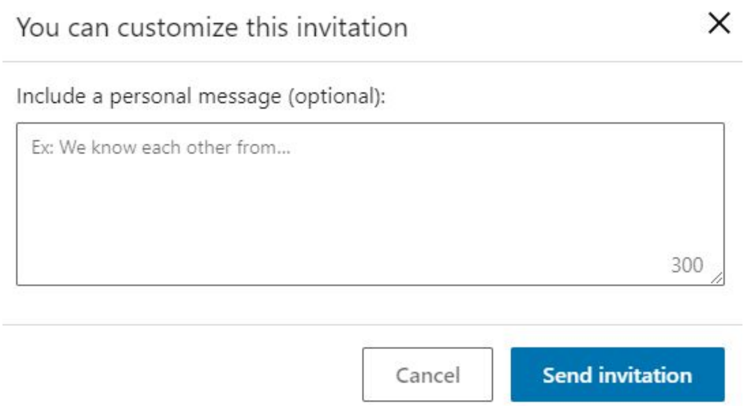
You could just send a default connection request. But you will get much better results if you personalise it.



Go to the profile you want to connect with, click the *Connect* button.



Select *Add a Note* to get the option to personalise.



Use the message to explain to the other person how they know you, how you met OR describe what's in it for them if they connect with you.

Whatever you do, don't treat your prospects like a sales object! Think dating! Suggesting a time and date for a meeting in your connection request is the equivalent of going in for a kiss before learning their name...

In the real world, you would expect to get a slap for being presumptuous!

It's no different on LinkedIn. Let them agree to starting the conversation first - otherwise, your connection request might be ignored. Or, worse, reported as '*I don't know this person*' which could lead to your account being restricted.

That's the LinkedIn equivalent of a slap!

Conversation Starters

Make use of the Notifications tab

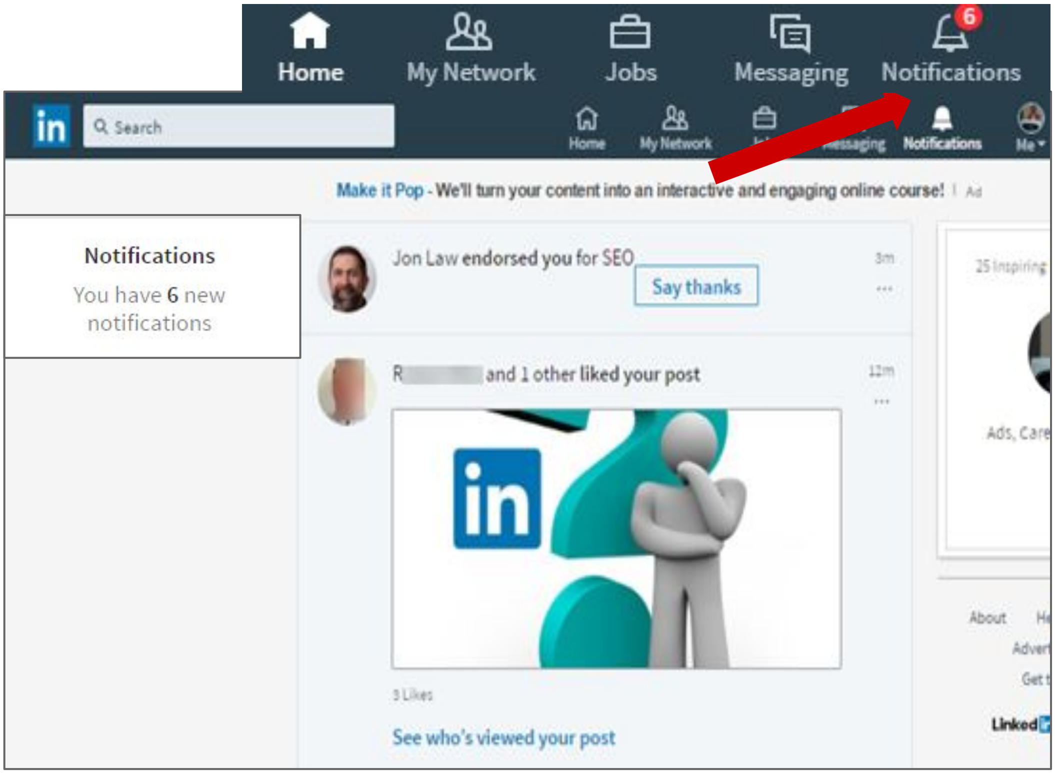
LinkedIn's primary goal is to keep us on the platform and use it more effectively to build relationships.

Sadly, many great real world networkers struggle with this skill online. They either gather connections but never talk to them or they only communicate to try to sell to them.

Remember that you are working with other human beings, not sales opportunities. Would you go up to someone at a networking meeting, shake their hand and launch straight into a sales pitch?

Well, if that's how you usually behave, you might have noticed that some people try to avoid you!

LinkedIn try to help users to stay on the platform and chat. A little red number over the Notifications tab tells you when there is an opportunity to interact with one of your connections.



LinkedIn is making it easy for you to start a conversation and give a gentle reminder that you are thinking about your connections.

For instance, LinkedIn offers you a button to:

- **Say thanks for an endorsement**
- **Congratulate someone on a work anniversary**
- **Say Happy Birthday**

All you need to do now is personalise your message to start a conversation. You could ask:

- **How are you?**
- **Are you still the Responsible Person for [name of company]?**
- **Did you see how the latest upgrades to [product x] could help your business?**

Imagine you are in the real world. What would you say to keep the conversation going? What topics would you discuss?

These are the things you need to chat about with your prospects. Over time, the aim is to get these connections to know, like and trust you.

In addition, alerts will appear if someone has liked your post, mentioned you on the platform or interacted with a comment.

All of these reminders can **initiate, advance or revive a conversation in a less sales-y way**. Use these opportunities to keep the conversations going…

Selling on LinkedIn

Of course, it can't be just chat, chat, chat. You need to get a return on all your effort.

In addition to making conversation, you need to publish updates on your own profile. This should include posts that initiate conversations but also

> ***educational information about how your Fire & Security systems could help your target customers.***
>
> ***Links to your Company's blog posts and product pages with your own expert commentary on how these can help your connections.***

Buyer behaviour has changed - **people don't want to be sold to**. They want to research before they buy. Your **educational information** pops up on LinkedIn and reminds them of their Fire & Security issues. And bingo, there is a potential solution staring them in the face!

As soon as two things are in place, your *target customer* will contact YOU! They need to:

- understand how your security systems or fire protection products can solve their problem **and**
- know, like and trust you as a person

Your LinkedIn objective is to get in front of the right business buyers and consumers in a virtual social setting. Then chat and educate them to find the best solution (yours). They will move the conversation from LinkedIn to phone or email.

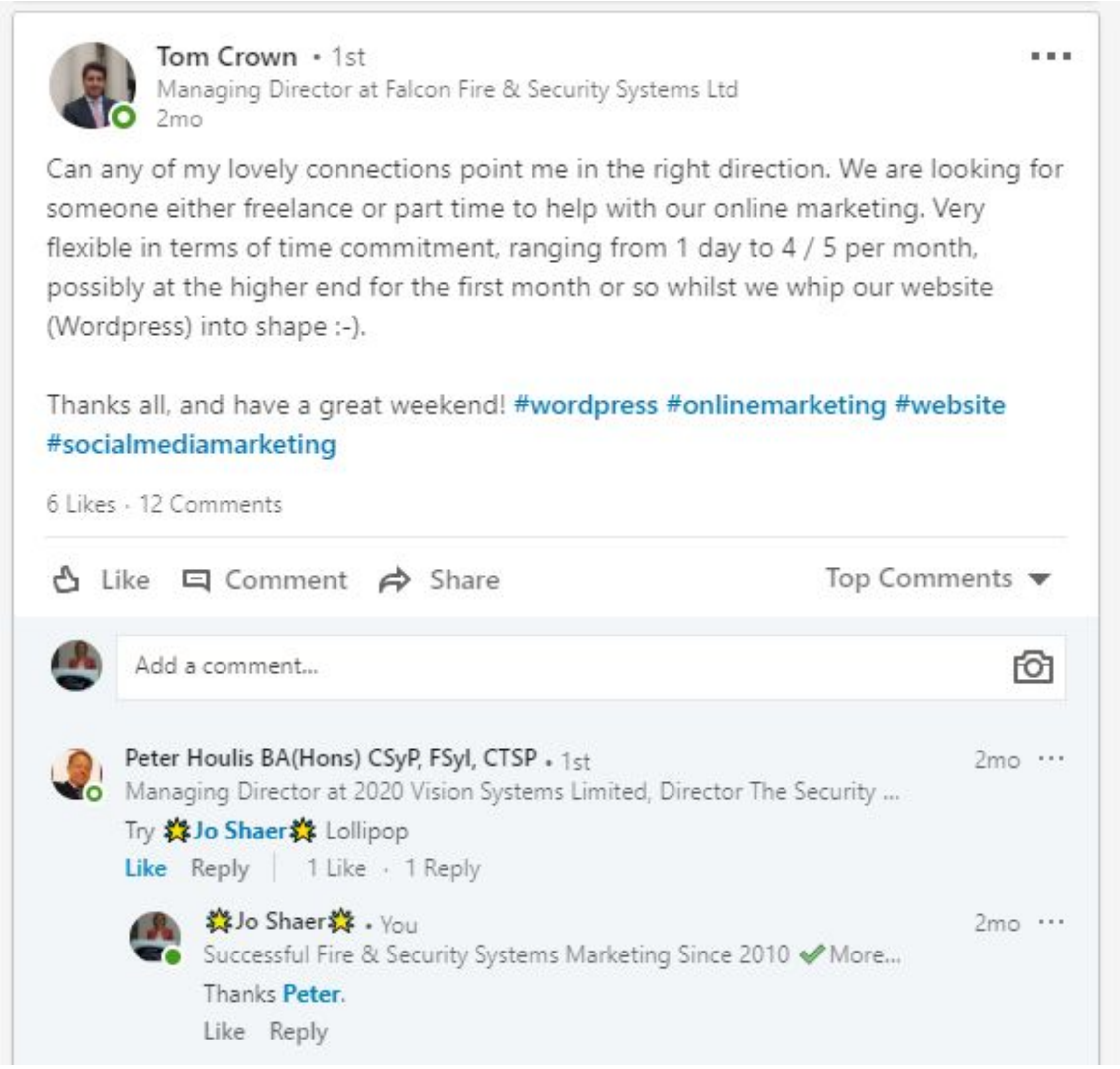
Don't *hope* to sell! Help them buy...

Turn your LinkedIn connections into your sales team

Better still, magnify your reach!

When someone you do not know and are not connected to posts about needing help with Fire & Security, watch your connections mention your name.

Here is an example of know, like and trust in action...



Updating Personal Information

If someone is viewing your LinkedIn profile, make it easy for them to contact you in the real world. They might be looking to buy right now and they are looking at you as a potential supplier.

How can they ask questions or make their purchase without your business contact details?

So many LinkedIn users show a gmail or Hotmail address as their Contact email address. Some even neglect to fill out their business phone number! This makes you look unprofessional and you fall at the first hurdle!

Don’t make your potential customers think – otherwise they might move on to a competitor who **has** taken the time to add these helpful details that allow contact to be made easily.

Ensure your contact details are your business email and the best phone number to reach you.

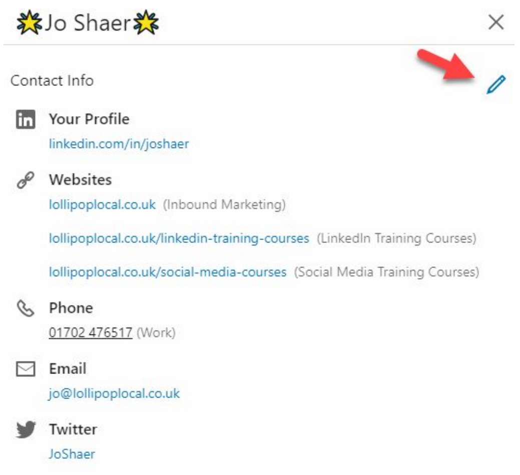
To add this information, view your profile and select “See contact info” on the right hand side.

Next, click the blue pencil icon and you will have the option to add or edit your info.

Make sure you add your:

- Work phone number
- Work email address
- Website pages
- Social media details

But don't add in your birthday - this can make you a potential target for scammers!



Keeping Tabs On Your Relationships

Nurturing these budding relationships and ongoing conversations requires organisation and management.

For successful social media selling, the goal is to identify, connect and start to build a relationship. Then move them to a real world environment that you can control - like email... or even having a coffee in a local cafe!

To start bringing more order to your prospecting and connecting, use a CRM.

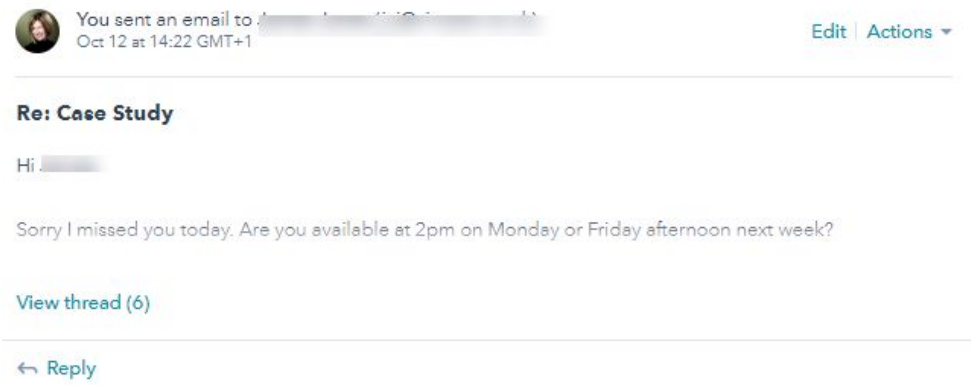
Identify individuals who *fit* your *Target Customer*.

Add these people to your CRM and create a contact card. Then keep notes about their LinkedIn actions and posts, as well as your interactions with them on LinkedIn.

You can also connect your email and phone to the CRM. Once you are communicating with your prospects away from LinkedIn you can automate your record keeping about those too...

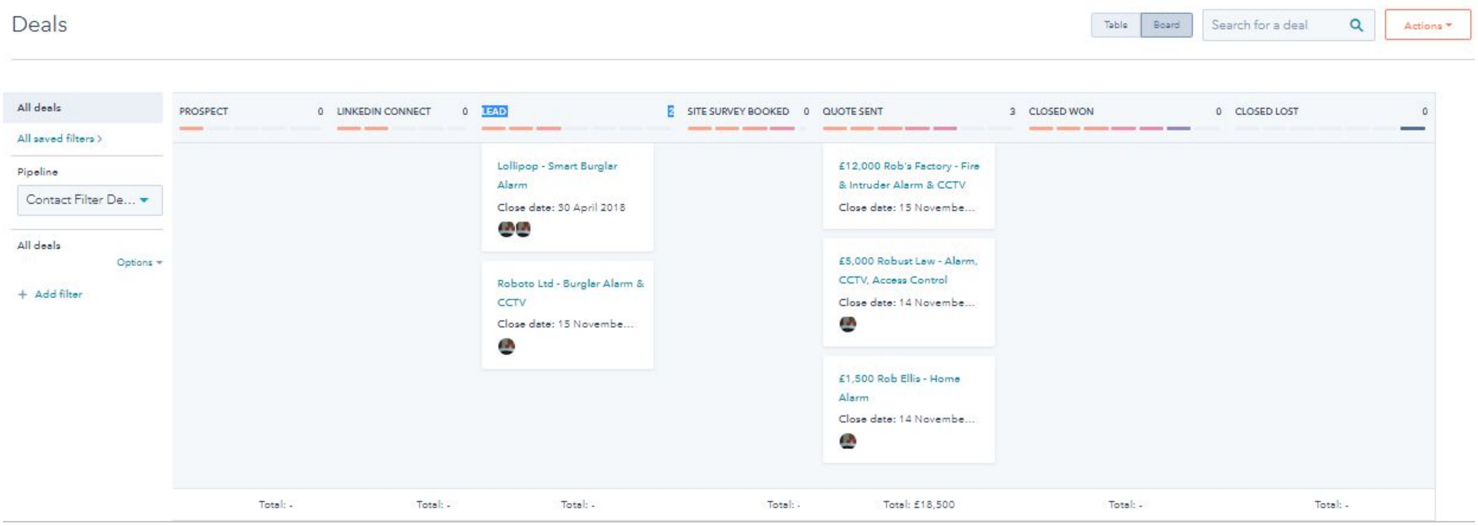
Record attempt to call and make notes about what happened.

Record email follow up to missed call.



More importantly, it allows you to easily see who your best opportunities are.

Then you can spend time on those that are the easiest to help and most likely to make a purchase. A good CRM will allow you to track the progress of the prospects you discover on LinkedIn.



The screenshot above is an example of a LinkedIn *pipeline* in the HubSpot CRM. This visual representation allows you to focus your efforts for the best and quickest results.

You can create your pipeline to match your own sales process. In the example above, this is

Prospect: for people who match your Buyer Persona at a particular company.

LinkedIn Contact: to record a successful connection.

Lead: for those who are showing an interest in your content or your private messages.

Site Survey Booked: for those who are ready for you to visit.

Quote Sent: so you can monitor the state of your quotes and remember to follow up.

Closed Won and Closed Lost: to record why you were or were not successful. You can amend your sales process based on this intelligence, as appropriate.

Conclusion

So, what next?

As simple and powerful as this strategy may be, you need to understand this: LinkedIn is only a small part of an effective marketing strategy for Fire & Security directors.

It is not a magic bullet. Because the *Marketing Magic Bullet* does not exist.

However, all is not lost.

Since 2010, Lollipop have developed a marketing framework to help Fire & Security companies. Followed correctly, it is a lifeline for businesses who are struggling to get enough Traffic, Leads and Customers. Your marketing goes from ***scattergun to joined up***. Your website from ***invisible to unmissable***. And your enquiries from ***sporadic to consistent***.

This nine-step process is called **WEBSITES WITH TLC** - Traffic, Leads & Customers. Although not for everyone, it is the ideal choice for ambitious Fire and Security companies for two reasons.

- **First** - you know that if you can get in front of the right people you can and do convert them. *You just need to find them.*
- **Second** - it is all about outcomes not outputs.The focus is on results like leads generated, site survey requests and sales made.

It is the perfect way to AVOID the frustration of expensive mistakes with ineffective agencies.

If you have ever tried to advertise on the internet you will know the sort. They **bamboozle** you with squiggly graphs and reporting you don't understand. They emphasise trivial stuff such as the number of tweets, likes and shares or the number of blog posts written.

To get crystal clear on the ONE THING you need to do right now.

Book a FREE 15 minute consultation with Jo Shaer, Lollipop's MD.

Find out how YOUR Fire & Security business can get to the next level!

Click here to book your FREE consultation