

LINKEDIN SOCIAL SELLING BASICS

Successfully grow your network

For Sales, building a strong LinkedIn network will be a key focus right now - while in-person networking isn't feasible.



CONNECT, CONNECT, CONNECT!

Continuously work to increase your connections.

Connect with peers, colleagues, customers and friends. You never know where that next important 2nd connection will come from.



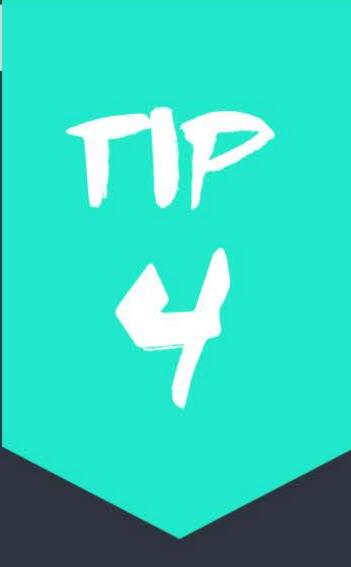
TARGET 2ND CONNECTONS FIRST

They are 5 times more likely to connect with you than people with no shared connections.



PERSONALISE YOUR CONNECTION REQUESTS

It will greatly increase your acceptance rate. It will make a good first impression, explains why you want to connect and shows you care.



TAG PROSPECTS AND CUSTOMERS IN NEWS UPDATES

Share content that is relevant to them. It shows you listened, are tuned into their world, and thought about them.



DON'T ONLY TARGET THE MOST LIKELY BUYER

Within your target companies, buying decisions now typically include 5.4 decision makers.



USE CORRECT SPELLING AND PUNCTUATION

A valuable message badly delivered has no impact - or worse still, a negative one.