



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.

TIP
1

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.

TIP
2

TARGET 2ND CONNECTIONS FIRST

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

TIP
3

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.

TIP
4

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.

TIP
5

DON'T ONLY TARGET THE MOST LIKELY BUYER

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

TIP
6

USE CORRECT SPELLING AND PUNCTUATION

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