Business Development For Pros: The LinkedIn Edition
Presented by DAHLIA+ AGENCY
Want to see us at your next event?
shannon@dahliaplus.com
LinkedIn Global Membership
Continued Growth

↑ 37% YOY

65%
Of LinkedIn members are outside of the US

LinkedIn Supported Languages (19):
Czech, Danish, Dutch, English, French, German, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish, Turkish.
Effectiveness Ratings for B2B Social Media Platforms

- LinkedIn: 66%
- Twitter: 55%
- YouTube: 51%
- SlideShare: 41%
- Facebook: 30%
- Instagram: 22%
- Pinterest: 20%
- Google+: 13%

2016 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
“Buying process has fundamentally changed”
Buyers are tech-savvy, and socially empowered.
Social Selling Defined

“Leveraging your social brand to fill your pipeline with the right people, insights and relationships”
5 Steps to Becoming a Social Selling Expert

1. Build your PROFILE
   - Developing a Reputation: Building a strong online reputation that showcases your experience and increases your credibility

2. Develop your NETWORK
   - Gathering Intelligence: Researching social information to prepare for sales conversations

3. Gather INSIGHTS
   - Building your Network: Developing relationships with people who can share information and provide referrals

4. Contribute INSIGHTS
   - Offering Insights: Providing meaningful insights that earn opportunities to engage with influence contacts

5. Use Social SOLUTIONS
   - Using Social Selling Solutions: Taking advantage of innovative selling solutions such as LinkedIn Sales Navigator
1. Build a Strong Professional Profile

Add a photo, experience and skills that showcase the brand of YOU
Create a professional brand

A strong professional brand shows you are an active participant in your industry. It leads to more inquiries from prospects. It leads to more responses to your communications.
2. Proactively Develop Your Network

Build trusted relationships who can support your professional objectives
Relevance matters

Gain more visibility by adding RELEVANT connections
Focus on the right prospects

Over 76% of buyers feel ready to have a social media conversation and identifying prospects that meet your established criteria – such as role, function, or industry - with LinkedIn has never been easier.
What to talk about?
How do I get in?

2. Identifies a great prospect

This profile fits all my criteria, and has a connection to someone in our Canadian office.

3. Ask

I have...

Craft your message like a pro:

1. State your interest
   Be clear about what you’re asking for an introduction.

2. Give a reason
   Be professional and give Rachel a reason to stay.

Subject
Would you mind introducing me to John Smith?
Tell Rachel Chatham why you want to get introduced (then get forwarded to John Smith).
3. Gather Intelligence

Be prepared for every interaction by researching contacts and companies.
Conduct market research by asking your potential clients or customers what their greatest needs are.
Engage with insights

Over 62% of B2B buyers respond to salespersons that connect with relevant insights and opportunities.
4. Contribute Insights

Share ideas through status updates, and participate in groups.
See what people are saying?

Use the search engine built in to LinkedIn to search for your industry
Steps

1. Identify the groups in your industry.
2. JOIN THEM
3. LISTEN and ENGAGE
Push it out

Post blogs and articles in your groups to catch members’ attention

www.jeffbullas.com/linkedin-social-selling/
Tools for Easy Content Sharing

Tools mentioned:
- Feedly
- Buffer

Examples of sharing:
- Thursday 22nd November
- Monday 19th November
Build trusted relationships

Have genuine conversations and focus on the needs of the prospect FIRST, selling second.
5. LinkedIn Enables Social Selling

Who
Who are the Right People?

What
What to talk about?

How
How do I get in?

240M
members

2B
member updates
per week

Billions
Of Connections
Macro to Micro:
Best-in-class reps do these three things

Find
Right People

Lead
With Insights

Leverage
Relationships
Cadence for Social Selling
Social Centered Selling reports that 73% of salespeople who use social selling techniques outperform their peers who don’t. That’s great news for reps who are already using platforms such as LinkedIn to connect with prospects. But as with everything, there is a right way and a wrong way to do it.
1. Add new media to your profile each month.

2. Write 1-2 blogs per month.
Content = Currency

3. Reach out to connect to 5 people each month.

4. Schedule 2-3 intro calls.
Social Selling Index
Social Selling Index

Social Selling Dashboard

Shannon DeSouza, MBET
Intrapreneur | Event Aficionado | Sales Strategist | Marketing Generalist | Professional Development Coach | Mentor | Speaker

Top 3% Industry SSI Rank
Top 9% Network SSI Rank

Social Selling Index – Today
Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. Learn more

69 out of 100
Linkedin Sales Navigator
LinkedIn Sales Navigator
#1: Start Your Free Trial

Sales Navigator Professional features

- **15 InMail™ messages**: Start meaningful conversations with prospects, even if you're not connected.
- **Enhanced Who's Viewed Your Profile**: See what prospects have been interested in you over the last 90 days.
- **Advanced Search with Lead Builder**: Zero in on decision makers and create custom lead lists with advanced search filters.
- **Unlimited profile search**: View unlimited profiles from search results – up to 3rd degree.
- **Lead recommendations and saved leads**: Quickly discover the right people and save them to stay up to date.
- **Real-time sales intelligence**: Get relevant and timely sales insights on your accounts and leads.

Start your free month

- No commitment for 30 days - cancel anytime
- After your free month, you'll pay ₹4,900 / month

Buy annual and save 20%

- You'll pay ₹46,800 / year
- Easier to expense with a single receipt

Click here to buy for multiple users •

Unlock sales opportunities with the all-new Sales Navigator
LinkedIn Sales Navigator
#1: Start Your Free Trial
LinkedIn Sales Navigator
#1: Start Your Free Trial

Now let's import your Salesforce account

We’ll show you conversation-worthy insights on your Salesforce prospects, so you engage your leads with authentic, contextual conversation-starters.

We’ll sync your Salesforce info daily. And don’t worry, we won’t spam your contacts. Learn more.
LinkedIn Sales Navigator
#1: Start Your Free Trial

Add these companies to your pipeline of possibilities

Based on your LinkedIn activity, here are some companies we recommend saving as potential accounts. With a little nurturing, they could become your next great thing. Learn more.

Select accounts below

- **Golden Square Services & Investments**
  - 2 Leads

- **HubSpot**
  - 2 Leads

- **Alchemist Accelerator**
  - 1 Lead

- **500 Startups**
  - 1 Lead

- **Mobile Action**
  - 1 Lead

- **Sales Hacker, Inc.**
  - 1 Lead

Back Skip Continue
LinkedIn Sales Navigator
#2: Find Prospects and Leads
LinkedIn Sales Navigator

#2: Find Prospects and Leads
LinkedIn Sales Navigator
#3: Keep Tabs on Saved Leads
“Social selling is taking out the pitching component of sales. You're creating conversations about your product and services which organically can produce sales conversations.”

1. Match your social strategy to your customer.
2. Create the right content at the right volume.
   3. Build your network.
4. Connect it back to the business.
Any questions?
To request a copy of these slides, please visit:

https://empowerment.events/plus-sw19/
shannon@dahliaplus.com