



Get [Linked in](#)™ or Get Left Out!



The Power of Networking

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LinkedIn Fundamentals

- ❑ Why should you be on LinkedIn?
 - Connectivity, raising your **BRAND**
 - Value Propositions (Why You)
 - Visibility
 - **To Be Found !!**
- ❑ Networking tool for professionals:
 - > 750 Million subscribers
- ❑ Power of Networking
 - **Engage** with people

Why Should I be on LinkedIn?

- How many connections should I have? (Over 500)
 - Who should be in my network?
- Based on 3 degrees of separation
- Find jobs, people, groups & associations, target companies
- Create your own unique **URL**
 - www.linkedin.com/in/tedrobison
- Boolean Searches (Free: Very Powerful): Boolean search is using specific logic using just 5 key operators to help you get more targeted results.
- Free versus (\$) Premium Accounts

Personal Brand & Image Promotion

- ❑ **Keywords & SEO** – How do people find me?
 - ❑ How can I be on the top pages of LinkedIn's search engine
- ❑ **Picture & Background** – Must have
- ❑ **Headline: Job Title Plus – Tag Line**
- ❑ ***** Current Job Title *** / Past Job Titles**
- ❑ **Summary: S.E.E.S. (Skills, Experience, Expertise, Style)**
 - ❑ **Style → Value Proposition → Differentiation**
 - ❑ **Wow Factor! / Brand**
- ❑ **Skills & Experience: Endorsements**
- ❑ **Recommendations: (4 - 8) (Testimonials)**
- ❑ **Status Update – (Home Page – Posts, Blogs)**

Status Update Publishing & Posting

HOME PAGE

- **Publishing** valuable content on **LinkedIn** positions you as an authority on your product, Service, or topic.
- **Posting** regular, valuable content creates trust with your connections and helps you to be seen as an expert on your topic. Those who are seen as an expert in their area are often paid more and get more business.
- **Content** supplied by principals in your profile to reach network.
- **Repost** from your colleagues, websites, articles, partners, organizations
- Creates **activities** on your profile page.

Social Selling Index

Measure your sells success

- **Industry SSI Rank %**
- **Components**
 - Professional Brand
 - Find Right People
 - Engage with Insights
 - Build Relationships
- **People in your Industry**
- **People in your Network**
- Website: <https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>

Sales Navigator: LinkedIn ~ \$65 /month

Tips for Better Prospecting

- Save Leads & Accounts you want to monitor
- Set Alerts for follow up
- Use Filters to find more Targeted Leads
- Save Searches to Save Time
- Sales Spotlights to narrow search
- Leave notes to remember important details
- BlueBird Search (Happy Customers from past)
- Find Similar Prospects
- TeamLink Filters: Creates Warm Calls
- Inmails to leads (Reps to Potential Leads)
- **Optimize LinkedIn Profile - Personal Brand & Representation of your Organization & Value: Raising you and your products/services above the herd**

Groups & Associations

- ❑ How many groups & associations should I have?
 - Management of groups (30 – 50)
- ❑ Three Reasons to Join a Group or Association:
 - Target Market – Personal Interests – Professional Association
- ❑ How can groups help me raise my brand & image?
 - Discussions, subject matter expert, membership list
- ❑ Building your own group
 - Used for “Job Title” Keyword
 - Raise your visibility
 - Discussions: Job Postings - Local Meetings - Virtual Meetings

Target Companies

- ❑ Create a Target Company List (30 - 50)
- ❑ Build Relationships at Target Companies
 - Create leverage
- ❑ Follow Target Companies
- ❑ **Business Journal – Book of Lists Top 25 Companies**
- ❑ **Reference USA – All Companies**

Breaking Into Companies via Connections

- ❑ Search Company
- ❑ Look at Company LinkedIn Site
- ❑ View employees at company
- ❑ Search 1st & 2nd Degrees & Location
- ❑ View employees: If it is a 1st degree call them.
- ❑ If it is a 2nd degree see who they know and get an introduction: This is called a WARM CALL
- ❑ Try to get to Purchaser or Decision Maker

Your Network: Notification Letter: Template

Letting you know that I have an updated LinkedIn Profile. Please feel free to visit it at your leisure.

Currently seeking a contact at one of my target companies. Some of my target companies include: Company A, Company B, Company C, and Company D. My Products & Services Include: Product A, B, C & Services Include: A, B, C. My Value Propositions are Value 1, Value 2, Value 3, and Value 4. If you know a colleague, friend, or relative in one of my listed companies or industry, I would appreciate an introduction to see if their company has any needs or requirements for my products or services.

Please let me know if I can ever be of any help to you now or in the future.

Thanks again for any help that you can afford me during this time.

Best Regards, Name & Contact information

Preparing For Business Meeting

- ❑ Research Buyers / Purchasers – Helps you connect
 - Know their hobbies, jobs, groups, informational interviews
- ❑ Research Company
 - Product, Services, Competitors
- ❑ Know your Product Value Propositions
 - Give reasons to use your products / services

Questions