

How To Leverage LinkedIn To Close More Sales

ACTION Items

MAIN GOALS:

1. Your Profile

- a. Spend time updating your profile in LinkedIn: Get to 100%
- b. Update your headline & summary
- c. Obtain your custom URL
- d. Update your status 2x to 3x per week

2. Start with a strategy:

- a. What are your objectives?
- b. Who is your buyer persona?

3. Continue making quality connections

- a. Prospect and add people you know
- b. Join relevant groups

Next steps:

4. Optimize the presence of your Company online

5. Develop a Social Media Policy & plan of action

ACTION ITEMS

1. Your Personal Profile

100% Completion

- ✓ Add a professional profile picture
- ✓ Add industry & location
- ✓ Add your current position & description
- ✓ Outline 2 of your past positions
- ✓ Add your education
- ✓ Choose 3 skills
- ✓ Connect with more than 50 people

Update Your Headline

John Smith – (Action verb) + **(target audience)** how to **(value proposition)**

For example:

John Smith – Helping sales teams grow their business through social selling

Or

John Smith – CEO of CompanyName. Building high performing sales teams in the automotive industry convert more business

- Can you identify yourself as a specialist?
- What makes you unique?
- Any keywords you can use?

Update your status 2x to 3x per week

Write down 5 different status updates that you can post for your target audience.

1. _____

2. _____

3. _____

4. _____

5. _____

Is the status relevant? Why will they care?

2. Strategy

- What do you want to accomplish?
- What makes you & your company unique?
- Why are you using Social Media?
- Why are you using a particular site?
- Where are your clients connecting online?
- What are their needs? Can you speak to those needs?

- Who is going to manage it?
- Who is going to govern it?
- Who is going to respond?

Prospective Client persona development

- Industry _____
- Position/role _____
- Events they attend _____
- Keywords they use within their industry _____

- Skills they may use to describe themselves _____

- What keeps them up at night? _____

- What problems can you solve to make their pain go away?
Can you write blog posts helping them solve problems?
A newsletter with relevant information?

3. Continue making quality connections

Next steps:

4. Optimize the presence of your Company Page online
5. Develop a Social Media Policy & plan of action

For more tips and a deeper dive into developing your LinkedIn presence, visit www.punchmedia.ca for access to a FREE video and online training program

For a customized quote to optimize your presence, contact Leslie at leslie@punchmedia.ca or 647-272-5588

If you're not already on the list, please be sure to subscribe to our newsletter for "insider secrets" in Social Media → www.punchmedia.ca

PUNCH!media and Social Media E-School:

helping you build your social media presence strategically, effectively and properly.