



Social Sales Link™

8

Mistakes Sales  
Pros are Making  
on  
Linked in®



## 8 Mistakes Sales Pros are Making on LinkedIn

**Stop making these mistakes on LinkedIn!**

**Follow this guide and make sure you're on the right track to making the most of LinkedIn for your social selling activities.**





# Mistake #1

Having a LinkedIn Profile that's self-centered and looks like a resume





## Mistake #2

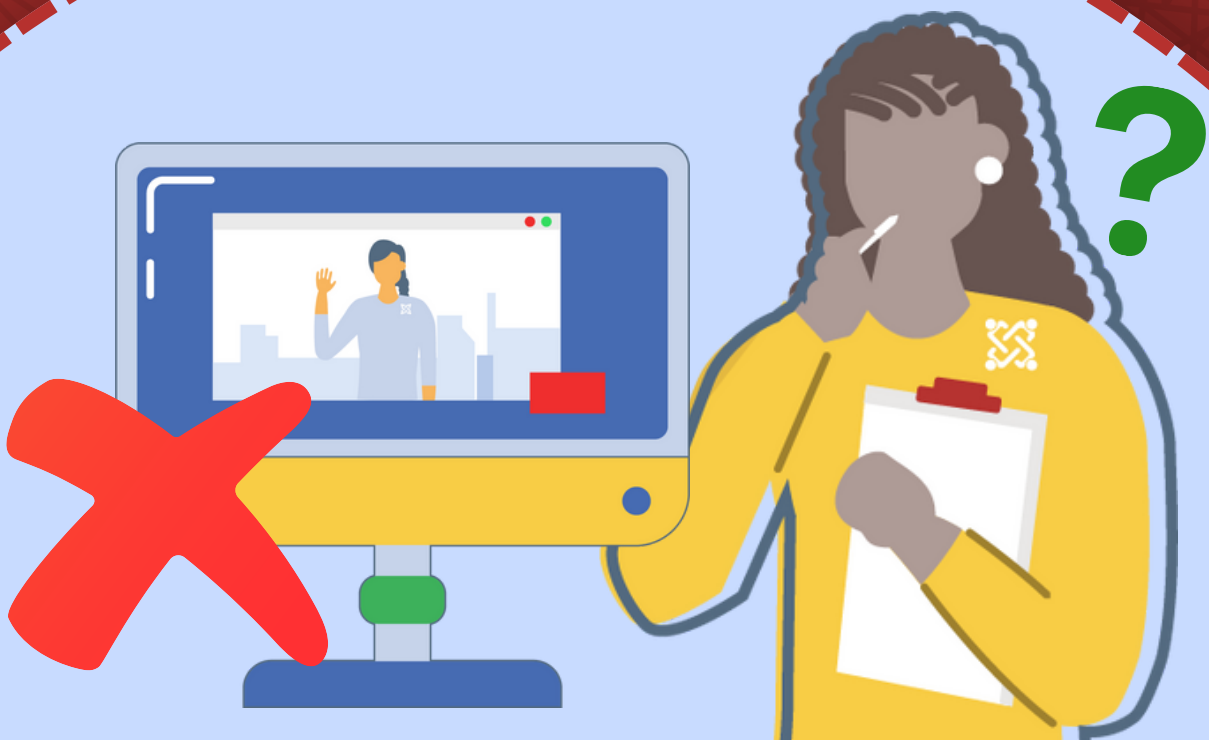
Connecting and immediately pitching





## Mistake #3

Connecting and forgetting instead of  
connecting and engaging





## Mistake #4

Doing random acts of social or having no process for sharing and engaging content





## Mistake #5

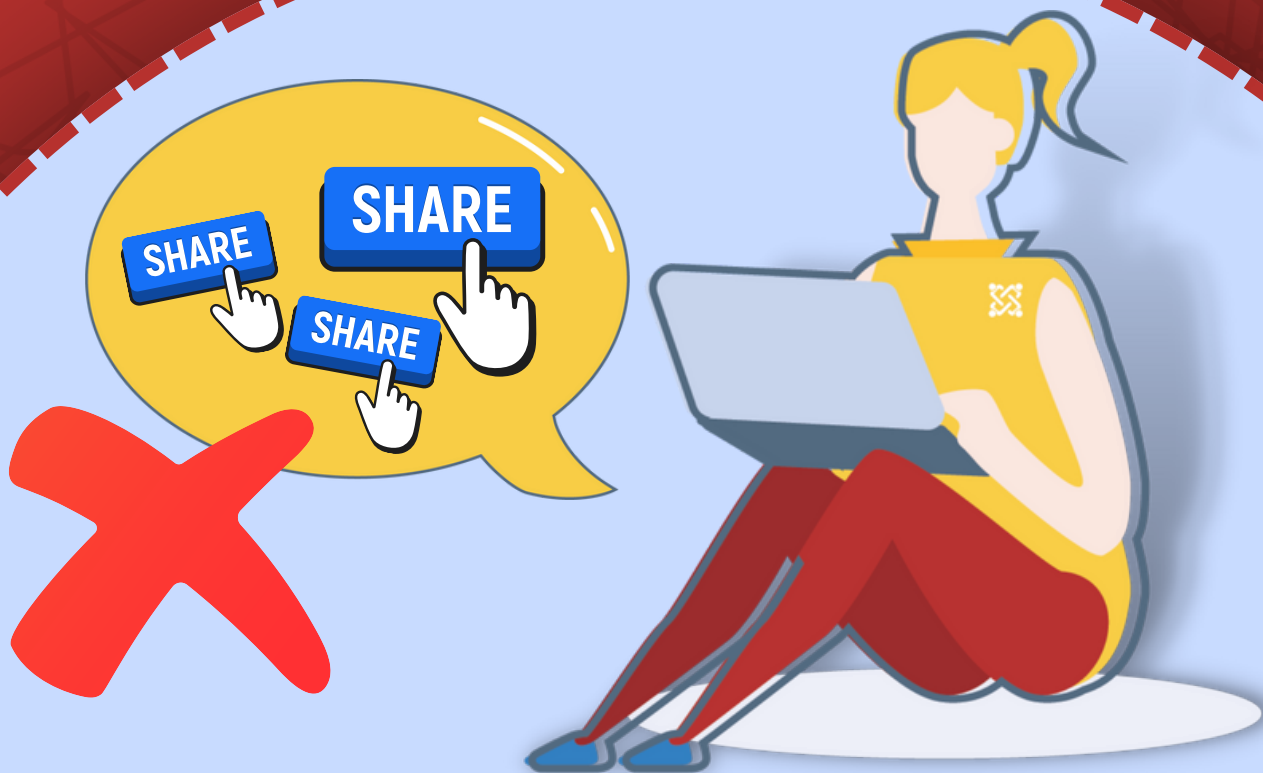
### Posting and ghosting





## Mistake #6

Sharing or creating content that you care about and not understanding what your audience wants to consume







## Mistake #7

### Cold calling on LinkedIn





## Mistake #8

Not leveraging your connections to get referrals or asking permission to mention their names to prospects



# Connect with Us!



 [/brynnetillman](https://www.linkedin.com/in/brynnetillman)

 [/bobwoods](https://www.linkedin.com/in/bobwoods)

**Start More Sales Conversations  
by Leveraging LinkedIn**

**Join Social Sales Link's  
2x Weekly Group Coaching \$1 for the First Month**  
(no ongoing commitment)

**Join Now: [socialsaleslink.com/membership](https://socialsaleslink.com/membership)**