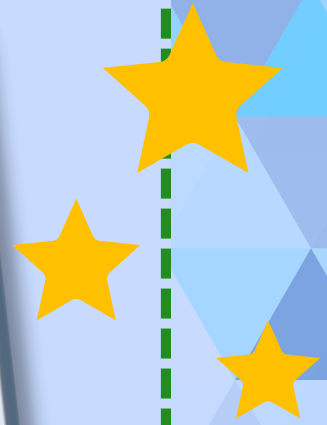




Social Sales Link™

Giving and Receiving Recommendations on LinkedIn®



In the fast-paced world of LinkedIn networking, one feature often overlooked is the Recommendations feature. It's not just about showing off your skills; it's about letting others speak for your success and the value you bring to the table.

In this eBook, we'll dive deep into the art of giving and receiving recommendations on LinkedIn and how you can leverage this feature to boost your sales success.



1

Advantages of Having Recommendations in Your Profile



1 Reducing the Sales Cycle

LinkedIn recommendations provide instant social proof, speeding up the decision-making process and helping close deals faster.

When prospects ask to speak with previous clients, direct them to your LinkedIn profile's recommendations. This saves time and prevents missed opportunities.

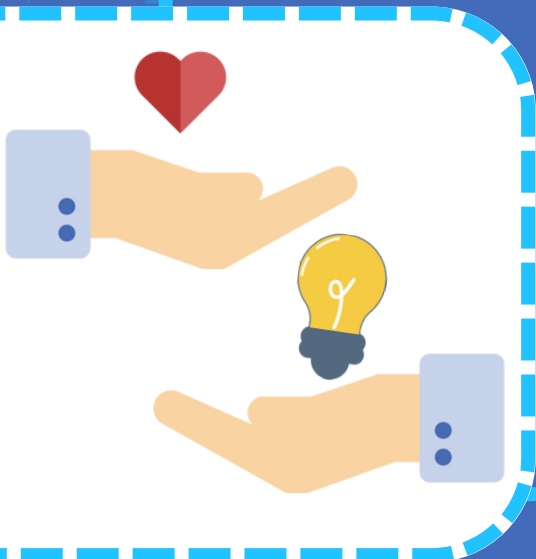


2

Social Proof or Social Credibility

Social proof is crucial in a world where anyone can claim expertise. LinkedIn recommendations are a genuine way to establish credibility.

They show that you're not just talking the talk, but others have experienced your expertise and vouch for it.



2

What makes a Reliable Recommendation?



A legitimate recommendation on LinkedIn isn't just a pat on the back; it's a well-crafted narrative. It should answer these key questions:

1. What was the challenge faced?
2. What was the reason behind the recommendation giver choosing to work with the person receiving the recommendation?
3. How did the person receiving the recommendation assist with overcoming the challenge, and what specific actions did they take?
4. What were the outcomes after working with the person receiving the recommendation?



Remember

It is important to prioritize authenticity and avoid endorsing individuals for the sake of it. A misguided recommendation can harm your credibility.



3

How to Ask for Recommendations



A Seize the Moment

When a client praises your work, take the opportunity to ask for a recommendation. For example:

Client: *"You did such a great job!"*

You: *"I'm glad we exceeded your expectations. We rely on our reputation and LinkedIn recommendations to grow our business. Would you be open to me capturing your feedback and using it in a LinkedIn recommendation?"*



B Offer to Draft It

Make it easy for your clients by offering to draft the recommendation for them:

You: *"Would you be open to writing a recommendation on LinkedIn? If it makes it easier for you, I'm happy to write it up and send it over. You can simply copy and paste it."*



C Remind Them of Your Positive Impact

When requesting a recommendation, remind your clients of the value you provided:

You: *"Remember how happy our employees were with our work? Your feedback is essential for our LinkedIn recommendations."*



D Addressing Company Policies

If a client's company has a policy against endorsing suppliers, try to get a general recommendation:

You: *"While I understand your company's policy, could we still get a general recommendation like 'As a Fortune 100 company, we hired [Your Name]'?"*



E

Use Existing Permissions

If possible, proactively seek permission to use a client's logo or name in your promotional materials and website:

You: "In our contract, we seek permission to use your logo and name for promotional purposes. Is this something we can include?"



Bonus: Dealing with Unwanted Offers

When people connect and offer to recommend or endorse your skills without context, handle it diplomatically:

You: "Thank you for your willingness to recommend and endorse my skills. Could you please provide more context or specifics related to our collaboration?"



4

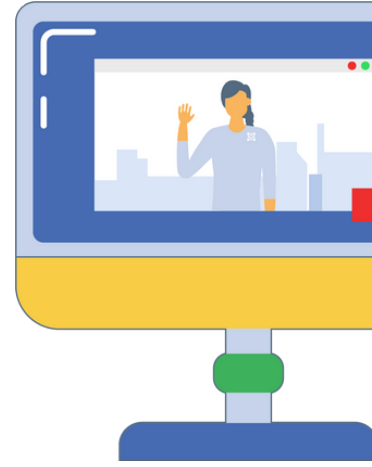
Who to Give
Recommendations
To



A Give Recommendations to Your Clients

Start by giving recommendations to your clients. Showcase how you've helped them overcome specific challenges, the solutions you provided, and the measurable results.

These recommendations serve as powerful case studies for potential clients.



PRO TIP:

When faced with clients or companies that have a no-endorsement policy for vendors, offer them a testimonial instead.

Highlight their excellence and the positive experience working together. It's a way to show appreciation and strengthen relationships, even when endorsements are off the table.



B Offer Recommendations to Those You Seek Them From

When you're requesting recommendations from someone, consider reciprocating the gesture by offering to write them a recommendation as well.

You've collaborated, and your shared experiences provide a foundation for a glowing recommendation.

Even if they don't reciprocate, your authenticity shines through. It's about building a network based on genuine connections and goodwill.



C Give recommendations to Industry thought leaders and influencers

Have you learned from an industry expert, author, or podcast host? Take a moment to recommend them on LinkedIn.

It's a way to show appreciation and create a connection. LinkedIn recommendations can help you engage with influencers in your field, leading to valuable networking opportunities.



D Give Recommendations to Your Referral Partners

If someone has referred business to you that resulted in success, publicly thank and recommend them on LinkedIn.

It strengthens your relationship and acknowledges their support.



E Give Recommendations to People You Want to Reconnect With

Rekindle connections by writing recommendations for people you know well but haven't spoken to in a while. A thoughtful recommendation shows that you value the relationship, possibly sparking new conversations or collaboration. To reconnect with people you've lost touch with, start by taking inventory of your connections.



PRO TIP:

Space Out Your Recommendations

Don't bombard your connections with recommendations all at once. It may raise suspicions.

Instead, stagger them over time for a more natural and credible approach.



Connect with Us!



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**Start More Sales Conversations
by Leveraging LinkedIn**



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



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