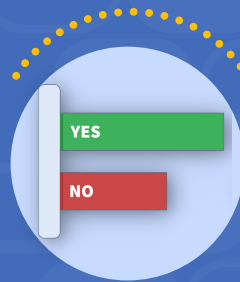




Social Sales Link™

Leveraging Content to Start Sales Conversations on LinkedIn



Why is content so important?



Over 6 million blog posts get published daily, and this does not include the photos and videos people push out on social media. So why, in a highly competitive market, is it still one of the most effective tools for entrepreneurs and salespeople to use for social selling?

The answer lies in making a human connection. In the age of automation, people have become wary of the connect and pitch styles of selling. It's where people connect only to pitch their service or product. Even if the person on the other end of the message is human, if they sound like a bot, a prospect is likely to walk away.



Leveraging Content to Start a Sales Conversation is foundational to social selling.

“If we can understand what kind of content our prospects want to consume and we can start a conversation by bringing value and being a resource, all of a sudden, they are excited to talk with us, and we’re beginning to earn the right to a sales conversation.”



In this quick guide, you'll learn 4 easy ways to use content to make that starts conversations based on what matters to your buyers.



1

Listen to your industry trends, your buyers, and your buyers' prospects and customers to identify the type of content your target audience wants to consume.



2

Leverage influencer content to find and engage with your buyers. Start conversations with those engaging in comments by sharing additional influencer content, not by pitching your solution.



3

Search your 1st-degree connections by Followers of a specific creator and share podcasts or other content published by that creator to start a conversation.



4

Use LinkedIn LIVE or record on Zoom to interview your buyers. It helps you to create new content and it is an opportunity to get to know them as a person not as a lead.



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