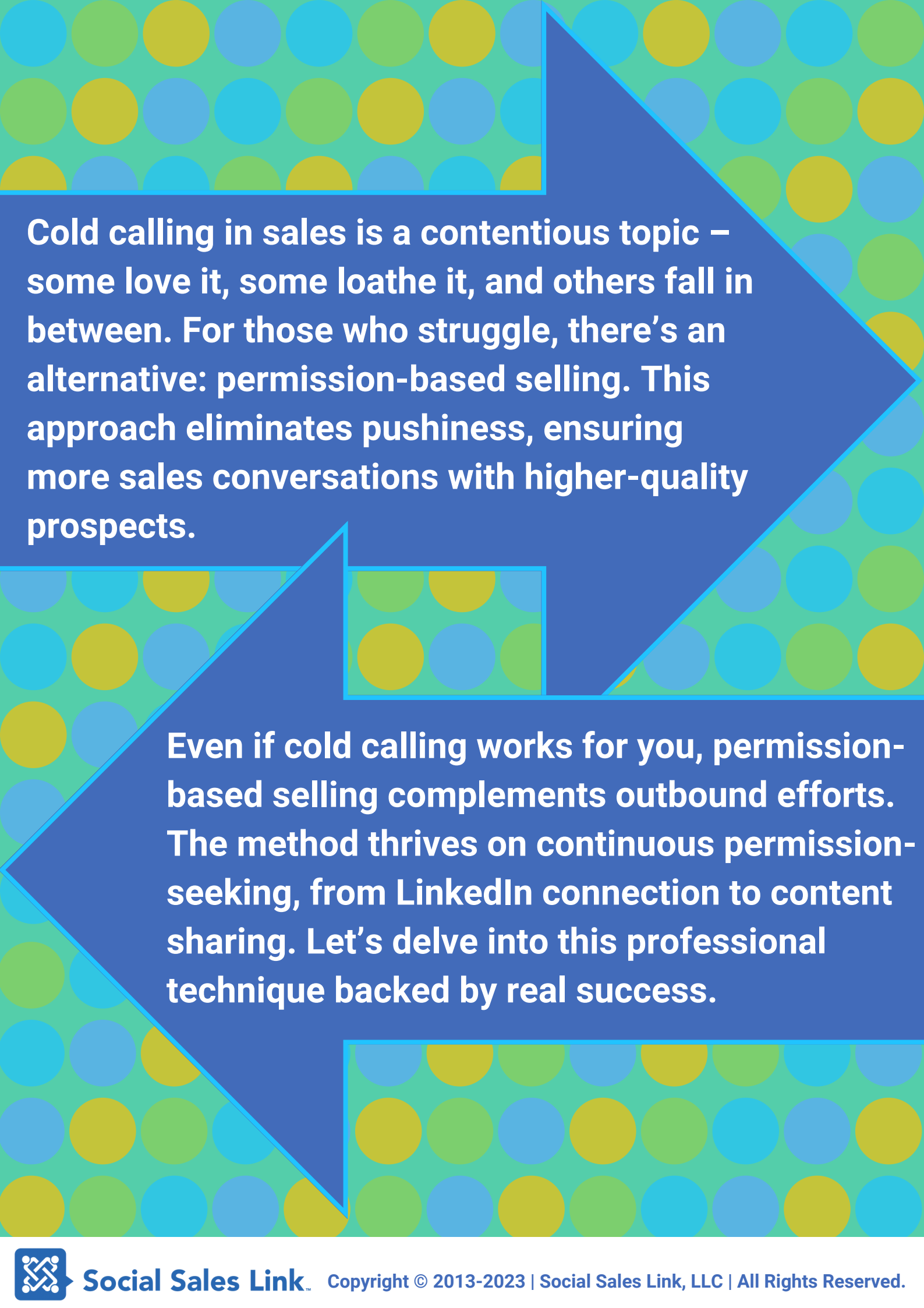




Social Sales Link™

# Permission-Based Selling on LinkedIn





**Cold calling in sales is a contentious topic – some love it, some loathe it, and others fall in between. For those who struggle, there’s an alternative: permission-based selling. This approach eliminates pushiness, ensuring more sales conversations with higher-quality prospects.**

**Even if cold calling works for you, permission-based selling complements outbound efforts. The method thrives on continuous permission-seeking, from LinkedIn connection to content sharing. Let’s delve into this professional technique backed by real success.**



# What our Study Says:



In a study comparing approaches, our traditional outreach garnered 19 clicks out of 100 LinkedIn connections.

However, when using permission-based messaging, where prospects were offered valuable resources, 69 out of 100 were interested, resulting in 58 clicks. Permission-based interactions significantly increased engagement compared to the initial method.



# Mindset

1

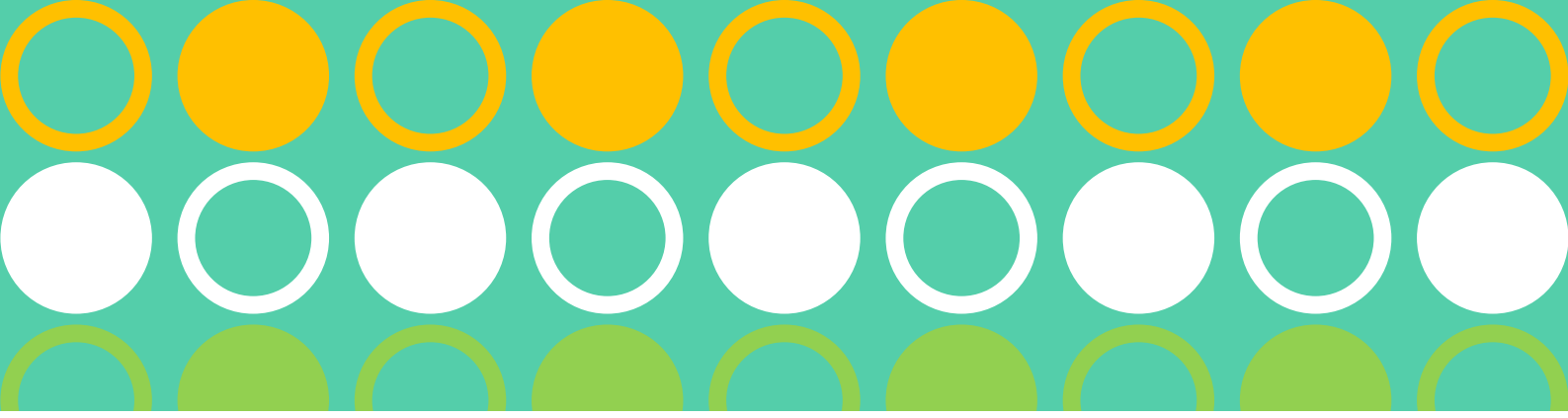


Shift your approach from immediate solutions to genuine value. Avoid the trap of LinkedIn cold calling by focusing on prospects' needs, not just your offerings. Detach from what they're worth to you, and embrace what you can offer them. Engage by optimizing your LinkedIn profile, sharing insightful content, and interacting with your prospects. Your aim: meaningful connections built on value, warming up the connection for an authentic follow-up message.

**Here's a template you can use when you're ready to reach out:**

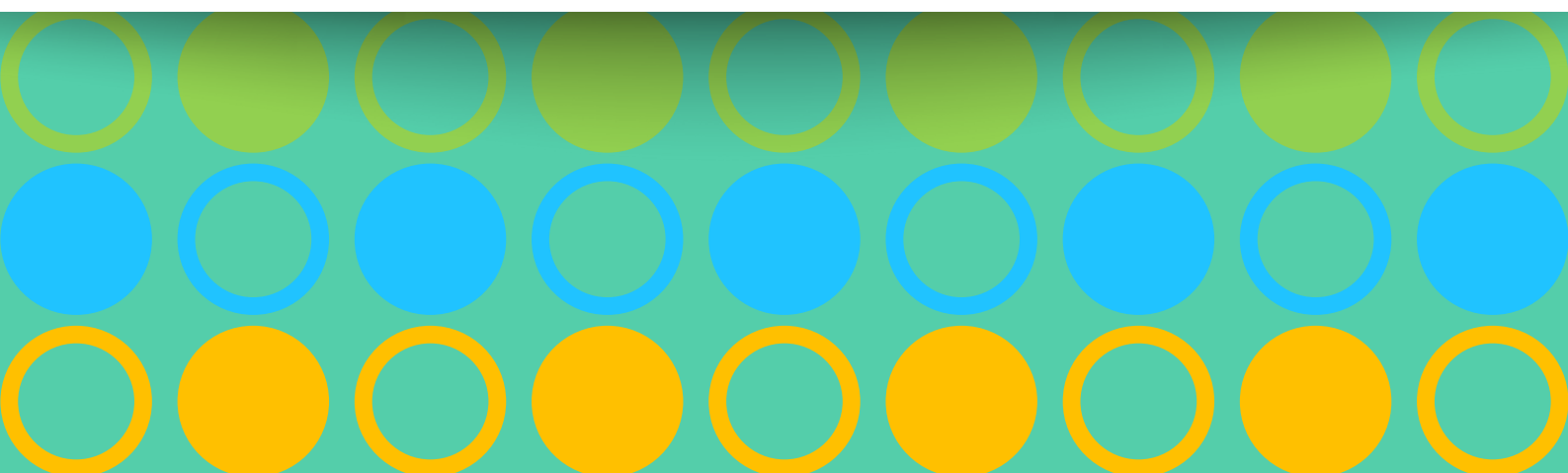
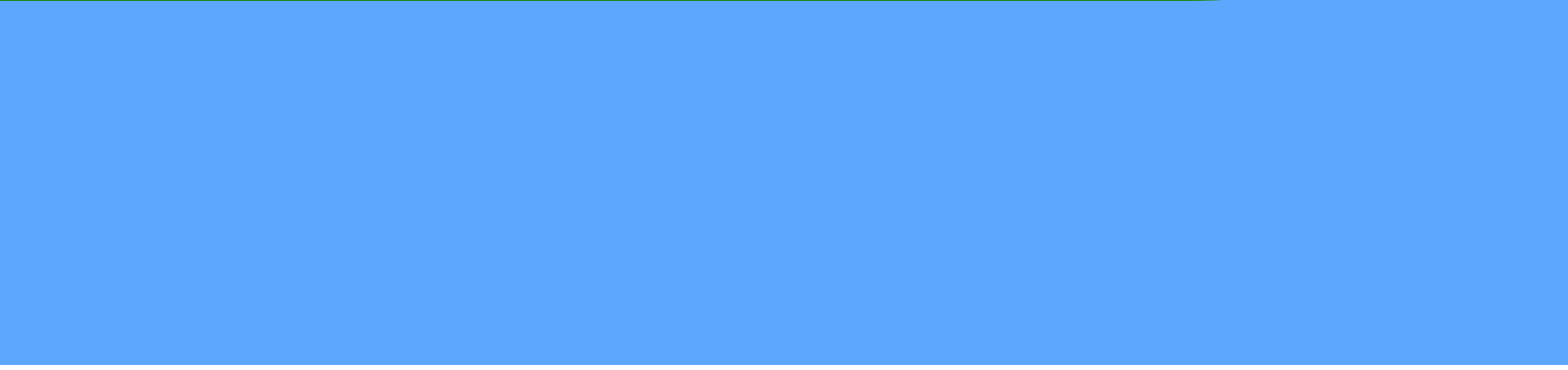
"So [prospect], I really enjoyed the post that you shared last week on [topic]. I invite you to visit my profile. And if you think it makes sense, let's connect."





# Tactics

2



**Delve into**

**[socialsaleslink.com/magical](https://socialsaleslink.com/magical), a resource offering more than just templates. Gain valuable insights into permission-based selling tactics.**

**Utilize the Chrome extension “Magical” to input pre-formatted messages through codes, enhancing outreach without automation.**

**These examples foster a mindset of authentic connections, steering clear of salesy or spammy tactics.**



# Rejecting Automation

3





**Beware of automation's pitfalls. While it might seem tempting to let tools handle outreach, it's a perilous path.**

**Genuine messages stand out, and prospects can discern authenticity. LinkedIn is vigilant against automation, often banning users who employ it.**

**Always avoid it, as it breaches user agreements and lacks personalization. Embrace tailored engagement for rapport, credibility, and trust.**





# Final Reminder:

Rome wasn't built in a day, nor is your LinkedIn prowess. First, become a LinkedIn legend by engaging, sharing gems, and proving you're the real deal.

Permission-based chats are your charm – no one likes a pushy sales stalker. Build rapport, sprinkle value, and watch sales bloom organically.



Connect with Us!



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