



Who To Connect With (and Who Not To) on LinkedIn®



Social Sales Link™

It may seem like a good idea to have a large number of professional connections on LinkedIn, but it can actually hinder your business growth and sales.

To effectively build connections, it is important to connect with the right people while protecting your network from others who just want to sell them stuff on LinkedIn.

Our eBook offers valuable insights on how to connect like a True Networker. Discover the risks of connecting with everyone on LinkedIn, learn how to identify accounts that use automation to reach out, and master the right way to respond.



There are 3 Types of Networkers on LinkedIn:



People who have the LION mentality of connecting with everyone. It doesn't matter, and it's just about collecting business cards.



People who only accept connections from people they know.

The type of networker all salespeople should aspire to be. A True Networker connects intentionally and will have conversations with almost everyone who walks up to them but won't necessarily take the business card for future follow-up.





The Dangers of Connecting with Everyone on LinkedIn:

They can deplete your energy and take away time that could be spent engaging with valuable contacts like clients, prospects, and referral partners. Instead, you may end up responding to requests or questions from LinkedIn users who are only interested in selling you products or using you to connect with decision-makers and influencers in your industry.

It's important to protect your network by being selective about who you connect with, as connecting with someone also gives them visibility into your connections and interactions.



Ways to Know if a Connection Request with a Message is not Authentic:



- 1.** If they said they viewed your profile. Check "who's viewed your profile," and if their name didn't show up, then they're not being sincere.
- 2.** If they referred to an old job you had 5, 10, or 15 years ago. They may be using an automation tool that had your old data.
- 3.** If they respond too quickly (under 30 seconds) to your question about how they found you.
- 4.** When they send you a calendar link instead of answering a simple question.

Use this template to respond to connection requests you're unsure of accepting:

"[Name], thanks so much for your connection request. Typically I only connect with people I know. May I ask how you found me?"



Should You Delete Old Connections on LinkedIn From Your Open Networking Days?

Not immediately.

Inventory your connections and keep a tab on those you're unsure about.

Then, reach out and have a conversation with them to see if it's worth having them stick around.

Want to Connect Like a Professional Social Seller?



Always include a message with your connection request. There are three reasons why:

- 1. People are more likely to accept your request to connect**
- 2. You'll have a reason to send another message once you get accepted**
- 3. Your message stands as a record of why you connected with them. That can be helpful information if you want to connect with someone they know in the future.**



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