



Social Sales Link™

# Ten Top Social Sellers We Follow... and Why

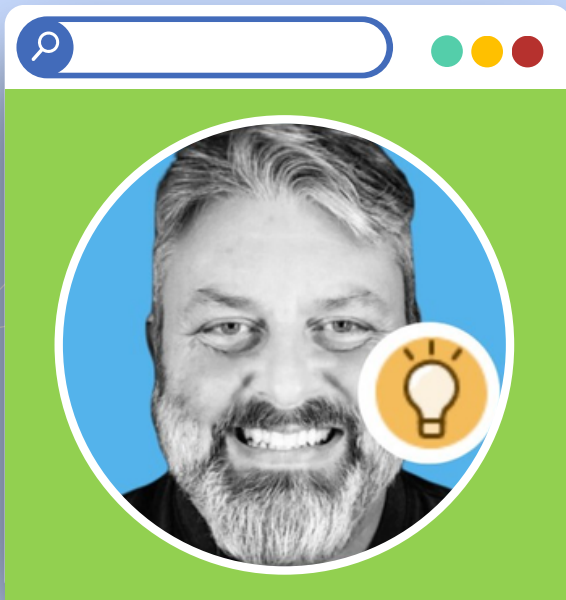


Explore the top 10 influential social sellers our Social Sales Link Team follows in this eBook.

We delve into why we follow these experts, highlighting their authentic impact in the social selling arena.

Get insights into why you should follow them as well!





**Andy Foote**

**in andyfoote**

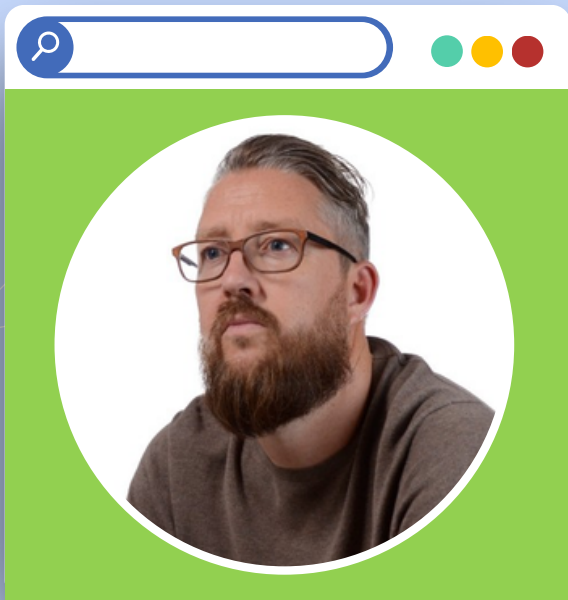
## **Creator & Community Leader, The Optima Blue Community**

Andy is a must-follow for his valuable insights on permission-based messaging.

He emphasizes the importance of asking for permission before sending links, avoiding the spammy approach.

His content includes Top 100 Hashtags, and his diverse perspective brings valuable insights that enrich the social selling landscape.





**Richard van der Blom**

**in richardvanderblom**

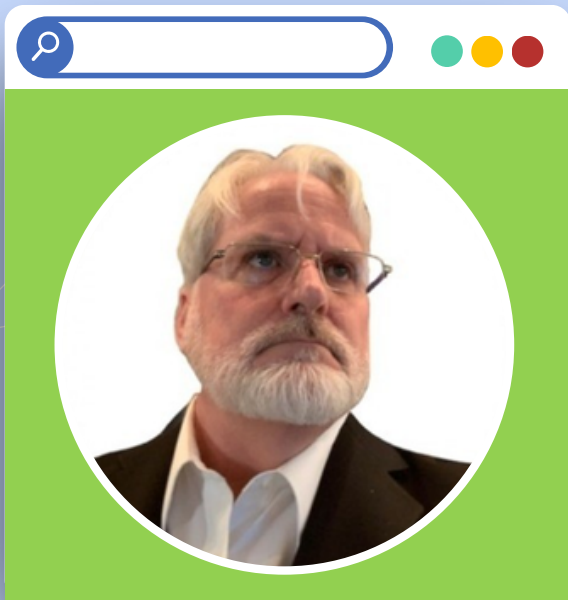
## **Sales Trainer and Keynote Speaker, Just Connecting**

**Follow Richard for his exceptional expertise in social selling algorithms.**

**His data-driven approach and deep understanding of hashtags' impact on content visibility make him a valuable resource.**

**Plus, his tip on engaging with others' content to boost your visibility is a game-changer.**





**Kevin Turner**

**in** president

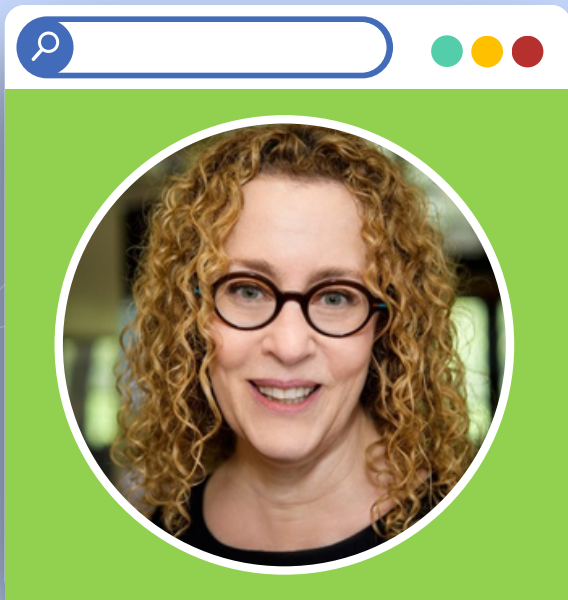
**Managing Partner,  
TNT Brand Strategist LLC**

Kevin is the go-to expert for staying updated on LinkedIn's changes.

He consistently documents and credits the platform's latest features and updates, offering valuable insights to navigate LinkedIn's evolving landscape effectively.

His dedication to keeping users informed is essential for anyone using the platform.





**Beth Granger**

 **bethgranger**

**CEO,**

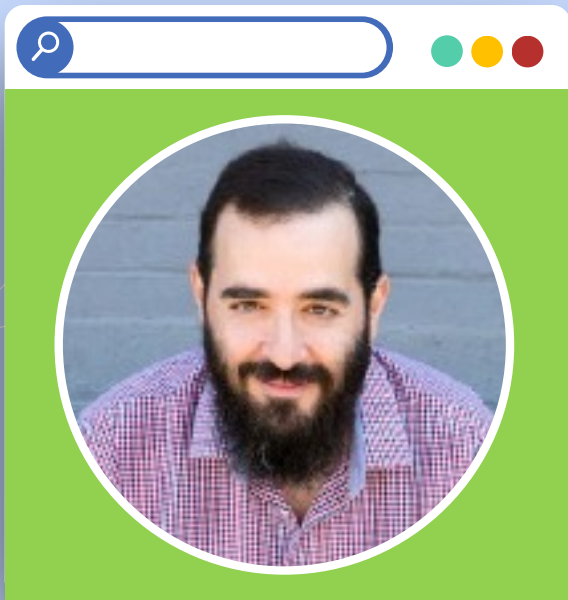
**Beth Granger Consulting: Intrepid Social**

Beth is a must-follow for her unique approach to social selling, which goes beyond the usual tactics.

She offers a program on teaching exactly what to say in LinkedIn messaging, making her invaluable for anyone looking to enhance their LinkedIn communication skills.

Her expertise in networking on the platform is also highly regarded, and she's praised for her engaging and relatable presentation style.





**Joe Apfelbaum**

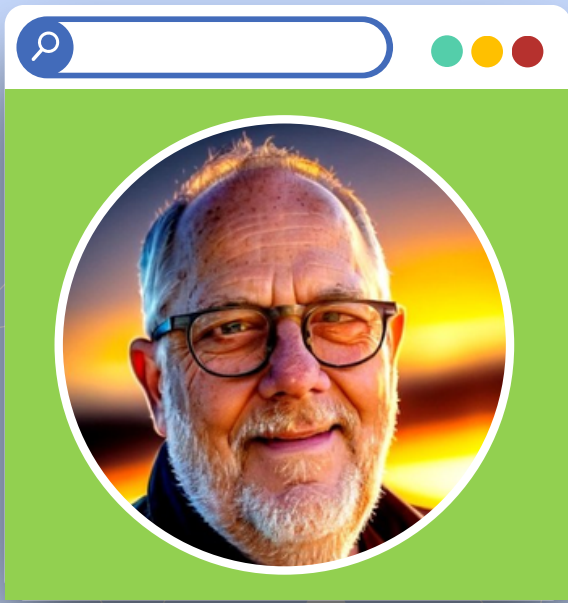
**in** joeapfelbaum

**CEO and Founder,  
Ajax Union**

Follow Joe Apfelbaum for his boundless creativity and positive approach to social selling. He shares ingenious legal hacks that can revolutionize your social selling game.

One standout tip is searching for "people search" in your first or second-degree connections with the right filters to find potential leads with their calendar links for easy booking. Joe consistently offers a treasure trove of innovative ideas in the world of social selling.





**Teddy Burriss**

 **tlburriss**

**LinkedIn Trainer, Coach, Consultant,  
Speaker, Burriss Consulting, Inc.**

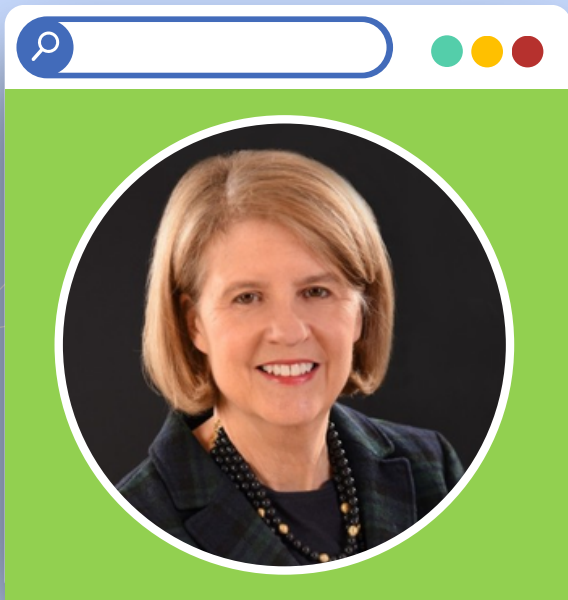
Follow Teddy Burriss for his straightforward and human-centered approach to LinkedIn.

He simplifies the platform, making it easy to understand and follow.

Teddy emphasizes LinkedIn as a tool for building relationships rather than just lead generation, which sets him apart and makes his insights invaluable for social sellers.







**Sandra Long**

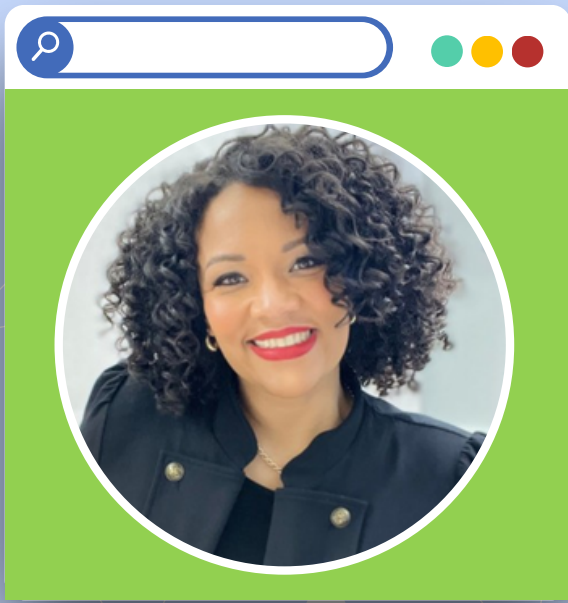
 **longsandra**

## **Professional Speaker, LinkedIn Trainer, Post Road Consulting**

Sandra Long is a LinkedIn TEDx speaker and an expert in corporate Sales Navigator, making her a must-follow for her unique insights.

Her book “LinkedIn for Personal Branding” is highly regarded, and she collaborates with large corporations to optimize Sales Navigator for their teams, showcasing her deep understanding of the platform.





**Cher Jones**

**in** itscherjones

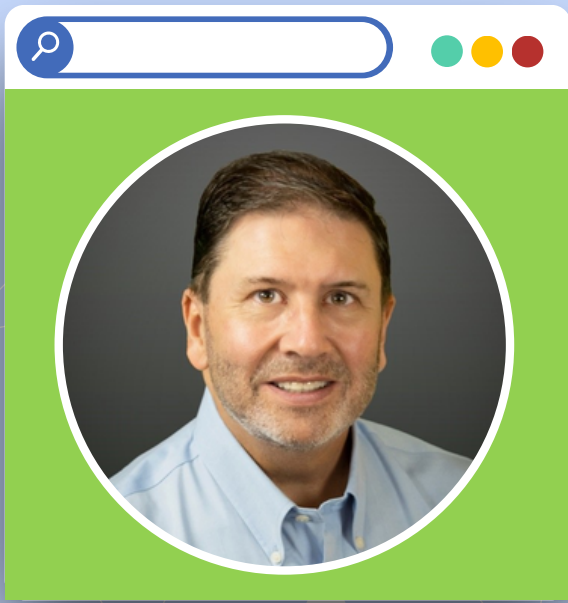
## **Personal Branding Coach, Socially Active**

Follow Cher Jones for her creative, engaging, and simplified approach to social selling.

Her live streams, #JustAskCher, are top-notch, showcasing professionalism and clear agendas.

Cher specializes in helping people become influencers, making her an invaluable resource for those aiming to enhance their online presence.





**Gunnar Hood**

 **gunnarhood**

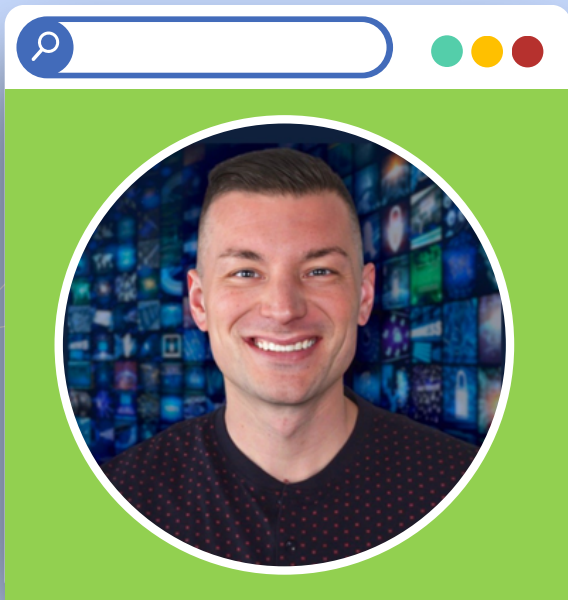
## **LinkedIn Trainer & Consultant, WSI World**

Gunnar Hood is a hidden gem in the social selling landscape.

He provides brilliant insights into LinkedIn marketing and content, emphasizing authenticity and self-expression.

Gunnar's deep dives into new features, creative marketing ideas, and expertise in Sales Navigator make him an invaluable resource for innovative sales and marketing strategies.





**Alex B. Sheridan**

 alexbsheridan

## **Founder, Impaxs**

Alex is a standout in the world of social selling, particularly in video marketing.

His focus on authenticity and demonstrating value through video is perfect for initiating sales conversations.

By consistently sharing authentic, value-driven videos, Alex offers invaluable advice and insights for those looking to excel in video-based social selling.



Connect with Us!



Social Sales Link™

**Brynne Tillman**

 /brynnetillman

brynne.tillman@socialsaleslink.com



**Bob Woods**

 /bobwoods

bob.woods@socialsaleslink.com



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by Leveraging LinkedIn**



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