



Linked  [®]

**for Social Selling:
Program Rollout Checklist**



Social Sales Link™



Most sales leaders now include LinkedIn and social selling in their sales activities. And if they do, there is little to no process or guidance on what to do and say.

Doing LinkedIn wrong is dangerous. Not all branding is good branding, and random acts of social are not only unproductive but can also hurt your reputation in the marketplace.

Include all the following important steps to rolling out a successful social selling program and buy-in from leadership to ensure optimal and ongoing results.





1

Define the Desired Outcome & Establish Goals & KPIs

"Begin with the end in mind" is an old adage still relevant in today's digital world. Before you roll out a social selling program, make sure you clearly define your goals and how you will measure success. For example, if your goal is to have more conversations with your targeted connections, here are some KPIs you might want to measure:

1. # of targeted new connections in a defined timeframe
2. # of warm introductions from clients and referral partners
3. # of conversations booked and completed

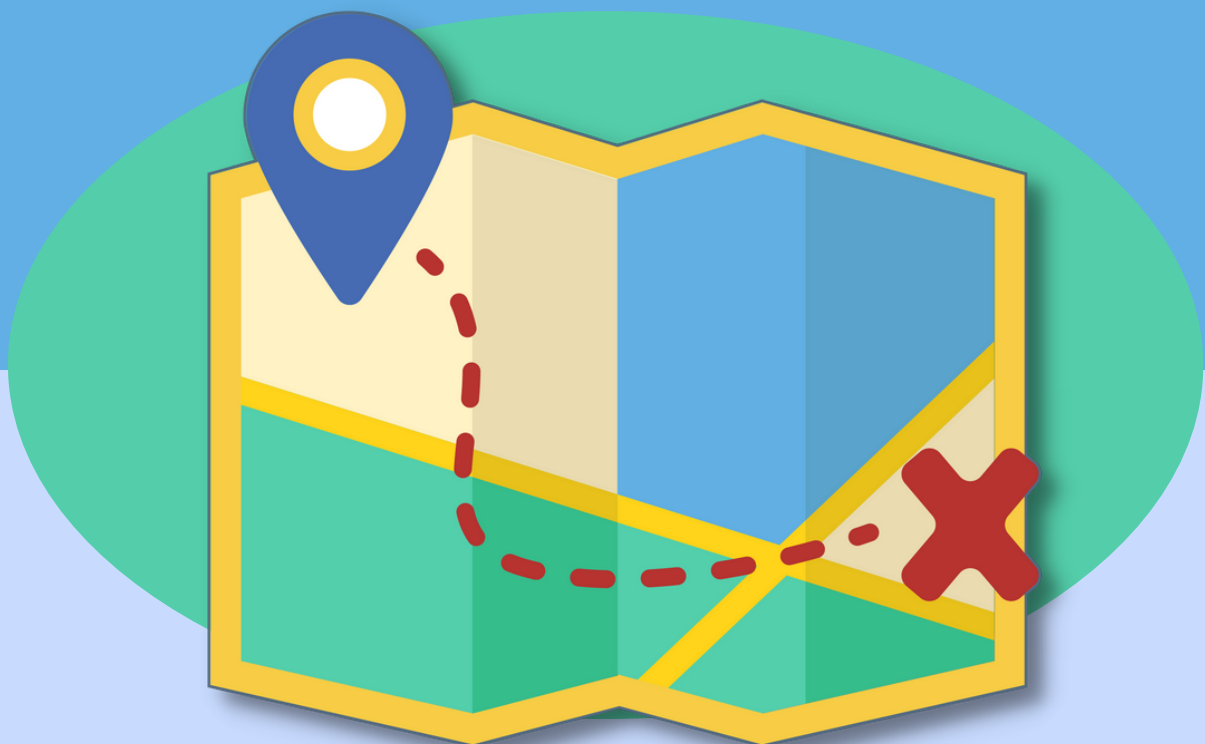


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Buyer Identification & Mapping

The Challenger Sales study tells us there are at least an average of 6.7 influencers for any enterprise sale. A good place to start is the following:

1. Research your best clients
2. Record all titles
3. Identify industries
4. Match Persona filters with LinkedIn filters
5. Build out org charts
6. Identify your social proximity (1st & 2nd degree connections) to the influencers



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Value-Centric Profile Development

Most LinkedIn users essentially duplicate their resumes into their profiles and call it a day. As sales professionals, your team needs to transform their profiles into powerful landing pages that attract, teach, and engage their buyers. Here are the steps:

1. Convert profile from a resume to resource
2. Resonate, create curiosity, and teach them something new that gets them thinking differently about their current situation... and makes a compelling moment
3. Define who you help, how you help them, & their results
4. Include content that engages your buyers
5. Share your "Why"
6. List your solutions
7. Include SEO keywords and phrases



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Choose Digital Productivity Tools

While we often suggest Sales Navigator (including Smart Links) as the primary social selling tool, others exist that are essential to start sales conversations on a consistent basis successfully:

1. Calendly to simplify your prospects' efforts in scheduling meeting times with your team members.
2. Canva to create eye-catching social content (like this eBook)
3. Feedly to curate industry content at scale
4. Zoom and/or LinkedIn LIVE for video posts
5. Dubb for personal video outreach ([CLICK](#) here to learn more)
6. Get Magical, a Chrome shortcut extension, to optimize your time ([CLICK](#) here to get our templates)





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Sales Content Strategy

Social selling wouldn't be social without sales reps leveraging valuable content and resources to start conversations. But don't just expect the salespeople to share random content and succeed at social selling. The leadership must provide guidance on what content to share and how to share it with the right people in the right way to get raised hands and conversations started. There are 3 content strategies sales needs to adopt:

1. Creating original content included polls, posts, and videos
2. Curation of industry trends and resources
3. Engaging with the right people on the right content



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Tailored Workflows & Templates

Knowing what to do and what to say is more than half the battle to leverage LinkedIn for social selling. So having a playbook that includes the following is the key to sales success.

1. Clearly defined daily/weekly/monthly activities
2. Step-by-step processes for every activity
3. Customizable templates available in shortcode for productivity
4. Library of evergreen content to help start conversations



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LinkedIn Training for Sales

LinkedIn and Sales Navigator training programs are the most effective, productive, and successful ways to get your sales team to master social selling for business development.

Programs should include both training and workshops so that the sales team learns the strategies and tactics to sell with LinkedIn while getting hands-on experience for optimal results.

Consider programs tailored to your company, industry, and team's needs. You should have the following:

1. Tailored playbooks and workflows
2. Recorded and time-stamped training for optimal adoption
3. Ongoing coaching & support





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Coach for Improvement

If you have developed your KPIs, measure them consistently and coach for improvement. Keep in mind that there are KPIs we can directly control as they are natural outcomes from the activity that we can control. It is important that we focus the coaching on activities we can control:

1. KPIs that we can directly control:

- a. New connection requests
- b. Introduction requests
- c. Posts published & shared directly
- d. Posts engaged with (authors and commenters)

2. KPIs that we can't directly control:

- a. New connections accepted
- b. Introductions made
- c. Number of engagers
- d. Who responds to comments



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