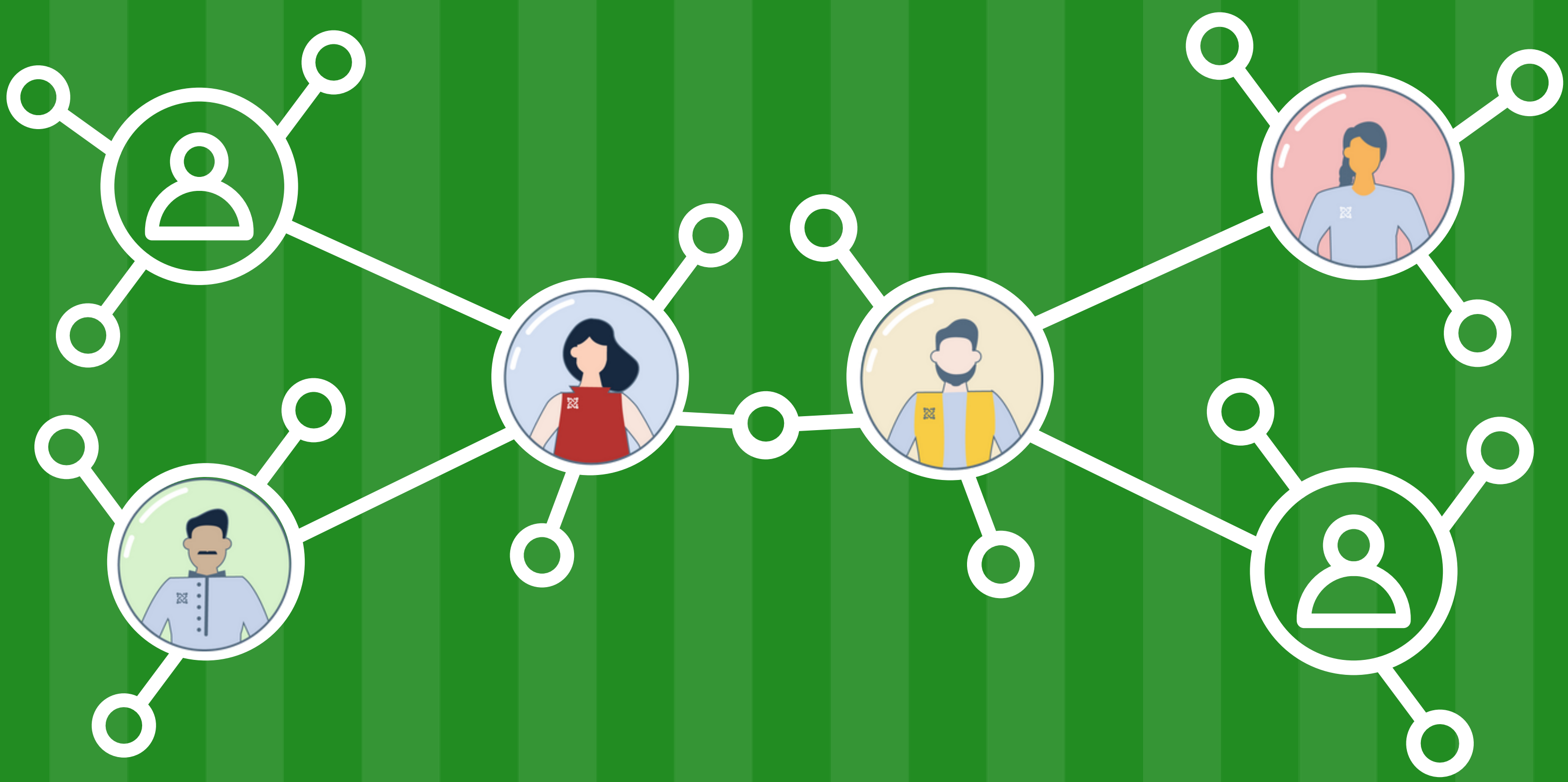
Who Knows Your Prospects on LinkedIn®

Social Sales Link™

Networking has always been the core of LinkedIn, and it's crucial to know who your connections are connected to, especially in sales.



To help you out, we have prepared this guide that outlines the five ways to find out which of your connections know your target clients and how to initiate a conversation with them.

Note:

In each of the methods we'll mention, you must clearly identify your Ideal Client Profile (ICP).

These are details about the people you want to help, which could include but are not limited to location, industry, and/or title

1. Search by Relationship

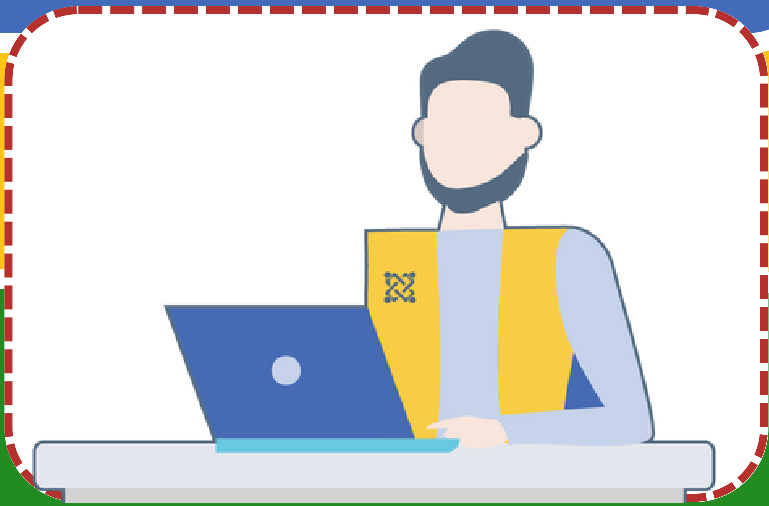
In the search bar, filter your search according to your Ideal Client Profile (ICP) but add one more filter: the Connections filter.

This filter shows how many connections you have with the people you're searching for, and the best part is your relationship level with them. Here, you want to select 2nd.

If you have more than one connection with your prospect, you can simply select one who you think has a greater influence on your prospect, or you can drop all your connections a quick little message asking well they know the people you want to reach and decide from there who you'll ask for an introduction.

2. Search by “Connections of”

Still in the search bar, filter your search with your ICP, including 2nd connections as your filter, and this time add the “Connections of” filter by inputting the NAME of the person you’re directly connected with (but only those you have a good rapport with). Basically, you’re trying to find prospects in their list of connections. Schedule a Zoom call with your connection to discuss your list so they can introduce you to potential clients.



Feel free to use this template to send them a message:

“Hey, [Name]. Hope you’re doing well. I noticed you’re connected to quite a few people that I’m going to be reaching out to on LinkedIn. Before I do, I’m wondering, do you have like seven minutes where you can jump on a quick Zoom, and I can run these names by you, and maybe you could provide some insights? And please feel free to look through my connections as well.”

3. Search by Referral Partner Names

Use the same method as number 2, but this time intentionally use it for your referral partners and clients. If you combine the two, they're now called networking partners.

Send your networking partners a message before your upcoming meeting. It could go like this:

"Hey, [Name]. I'm really looking forward to meeting you for coffee next week. Feel free to look through my LinkedIn connections and make a list of people that you might want to meet. And if it's okay with you, I'll do the same, and we can review the list when we're together."

4. Search by Company

Click the search bar and hit enter. In the drop menu, select Company as your primary filter. Here, make your search more targeted by filling out the Locations, Industry, and Company Size filters. Now, go to all filters and select 1st and 2nd connections to know which of your connections know your prospected companies.

Take advantage of this free method, which used to only be available in Sales Navigator, especially if your target clients are SML enterprises.

5. Search by Active LinkedIn Users on Sales Navigator

Sales Navigator is such a great tool for finding prospects. Using the same concept as the first 4 methods mentioned, include any or both of the following filters: Who’s posted in the last 30 days and Who acquired a new position in the last 90 days

People who are more active have a higher chance of responding when you engage, and people who are in new positions are much more open to having conversations because they’re looking for new and innovative ideas.

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in /brynnetillman

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