



Social Sales Link™

5

Templates to Optimize Your LinkedIn Sales Outreach



In this eBook, you'll uncover not just LinkedIn sales outreach templates but also the strategic insights behind them. These templates are your guide to crafting personalized messages in your own voice, creating authentic connections.

Discover the top 5 templates used by the Social Sales Link team. It's all about focusing on prospects' needs and detaching from the traditional "sell, sell, sell" mindset.



Template #1:

Influencer content



Engage with the followers of influencers who engage with your target audience. After interacting with their comments or likes on influencer posts, send a personalized connection invitation. Mention your shared interest in the influencer and offer value by asking if they'd like a link to relevant content. Always seek permission before sharing the link to avoid appearing spammy or salesy.

To implement this strategy effectively, use the following template while reaching out to potential connections:

"Hi [Name], I noticed we're both fans of [Influencer's Name]. Have you heard her podcast on [Topic]? If you're interested, I can share the link. Let me know if you'd like it. 😊"



Template #2:

People Who Engage With Your Content




Avoid "post and ghost" behavior when posting content by preparing a second piece of supporting content related to the initial post. Be ready to engage with commenters by offering additional insights or resources related to the topic they engaged with. This approach encourages conversation and builds connections.

To implement this strategy effectively, use the following template to engage with commenters:
"Hi [Name], I appreciate your engagement on my [Topic] post. I have additional insights on [Related Topic], and I'd be happy to share the link. Let me know if you're interested."



Additional insights:



This can be used as a connection request if they're not connected yet or a direct message if they are already.

The template encourages further conversation based on their initial engagement.



Template #3:

Engaging on Your Prospect's Posts



Engage authentically with prospects' LinkedIn posts by reacting or commenting supportively and adding your unique perspective. This approach builds connections based on shared interests and engagement. Utilize the "ring the bell" feature to receive notifications of their content. After engaging, send a connection request or message referencing their recent posts and offering relevant resources if the topic aligns, creating an authentic connection.

To implement this strategy effectively, use the following template for connecting with prospects after engaging with their posts:

"Hi [Name], I enjoyed your recent posts on [XYZ]. Is [ABC] also of interest to you? I have a checklist related to [ABC]. Would you like me to send it over?"



Template #4:

Engaging on Your Existing Connections



Re-engage with existing LinkedIn connections who have been unintentionally ignored by exporting or searching 1st-degree connections. Utilize polls and personalized video messages to initiate conversations. Send polls without prior permission, request votes, and follow up with insights. For video messages, combine them with polls or use them to check in, ensuring a personal touch for better response rates.

To implement this strategy effectively, use the following template for sending a poll-related message:

"Hi [Name], as a [Role], I'd appreciate your quick vote on a recent poll I posted. Once it closes, I can share valuable insights. Thanks in advance!"



Additional insights:

For personalized video messages, maintain a context-specific approach, showing authenticity and interest in the recipient's well-being or mutual interests.



Template #5:

Permission To Name-Drop




Gain quick access to a conversation by obtaining permission from a mutual connection to name-drop and introduce you to the desired prospect. First, message the mutual connection, asking about the prospect. If the mutual connection responds positively, ask if they're comfortable with you mentioning their name in a connection request or initial contact with the prospect, establishing credibility and trust.

To implement this strategy effectively, use the following template when reaching out to the mutual connection:


"Hi [Mutual Connection's Name], I noticed you're connected to [Prospect's Name] on LinkedIn. How well do you know them? I plan to reach out to them next week."



Additional insights:



Depending on their response, you can tailor your message to the prospect. Always ensure authenticity and obtain permission to use their name in your communication.



Connect with Us!



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