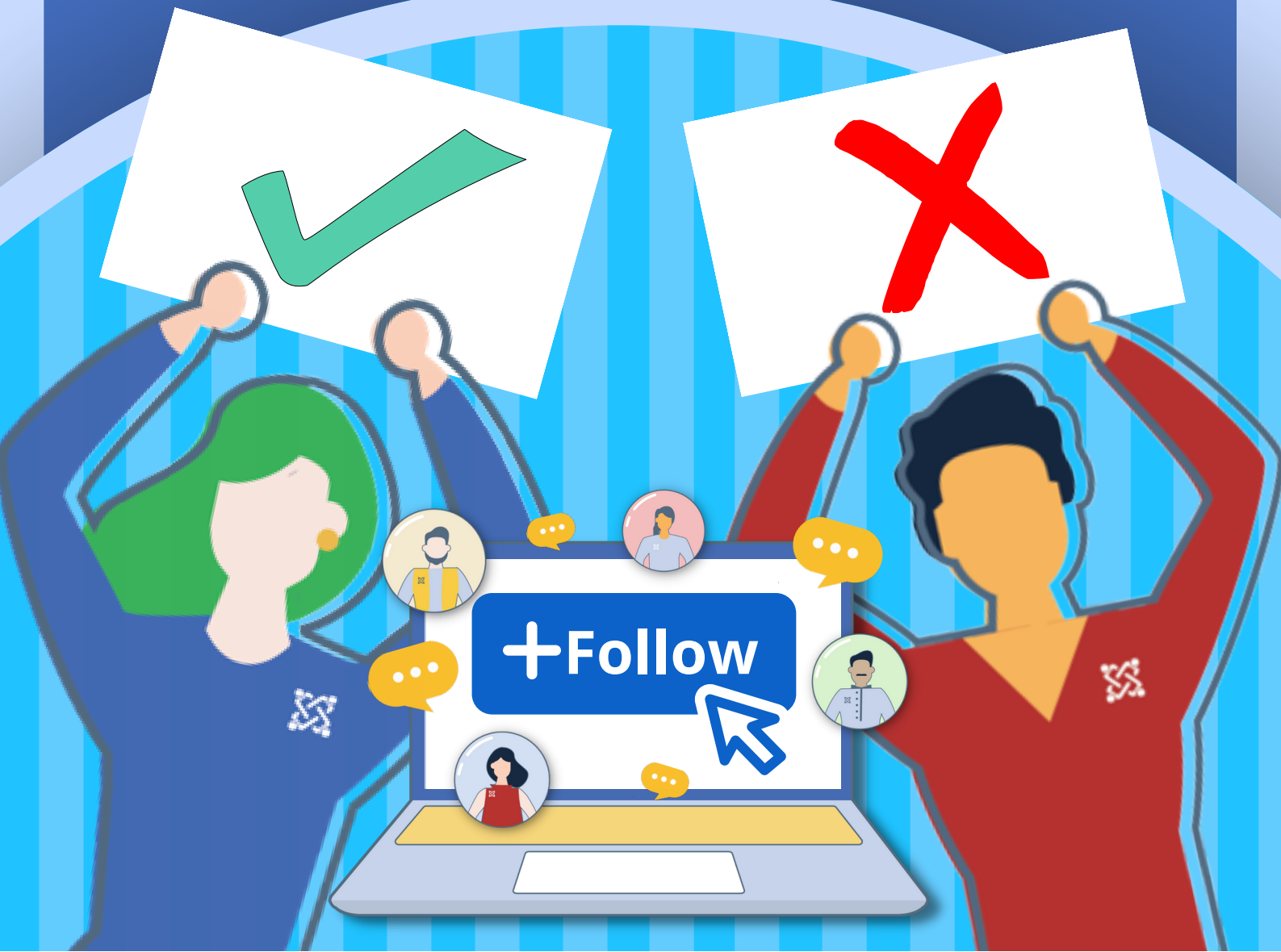
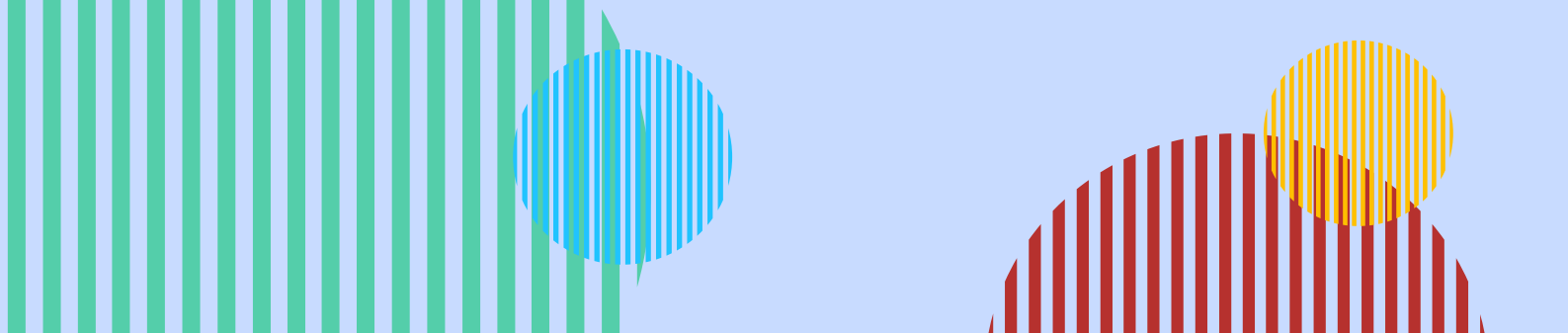




Social Sales Link™

To Follow or Not to Follow (On LinkedIn®)



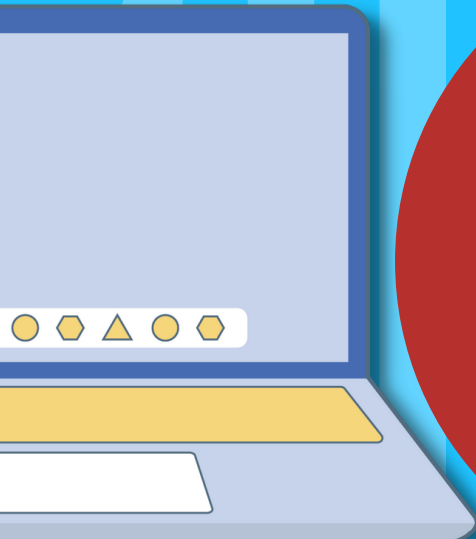


Are you confused about whether you should follow or connect with a prospect on LinkedIn? Or are you unsure if you should have the Follow button or the Connect button on your profile page?

Let us help bring some clarity to your LinkedIn social selling strategy! Use this guide to learn more about LinkedIn's Follow feature and how to use it wisely to put yourself on your prospect's radar and become a stepping stone to start conversations with your target clients.



What's the Difference?



A **CONNECTION** is a mutual agreement between two parties to connect and is a two-way street of you absorbing their content and them absorbing yours. But that also depends on your level of connection. Being someone's 1st-degree connection has some of its perks:

1

You can search their list of connections.

2

You can message them directly without an InMail (a paid way to message someone you're not connected with).

3

You have a better opportunity to start a conversation.



On the other hand, a **FOLLOW** or follower is someone who follows and gets access to another person's published content without requesting to connect. Unlike a connection, the person being followed doesn't get to see your content unless they follow you back or, in some way, you become each other's connection. There are some good reasons why people on LinkedIn follow instead of connecting:

1

Following a super influencer who doesn't easily connect with others.

2

Wanting to see someone's content without requesting to connect.

3

Following for LinkedIn Social Selling, which we'll discuss further as you read.

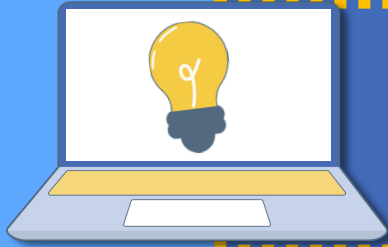
Note that you don't need someone's permission to follow them, and when you become someone's connection, you both automatically follow each other.





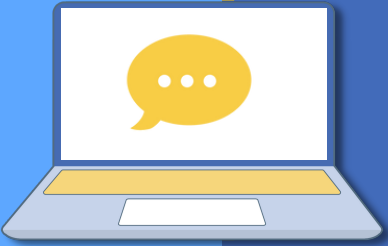
4 Reasons to Follow First and Connect Later on LinkedIn





1. Getting on your prospect's radar

Trigger a notification when you follow a prospect to make your presence known.



2. Better opportunity to engage

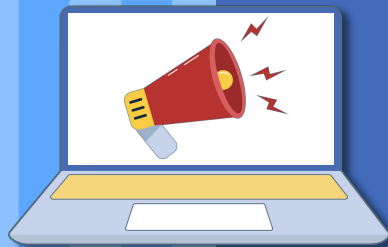
Seeing someone's content on your feed allows you to like or leave a comment on your prospect's posts.



3. Setting the Stage for Your Connection Request

Following instead of connecting can set you apart from other salespeople who only aim to connect and sell. Follow and then engage with their content regularly, trigger a conversation, and get your connection request approved on the first try.

4. Receiving an alert of your prospect's activities on LinkedIn



Ring the bell under their cover image allows you to get notifications whenever the person you follow posts something on LinkedIn, so you never miss an opportunity to engage with them.





What's The Right Way to Follow Someone on LinkedIn?



Visit their profile first and give them some time to notice you've visited their profile, and then Follow. The goal is to trigger two separate notifications to catch their attention.



Don't ring too many bells because you'll be overwhelmed with notifications. Turn the notifications ON for people with content you love and bring you value and your prospects (even if they're not sharing a ton of content.)



Don't forget to connect with YOUR followers who are not your first-degree connections. Review who's been following you that is a prospect, and connect with them with a personal note of appreciation for them following you.



Check who's been following your Company page. The fact that they're following your page means there's already a real interest in what you do. So make sure that you're engaging with your company page followers personally.



PRO TIP

If you're a salesperson and don't have access to the list of followers on your Company page, ask your company's admin to send that list to you.

If you have a Sales Navigator, you don't need to request the follower list because you'll be able to see that on Sales Navigator and can filter according to your target clients.



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