



Social Sales Link™

Leveraging Linked [®] for Sales Conversations



1

Be a Resource



2

Identify and Engage Your Existing Connections



3

Get Introductions, Referrals and Permission to Name-Drop



74% of buyers choose the sales rep that was first to add value and insights
- Corporate Visions



Master the Ask Offer Ratio

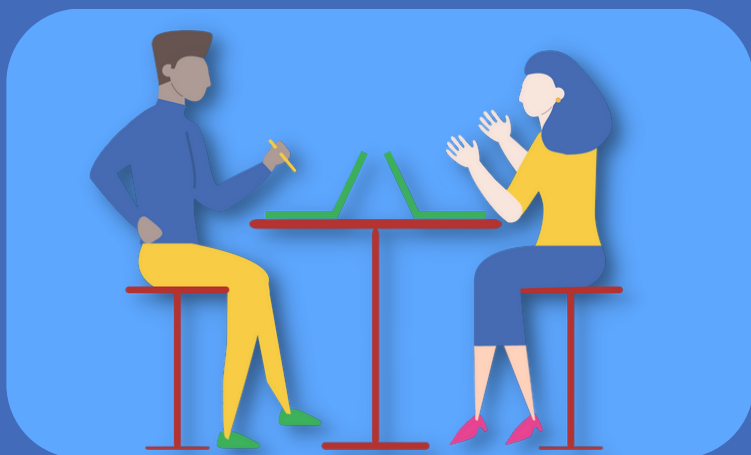
Taking your call is an investment in their time, so it is incumbent on you to earn that right.



When you can provide more value than the time they spend reading your profile and consuming your content, you master the ask offer ratio and get them excited to have a conversation with you.

What it Takes to Get the Conversation...

Get them curious and thinking differently



Come in with Credibility



Offer insights that have impact

Who We Want a Conversations with...

- ✓ Current Clients
- ✓ Past Clients
- ✓ Prospects
- ✓ Networkers/
COIs
- ✓ Community
Leaders
- ✓ Co-Workers



Identify Your Targeted 1st-Degree Connections

Export Your
Connections



Search Your
Connections



Categorize Your
Connections



Mine Your Connections' Connections to Gain Access to Your Targeted Buyers

- 1 Connect with all of your clients and networking partners
- 2 Click on the search bar, choose people and All filters
- 3 Type in the name of your connection in Connections of
- 4 Complete other relevant filters including title and Apply
- 5 Build a list of people they know that you want to know
- 6 Run the names by them and get a referral, introduction or permission to name-drop



Connect with Us!



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 [/bobwoods](https://www.linkedin.com/in/bobwoods)

NEW!

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