

# Converting Connections to Conversations with

LinkedIn®

*Brought to you by:*



**Social Sales Link™**



## Shift Your Profile From a Resume to a Resource

By providing value right away, you will create curiosity, get your buyers thinking differently, and have them excited to take your call.

1



## Take Inventory of Your Existing Connections and Identify Whom You'd Like to Engage

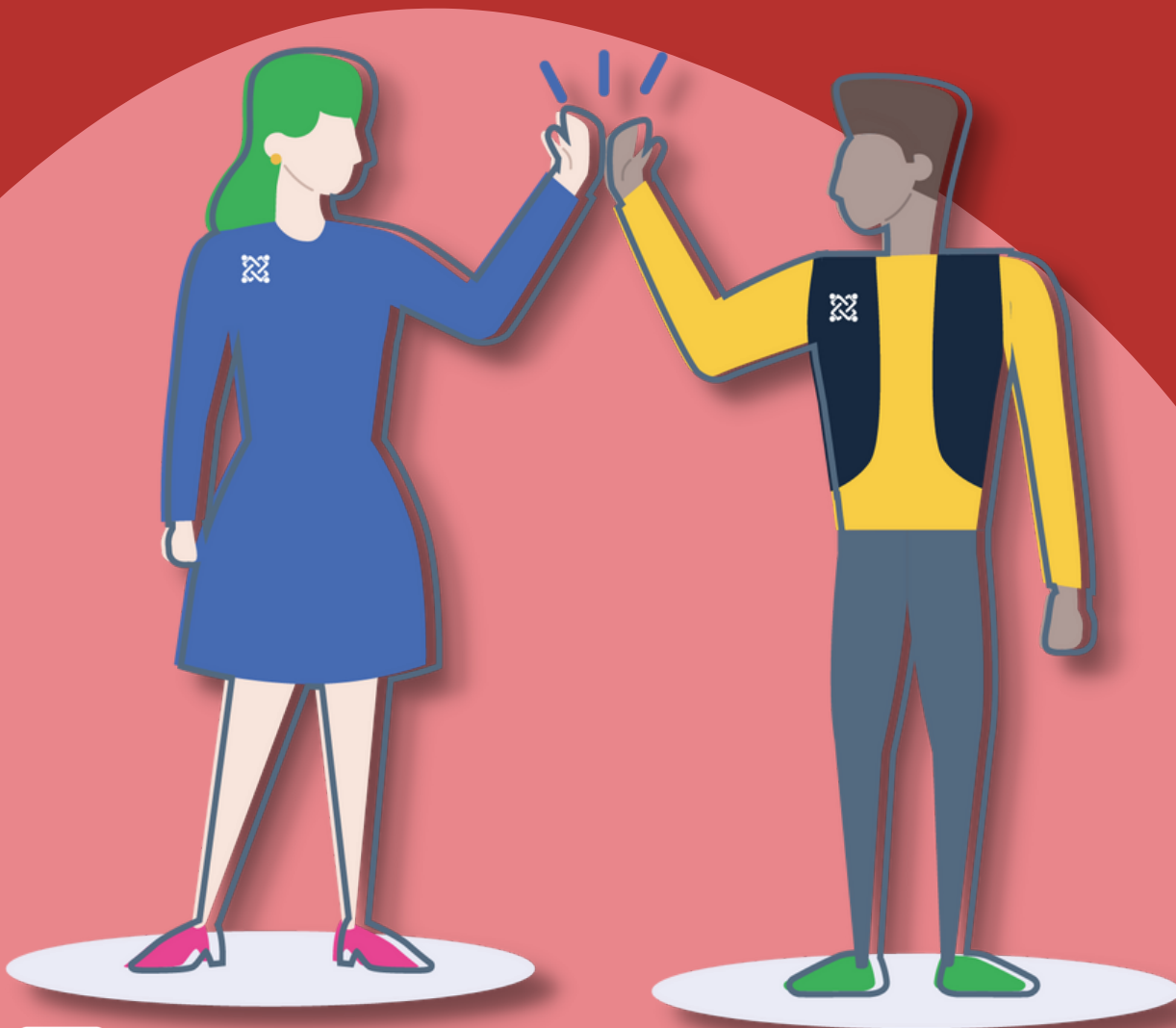
- ✓ Past clients
- ✓ Current clients
- ✓ Prospects
- ✓ Referral partners
- ✓ Vendors
- ✓ Community leaders



2

## Learn What Really Matters to Your Connections, Don't Guess

Each stakeholder will have a different agenda. Make sure your messaging is aligned with theirs, or you won't schedule any conversations.



# 3

## Provide Insights and Value that Make an Impact

Typically this is content that leads to your solution, not with your solution.



**WARNING:** Don't pitch; educate!

# 4



## Referrals and Permission to Name-Drop

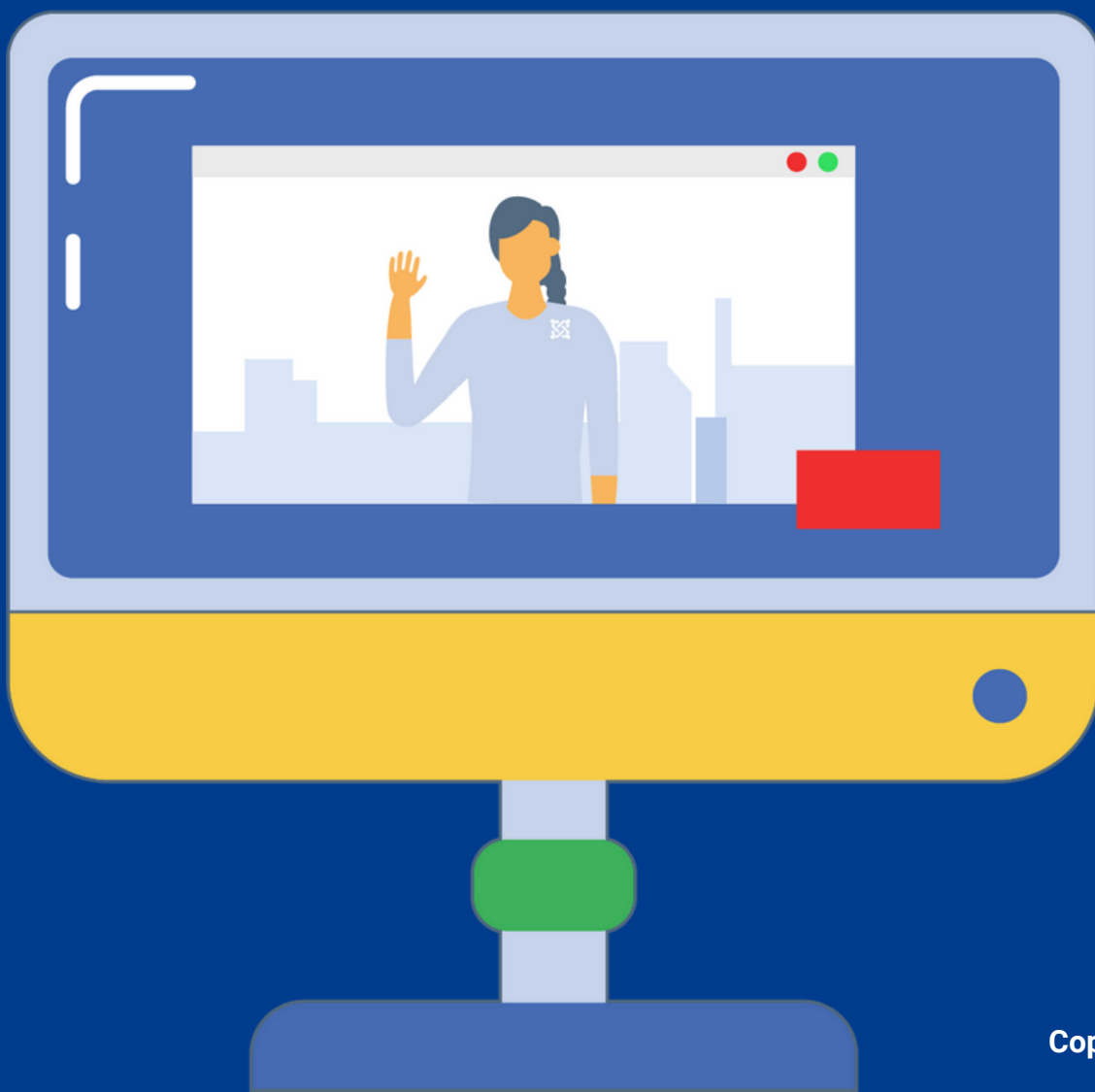
When a professional relationship begins with a warm introduction from a shared connection, the level of credibility makes converting that new stakeholder to a connection and a conversation. Search your clients' connections and run the list by them, referrals will happen.

# 5



## Build Relationships via Video Conversations

Listen and learn about them. When you become a resource, the sale will come when the time is right.



6

**Looking for more  
LinkedIn and Social Selling strategies?**

**Learn more about our upcoming event!**



**Social Sales Link™**

**[socialsaleslink.com/events](https://socialsaleslink.com/events)**

