Social Sales Link

# The Power in Social Proximity

> **"** The person who wins is the one who finds the shortest path.

Social proximity is a fascinating concept that goes beyond physical distance. In sales, social proximity refers to the network of connections that will lead you to your target audience, potential customers, and referral partners. This network is your social map.

This eBook will teach you how to effectively navigate your social map and utilize your connections to their fullest potential.
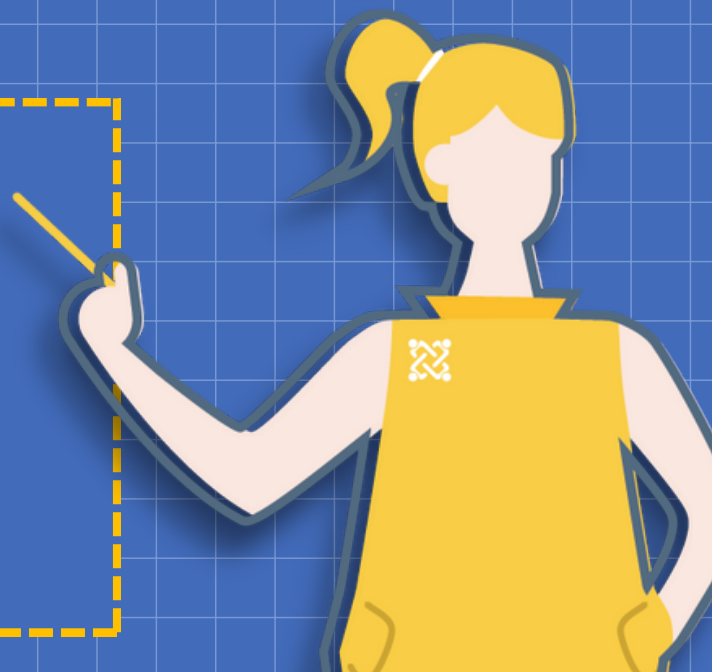
Who is your best connection?

Your best social proximity connection is someone with whom you have a strong relationship, like a client or a 1st-degree connection on LinkedIn. The idea is to strategically leverage these connections, using platforms like LinkedIn to explore mutual contacts.

By entering your buyer's sphere through shared connections, you gain credibility, making personal relationships a vital aspect of successful sales strategies.

How to Use Free LinkedIn to Leverage Your Best Connections

In the free version of LinkedIn, maximize your social proximity by utilizing filters in the search function. Begin by identifying your second-degree connections, focusing on the "Show Results" option. To narrow down the list, employ filters such as industry and location.

Use your best connection's network to identify potential prospects. Craft a message seeking advice, and when discussing specific individuals, ask for permission to name-drop in outreach messages. This strategy provides control over the process and enhances the likelihood of successful connections.
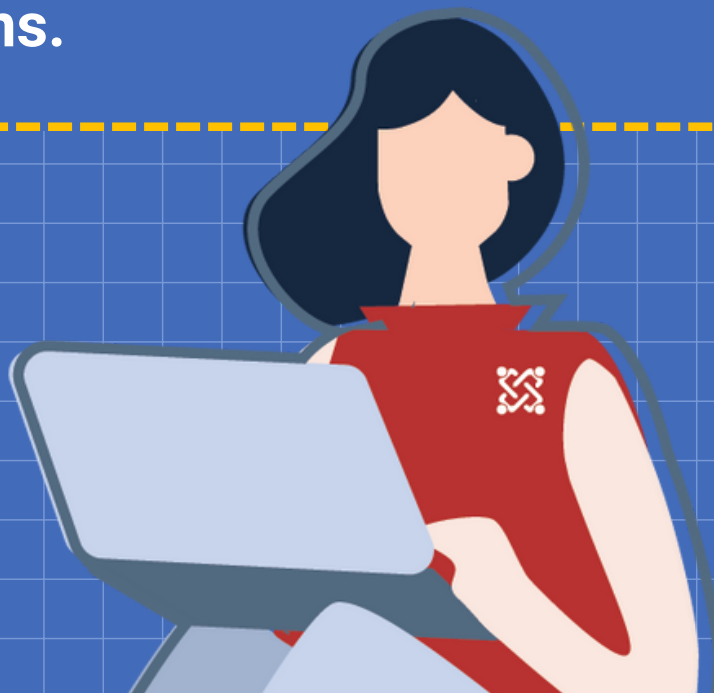
Sample Message Template

Initial Outreach: Quick Advice on Connecting with Industry Professionals

Message

"Hey, [Connection's Name], I noticed you're connected to quite a few people that I'm looking to get in front of over the next few weeks.

I'm wondering if you've got five minutes where I can just run these things by you. Tell you why I'm reaching out, and maybe you can help me determine if it makes sense or not."
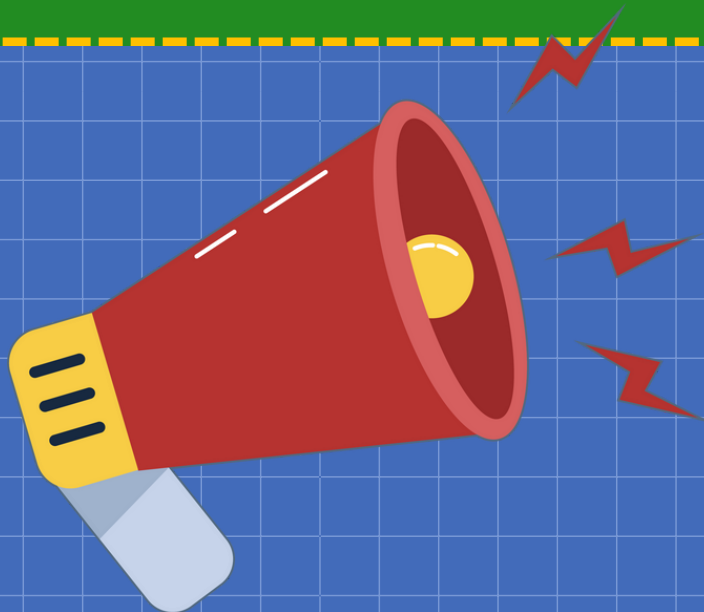
Zoom Meeting: Going Through Your List

Message

Message: "Hey, [Connection's Name], great to see you. Obviously, top of the list is [Prospect's Name]."

If they respond with: "Yeah, he's a great guy. He'd be great for you." And you'll go through the whole list.

Follow-up message: Permission to Name Drop

Message

"[Connection's Name], thank you for your time. When I reached out to these folks, Can I tell them you said Hello, and can I let them know that we had this conversation and you thought it made sense for me to reach out?"

Connection Request: Message to Prospect

Message

"Hi [Prospect's Name], [Connection's Name] and I were chatting the other day, and your name came up in our conversation. He said Hello, and after talking to him a little bit about X, Y, and Z, he thought it made sense for me to reach out and introduce myself to you. So if you're open, let's connect, and I'll loop you in our conversation."

Introduction vs. Name Drop

Name-dropping is what we recommend you should aim for rather than getting an introduction because it lets you stay in control. Sometimes, your connection may offer to introduce you, but they could get busy.

This has nothing to do with you, but it affects the situation. Name-dropping gives you control over when you reach out and how you handle the process.

Connect with Us!

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