



Social Sales Link™

Your LinkedIn Alumni Page



Your LinkedIn Alumni Page

Start leveraging the Alumni Page of your Alma Mater on LinkedIn to reach former classmates, schoolmates, and professors to start more sales conversations from a warmer perspective than any cold calling can ever do.

In this guide, you'll learn different ways how to do it. Happy learning!



Your LinkedIn Alumni Page

But first, let's locate where you can find the Alumni section on your School's LinkedIn Page.



STEP: 1

Go to your former school's official LinkedIn School Page, which will have this URL format: www.linkedin.com/school/alumni

STEP: 2

Right below their headline section, there are navigation options, and select "Alumni."



**7 Ways to
Leverage the
LinkedIn
Alumni Page**

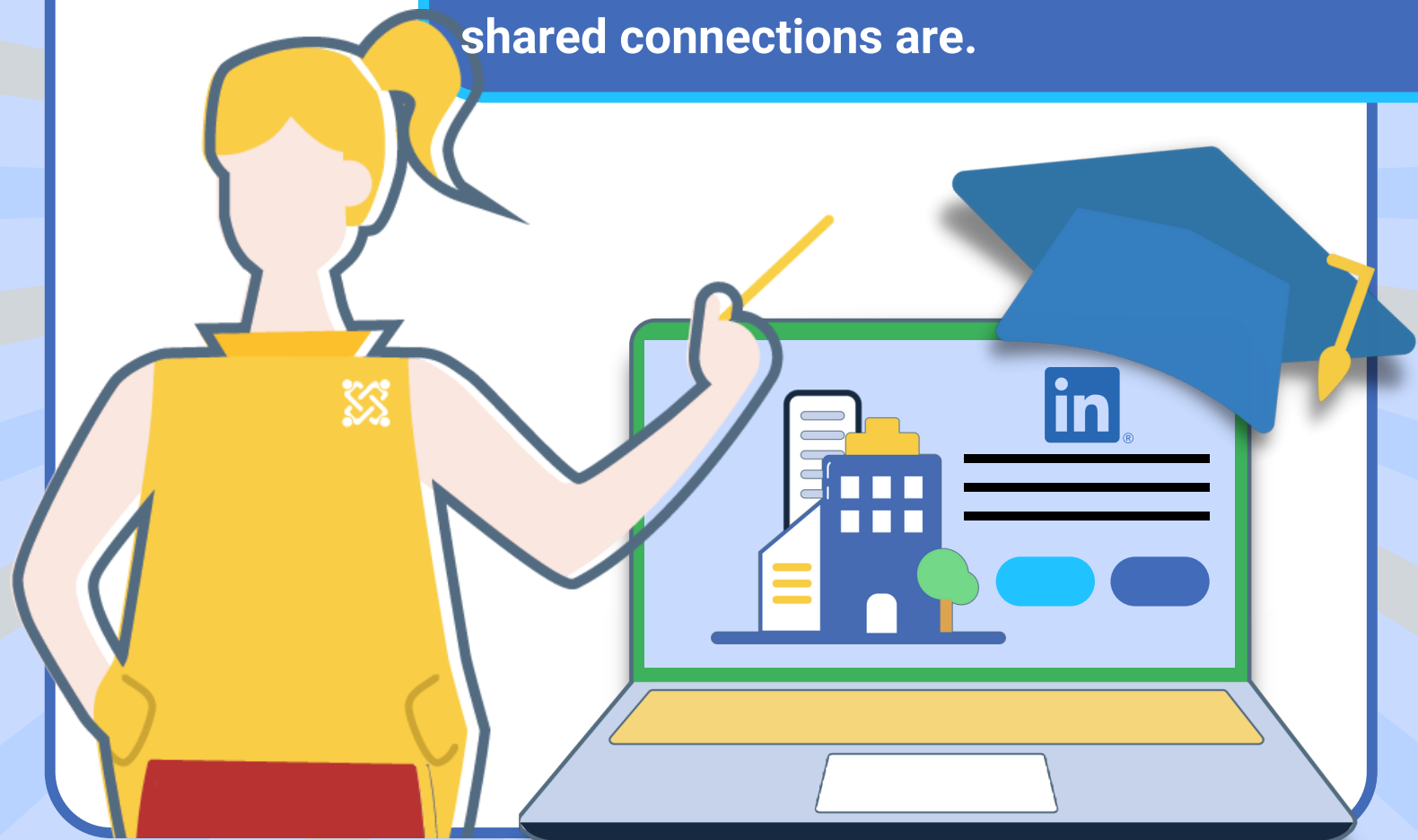


Your LinkedIn Alumni Page

1

Find your ideal prospect by getting specific with your search.

On the LinkedIn Alumni Page, you have the option to customize your search by "Start Year" and "End Year," a boolean search of the titles, keywords, and company, and drill it down some more by where they work, what they do, where they are, and who your shared connections are.



2

Take advantage of the Free LinkedIn Search. After hitting enter on the LinkedIn search browser, select "People" and then go to the "All Filters" option.

Here you can do a much more specific search of your ideal prospects from your former school.



Your LinkedIn Alumni Page

3

Find people who were at school at the same time as you, and we don't mean your batchmates.

Expand your search from 3 years before you started attending that school to three years after you've left or graduated.



Your LinkedIn Alumni Page

4

You don't have to stick to your own Alumni. You can do a search on other schools' Alumni and use content or story they can relate to start a conversation.

For example, if your prospect's Alumni recently won a sports award, use that opportunity to congratulate them at the beginning of your message. But make sure to follow up with something valuable to them.



5

Leverage your former high school's location.

Some local high schools aren't on LinkedIn, and others won't bother to put that in their profile. However, knowing where your prospect's hometown is and what high school they attended (whether by asking them directly or asking past schoolmates you're connected with) can be influential.



Your LinkedIn Alumni Page

6

Even if you didn't graduate from that school and only took a short course, took a master's program, or just studied for a few years, still put those details in your profile's School section and continue to leverage LinkedIn Alumni features.



Your LinkedIn Alumni Page

7

When targetting large companies, aside from 1st and 2nd-degree connections, you can check if you have alumni you can reach out to for an introduction to access decision-makers in that company.

The alums may help you navigate the company itself and don't necessarily have to be a prospect.



Connect with Us!



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

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



**Start More Sales Conversations
by Leveraging LinkedIn**

Join Social Sales Link's
2x Weekly Group Coaching \$1 for the First Month
(no ongoing commitment)



Join Now: socialsaleslink.com/membership

 **Social Sales Link™**