



Social Sales Link™

Establishing a Productive Daily Routine on

LinkedIn®



Many salespeople and business owners aspire to leverage LinkedIn for sales development and initiate crucial sales conversations. However, the platform can be overwhelming.



To avoid aimlessly spending time on random acts of social, it's essential to establish a structured routine that ensures a return on investment.

In this eBook, we guide you through your daily activities on LinkedIn, including when to complete them and how much time to allocate.



Grab our guide to A Day in the Life of a Social Seller:

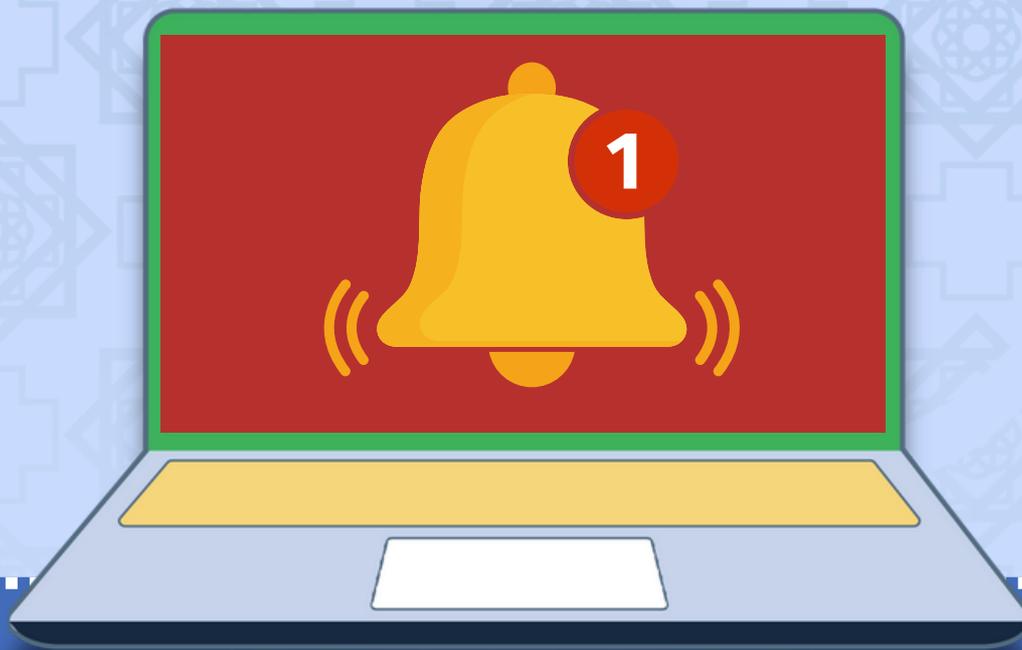
This separate guide has all the templates you can use for your daily activities and the things you need to accomplish what you'll learn in this eBook.

A Day in the Life of a Social Seller

Converting Connections to Conversations

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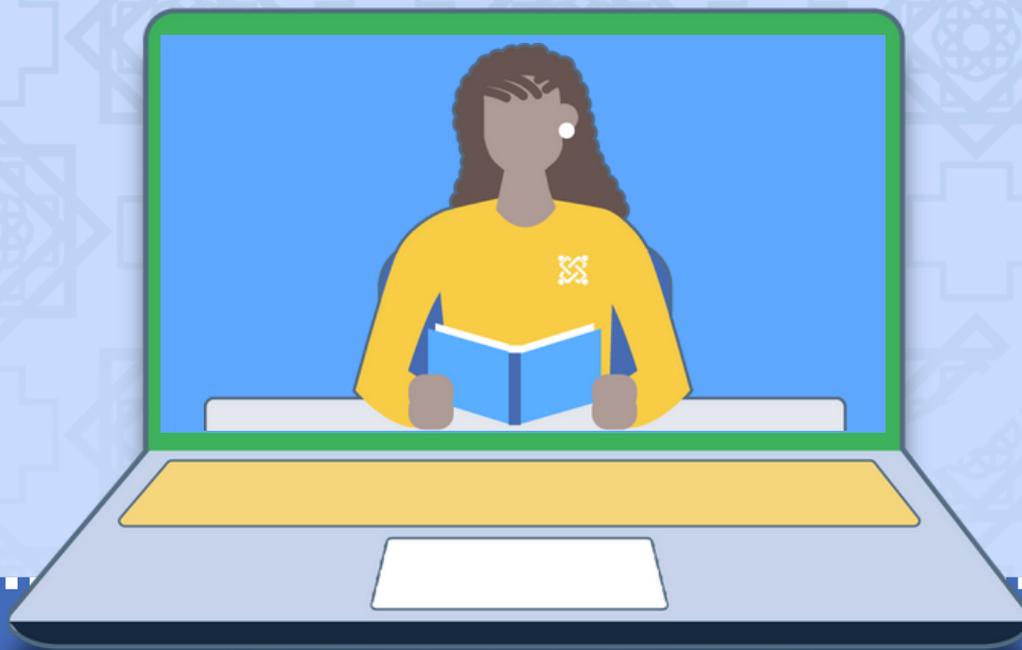
Check Notifications

How Often: Twice a day (morning and mid-afternoon)

Why Do This: Notifications help you stay engaged with your network, highlighting birthdays, anniversaries, new job updates, and engagement on your content. It's crucial for building relationships and maintaining visibility.

Productivity Hack: To receive LinkedIn notifications for specific connections throughout the day, visit their profile and click the 'Ring Bell' icon for first-degree connections or 'Follow' first and then 'Ring Bell' for others. This ensures you stay updated on their activity, facilitating prompt engagement and preventing 'post and ghost' behavior.





2

Check Who's Viewed Your Profile

How Often: Every morning, immediately after checking notifications

Why Do This: Monitoring profile views provides opportunities to start conversations, potentially leading to valuable sales conversations.

Productivity Hack: Bookmark your "Who's Viewed Your Profile" page on LinkedIn for easy access. When you notice visitors, whether direct connections or non-connections, send connection requests or messages with the question, "Can I ask what brought you to my profile today?" This question is an effective conversation starter for engaging with your profile visitors.





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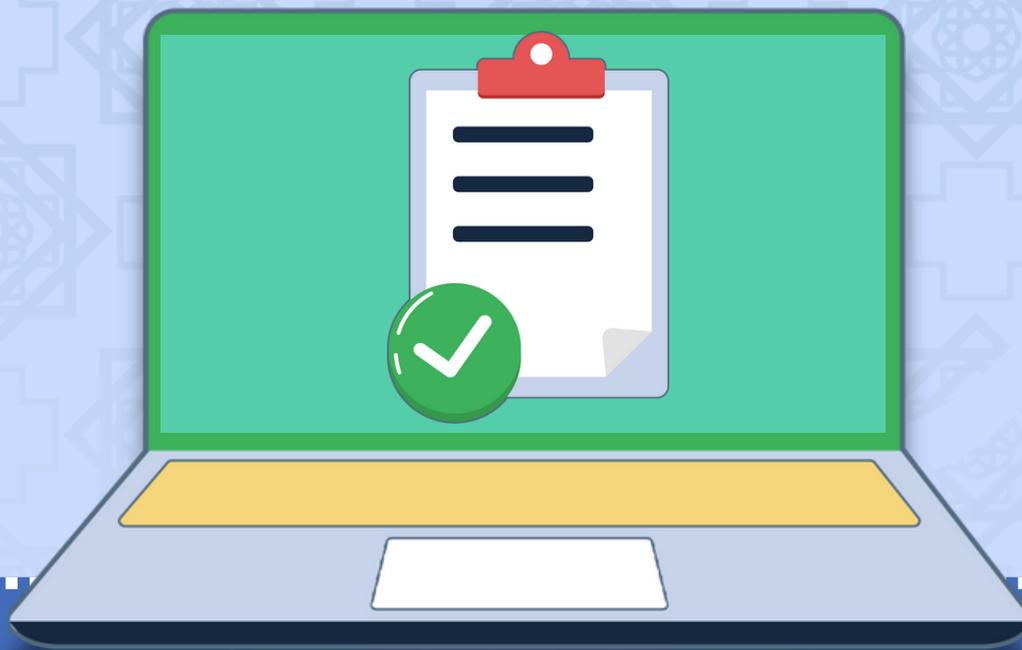
Check Messages

How Often: Twice a day (excluding responses to urgent messages)

Why Do This: Your inbox serves as a vital communication channel with prospects and partners. Meaningful conversations happen here.

Productivity Hack: To stay informed about new LinkedIn messages, avoid relying solely on email notifications. Instead, download the LinkedIn app and ensure that notification settings are enabled. This ensures you receive timely alerts for incoming messages and stay connected on the platform.





4

Manage Invitations

How Often: Daily, first thing in the morning

Why Do This: Reviewing incoming and outgoing connection requests helps you grow your network and establish initial contact.

Productivity Hack: Navigate to the "My Network" tab to view your newest connections. Send welcome messages to new connections and respond to pending invitations.





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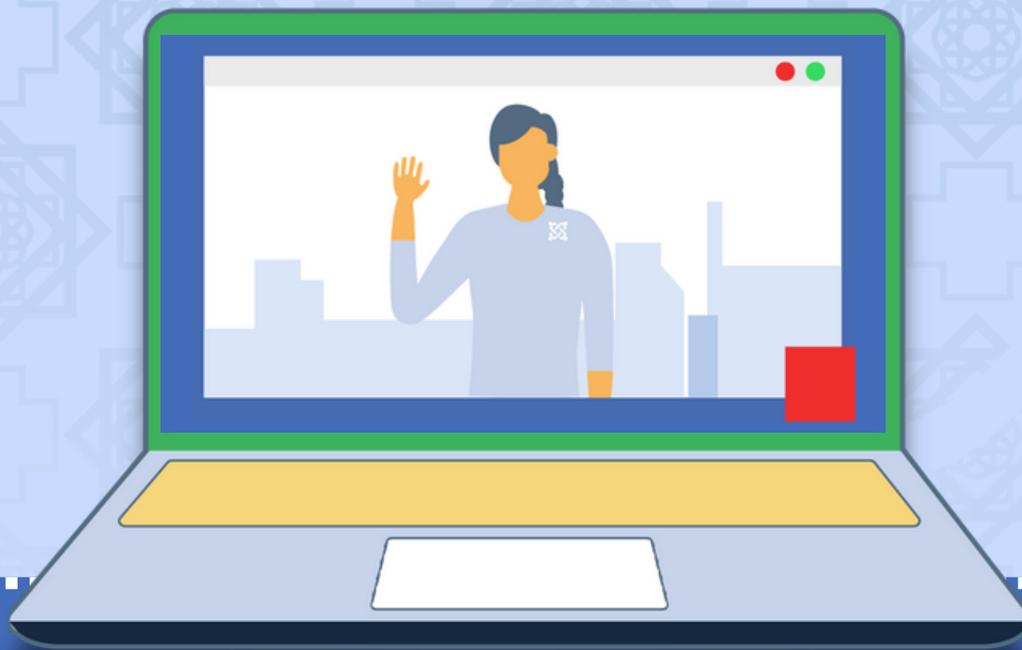
Mine Your Client's Connections

How Often: Weekly

Why Do This: Networking on LinkedIn involves tapping into your connections' networks. Identify potential leads within your client's connections.

Productivity Hack: Select 5-7 individuals you'd like to connect with from your client's network. Build rapport and consider making introductions. Focus on quality over quantity.





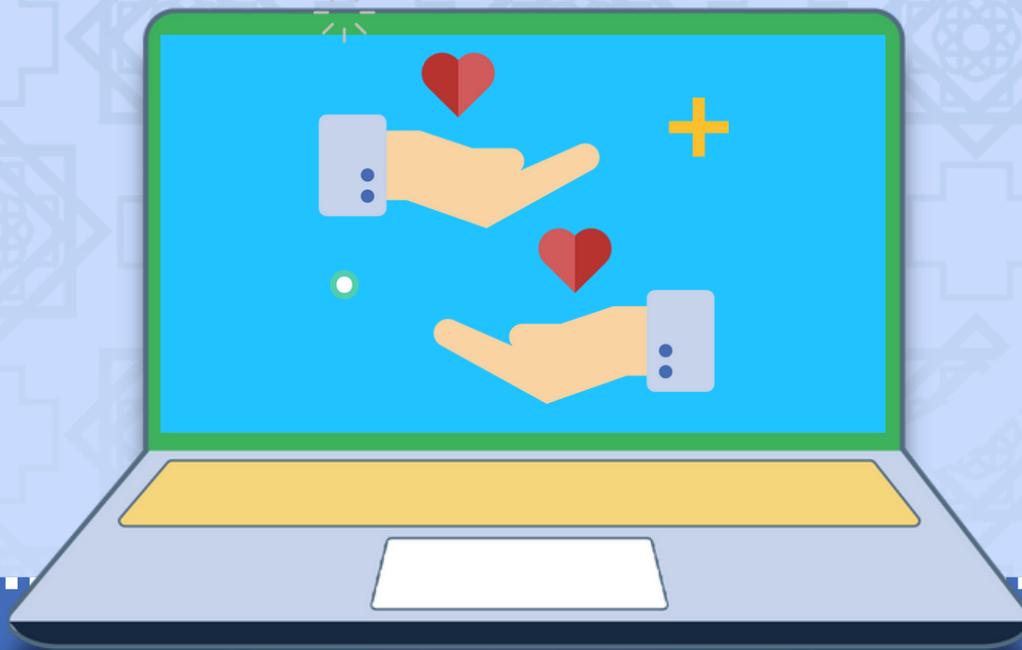
6 Send Video Messages to First-Degree Connections

How Often: After completing your morning LinkedIn tasks

Why Do This: Personalized video messages to first-degree connections can yield up to a 90% response rate, fostering engagement and communication.

Productivity Hack: Use the mobile app to send short, personalized video messages—lasting around 10-15 seconds—to your connections.





7 Give Back

How Often: Daily

Why Do This: Salespeople should prioritize giving back on LinkedIn because it strengthens professional relationships, fosters goodwill, and enhances their network's engagement. Doing so can help you build trust, stay top of mind, and create a supportive network that can lead to valuable business opportunities.

Productivity Hack: To "Give Back" on LinkedIn, introduce people in your network, offer public recognition, engage with their content, and endorse their skills. Liking and commenting on their content is especially impactful.





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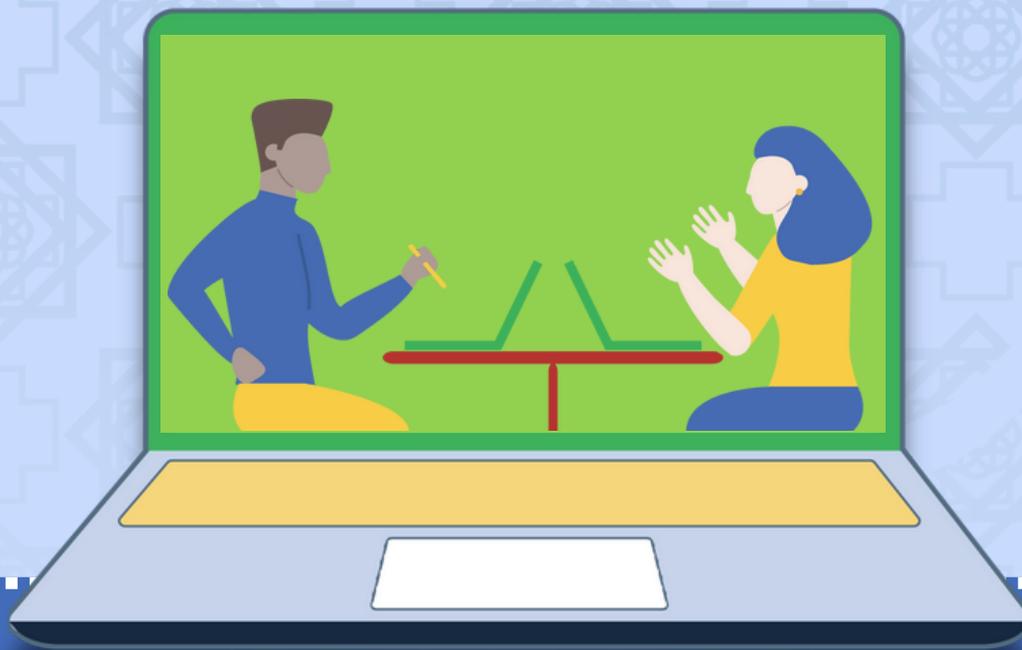
Share and Engage with Other People's Content

How Often: At least twice a day, or as frequently as possible

Why Do This: Sharing and engaging with other people's content on LinkedIn is crucial for salespeople as it starts and maintains conversations with prospects. It showcases expertise and interest, fostering personalized conversations that can lead to valuable sales opportunities and deeper relationships, ultimately driving sales success.

Productivity Hack: Sharing valuable content twice a week is great, but quality should always come before quantity. Ensure your shares are relevant, interesting, and aligned with your solutions to attract and retain followers without resorting to random acts of social.





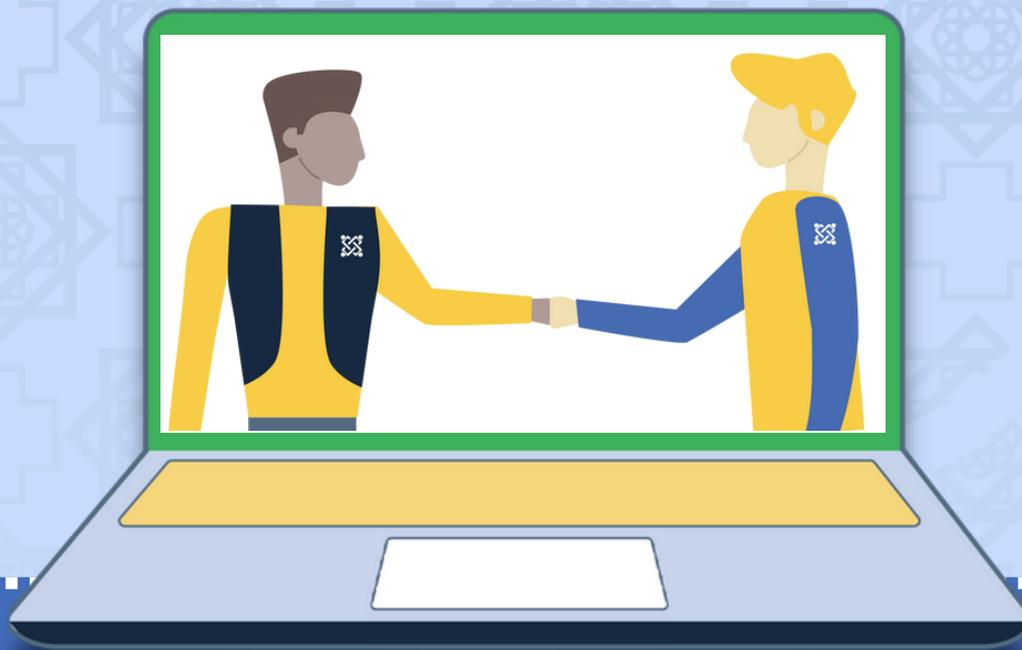
9 Work on Your Account-Centered Sales (ACS) Program

How Often: Dedicate a week to one account, especially if you're not account-centered

Why Do This: Develop a strong reputation within a specific target account, focusing on value rather than immediate sales.

Productivity Hack: To optimize your approach, focus on one account per week. Build a reputation by adding value, not just focusing on sales. Go deep and wide. You'll be surprised by how fast you'll be able to do this.





10 Start Conversations with Referral Partners

How Often: At least once a week

Why Do This: When you collaborate with referral partners you can trust, you can introduce each other to potential clients and make new connections that can help grow your business. These partnerships create a supportive environment for building relationships and finding new prospects more effectively.

Productivity Hack: Begin by actively participating in networking groups. Regularly engage with group members by offering introductions and inviting them as guests to your podcast, if applicable. Establish trust and rapport before exchanging connections and making meaningful introductions, much like building a relationship over time, not on the first meeting.





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Create Content

How Often: Choose a time that suits your creativity, either morning or night

Why Do This: Creating content for the target audience establishes authority, builds trust, and keeps sales professionals top of mind. Valuable and relevant content showcases expertise and addresses clients' pain points, increasing credibility and engagement in purchase decisions.

Productivity Hack: Prioritize consistency over timing. Jot down topics you know your audience is interested in whenever they come to mind. Then, when you're in your creative zone, use these ideas to create valuable content, ensuring a steady stream of engaging material that your audience will enjoy.





Bonus Productivity Hack: LinkedIn Extension

Why you should use it:

LinkedIn's browser extension (for Chrome, Firefox, and Edge) keeps you updated on LinkedIn activities without needing to have the platform open.

How to use it:

Download the LinkedIn extension and add it to your browser's extension bar. It will notify you of pending LinkedIn activities such as messages, notifications, and connections. This feature helps you monitor your LinkedIn presence efficiently.



Connect with Us!



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**Start More Sales Conversations
by Leveraging LinkedIn**



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