

3

Easy Steps to Get on Your Prospect's Radar



Social Sales Link™

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Use these three easy steps to capture your prospect's attention without being salesy or pushy! With this, you can offer value to your prospects before you even initiate a conversation with them.



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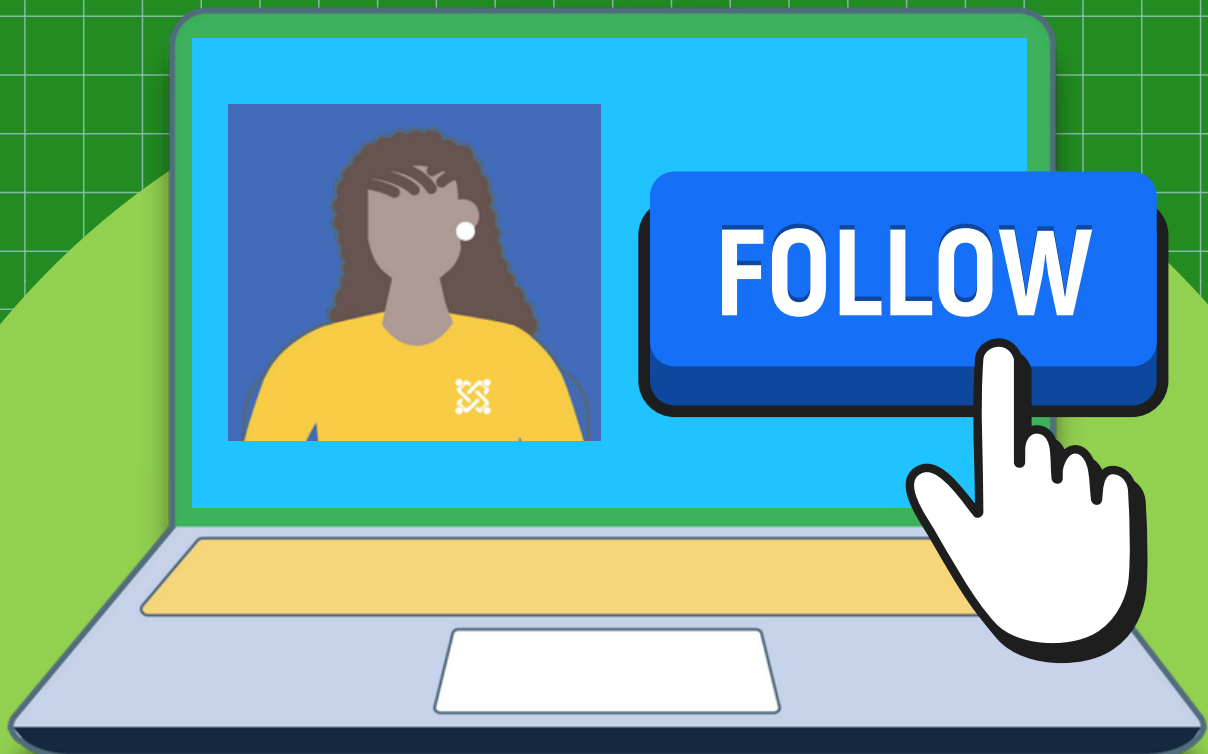
Step 1: Visit Their Profile

Start by making them curious. Your prospect will be notified that someone visited their profile, and your name will be on that list of visitors. But make sure your profile viewing settings are not set to private mode because they won't know it's you.



Step 2: Follow... for now

Following is different from connecting, where you may get rejected if they still need to learn who you are. So click the follow button while you're on their profile so they'll get notified about your action, which creates the second notification they received about you.



Step 3: Time to Engage!

This step requires a bit more effort because it is what starts the conversation with your prospects. After doing steps 1 and 2, start engaging with their content. Doing the first two steps will help them remember you and increase your chances of them responding back. But remember, you need to engage authentically.



Now that you've gotten your prospect's attention, how should you start a 1-on-1 conversation with them?

Download our e-book: **Leveraging Content to Start Sales Conversations on LinkedIn** if you haven't read it yet!



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