


100% Perfect LinkedIn Sales Features




Social Sales Link™



If you want to make the most out of LinkedIn for sales, you'll be pleased to know that there are a number of features at your disposal.



However, in this eBook, we'll be honing in on the top five features, which are 100% perfectly suited to salespeople looking to maximize their outreach and engagement.



Regardless of whether you're a seasoned pro or just starting out, these tools are guaranteed to elevate your sales game to new heights. So let's jump right in and discover these five LinkedIn features together.



1



Link at the Top of Your LinkedIn Profile (Creator Mode)

On LinkedIn, salespeople have the ability to include links on their profiles, both at the top and in the contact information section. These links can be utilized to drive traffic to your website or a specific call-to-action. It's important to keep in mind that there is a 30-character limit, so choose your words wisely. Use this opportunity to capture visitor information or offer valuable resources. For instance, consider using a link that reads "Free Resources" and lead visitors to your LinkedIn library for lead generation.



2



Engaging As Your Company Page

LinkedIn now allows salespeople to engage with content as a company page. Previously, this was difficult.

Now, when commenting on a post, you can choose who is engaging using a drop-down menu. This is great for getting attention from the author and other commenters.





3



Using Polls to Boost Engagement

By crafting engaging polls that encourage participation, you can gain valuable insights into your target audience. And to stimulate discussion in the comments section, it's crucial to create thought-provoking and specific questions.

Compared to likes and comments, polls offer higher visibility and engagement, making them a more valuable tool. Seize this opportunity to connect with your audience and increase your reach on the platform.



4



Searching for followers of Influencers

One of the most powerful LinkedIn features for salespeople is the ability to search for new followers of influencers and creators. With filters for location, industry, and more, you can easily find your target audience engaging with content from thought leaders in your field.

What's more, by reaching out to these followers with a common interest or commonality, you can start meaningful conversations and build new connections.



5



Leveraging the Free Account Search Filters

The Account Search feature on LinkedIn is ideal for salespeople, as it enables you to filter companies based on size and industry.

What's even more impressive is the first-degree connection filter, which is unique to the free version of LinkedIn and allows you to create a list of potential clients you already have a connection with. Sales Navigator used to have a relationship button, but it has been removed, making LinkedIn.com the superior option.



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