



Social Sales Link™

# Using LinkedIn Recommendations in the Sales Process



## Using LinkedIn Recommendations in the Sales Process

LinkedIn Recommendations is one of the best features on LinkedIn that helps to shorten the sales cycle. Why? Because everything that your prospects want to know about what it is like to work with you is already there, explained by real-life people who actually had the chance to work with you. It is the ultimate "social proof" professionals are looking for to go ahead and make a decision regarding the solutions you offer.



Want to start using LinkedIn Recommendations for Sales? Use this guide to learn more about the people you should be requesting from AND give recommendations to and increase exposure to your brand, helping you reach more potential clients.




## 3 Benefits of Using LinkedIn Recommendations for Sales

- ★ **Shortens the Sales Cycle**
- ★ **Social Proof for both yourself and your offerings**
- ★ **Having your profile and face in other professionals' LinkedIn profiles**
- ★ **Building deeper relationships with people you've worked with**



## 4 People You Should Ask For LinkedIn Recommendations

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- ★ A Happy client
  - ★ Individual people from a client company (giving you more than one recommendation)
  - ★ Vendors who provided service to you
  - ★ The podcast host where you've been a guest on

### PRO TIP:

If you've connected your vendor to other people you know, ask your vendor to mention that in their recommendation letter.



## 5 People You Should Give LinkedIn Recommendations To

When using LinkedIn Recommendations for Sales, you shouldn't only be requesting one from others, but you should also be giving them too!

- ★ A Happy client
- ★ Individual people from a client company  
(giving you more than one recommendation)
- ★ Vendors who provided service to you
- ★ The podcast host where you've been a guest on or just simply liked listening to
- ★ The author of a book you liked

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