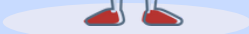




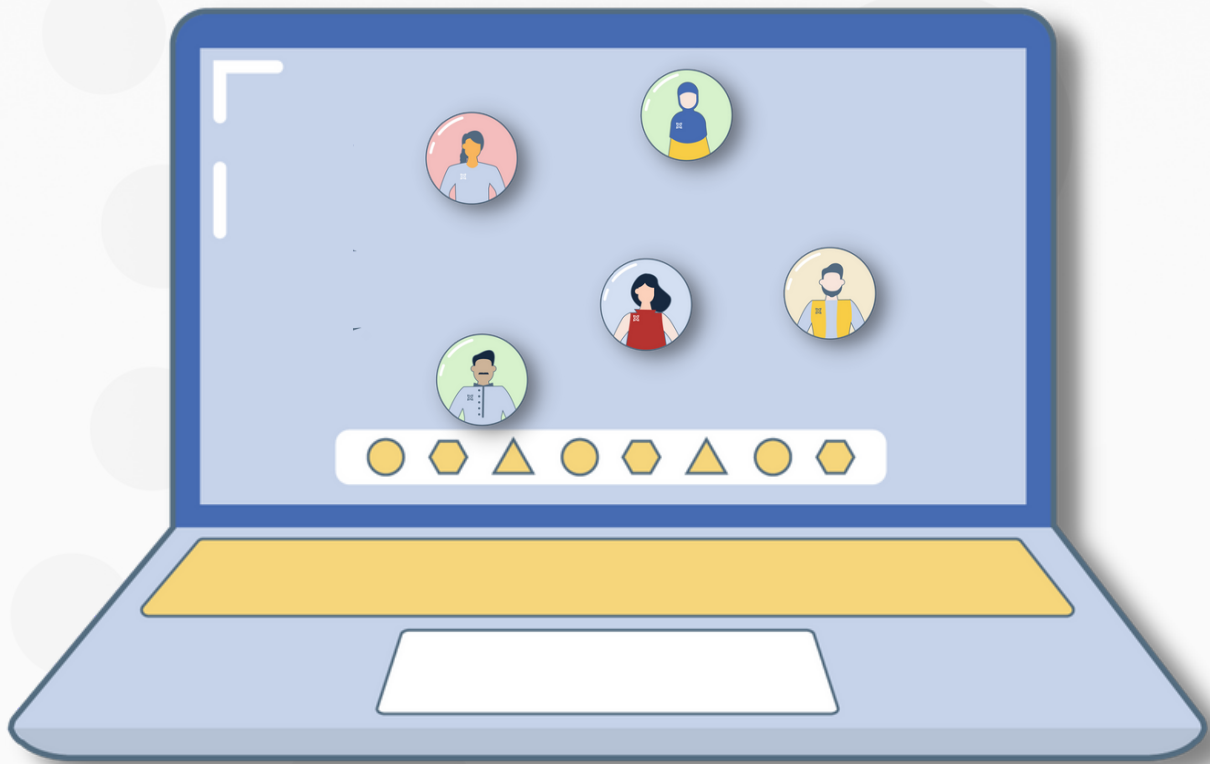
Social Sales Link™

LinkedIn and Centers of Influence



LinkedIn and Centers of Influence

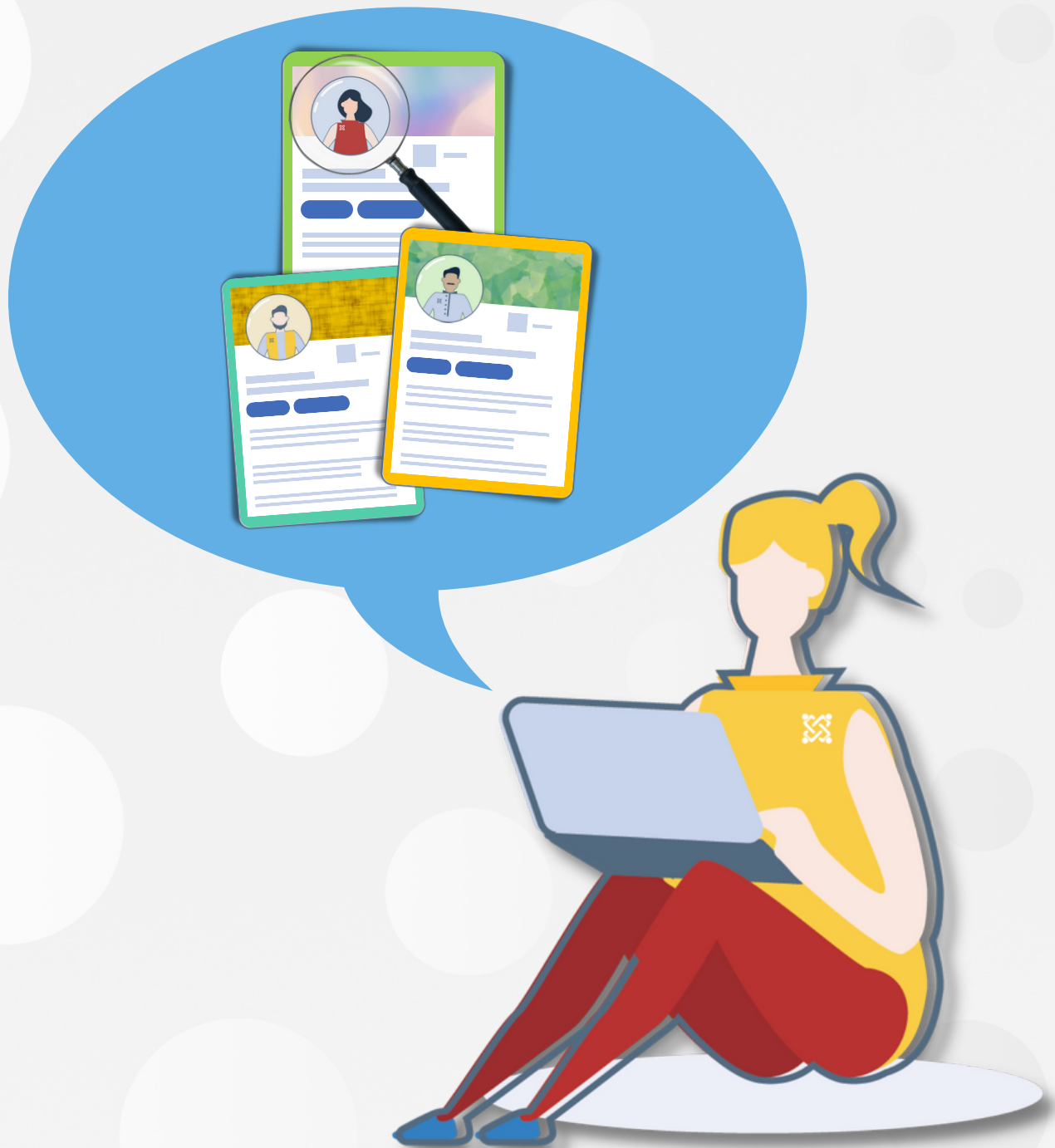
There's a lot more to do on LinkedIn that's not directly related to sales. One of those is finding the centers of influence - the people or company that is not your direct competitor who your clients are buying from - and cooperatively using them.



In this guide, you'll learn how to find and turn these centers of influence into networking partners; they might even be the best referral partners who can bring you consistent business opportunities.



Two Ways to Find Centers of Influence on LinkedIn





A. Check Your Connections

- a. Make an inventory of your connections.** Who are you connected with that you're ignoring? Go to your list of connections and filter them specifically by profession or industry. Then export.
- b. Check your 1st-degree connections.** Go to your LinkedIn search bar and hit "ENTER." Next, go to "Filter" and find all your first-degree connections by Title.
- c. Ask your clients.** Engage with your present or past clients (who had a good experience with your service) and ask them about the other vendors who provide a specific service to them. Once introduced, the potential networking partner won't ignore you because you share the same client. Also, you can feel good referring them because they come from a high level of credibility (from your clients) if you refer them to someone else. And they will also be comfortable referring you for the same reason.

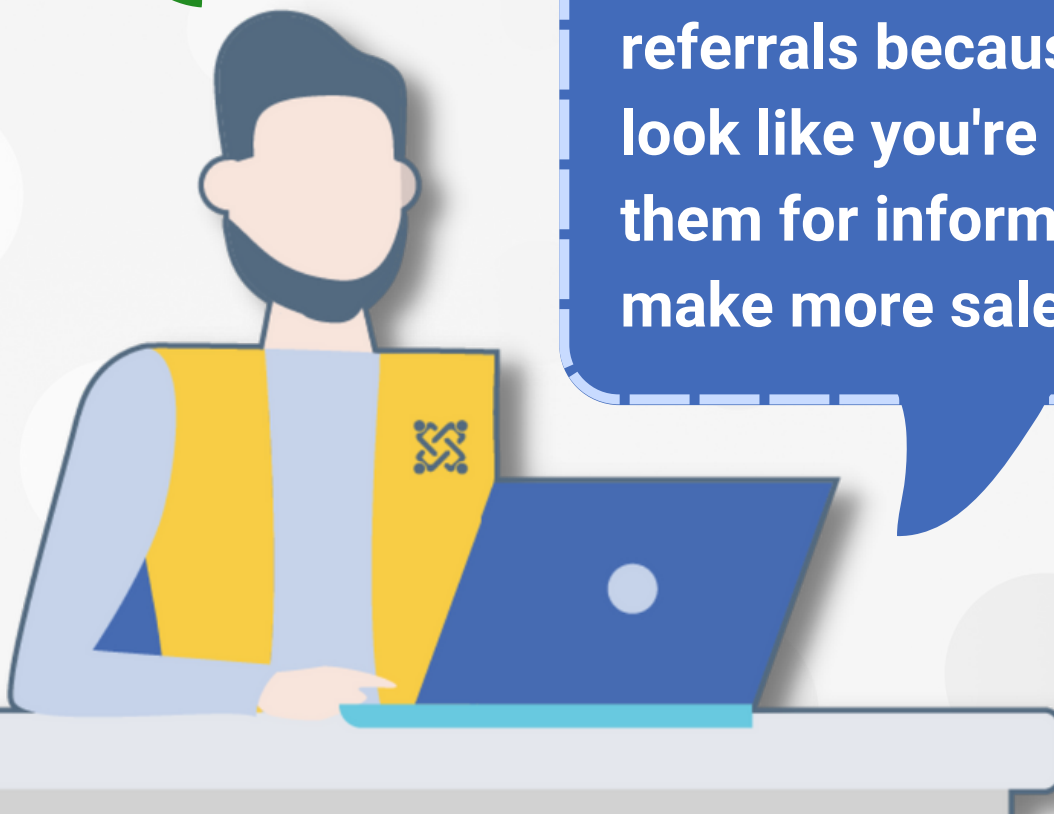


LinkedIn and Centers of Influence

Here's a template you can use for your clients:

"Hey, Mr./Ms. Client, I'm looking to meet a really credible [type of profession or solution] in the area. As you may know, there are opportunities for me to refer them to other folks as I'm out and about, and I'm wondering, do you like working with them?"

PRO TIP: Never ask your clients for more than two referrals because it would look like you're pumping them for information to make more sales.





B. Build Relationships with Thought Leaders on LinkedIn

a. Find who are the thought leaders in your industry for your ideal clients. Not all influencers in your industry are attracting the clients you want to reach, and that's a big deal.

Use listennotes.com to find specific podcast topics your ideal clients would be listening to. Once you know who influences your ideal clients, find them on LinkedIn and engage with them appropriately.

But don't stop with directly engaging with the influencers; you can also respond/engage with the people commenting on their posts to get their (the influencer's) attention.

PRO TIP: There are company pages that are influencers in their industry and are actively engaging with the comments on their posts - engage with those LinkedIn pages.



BONUS:

Find a group of business allies you can join or be a member of that you can potentially refer business back and forth with.



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