

11 LinkedIn®

Tips for Sales Professionals



Social selling is about being a resource, sharing insights, building trust and rapport, understanding that the sales will come when the time is right.

It is vital that we detach from what the buyer is worth to us and attach to what we are worth to the buyer. When we can add value, we earn the right to have a conversation.



While there are many LinkedIn activities that sales professionals can do to attract, teach, and engage their buyers, these are the 11 tips that will yield the highest return on your invested time.

1

Convert your profile from a resume to a resource. When your profile offers insights that bring value to your buyers, they get excited to take your call.



2

Connect with everyone you meet, speak, or engage with, that would add value to your network.



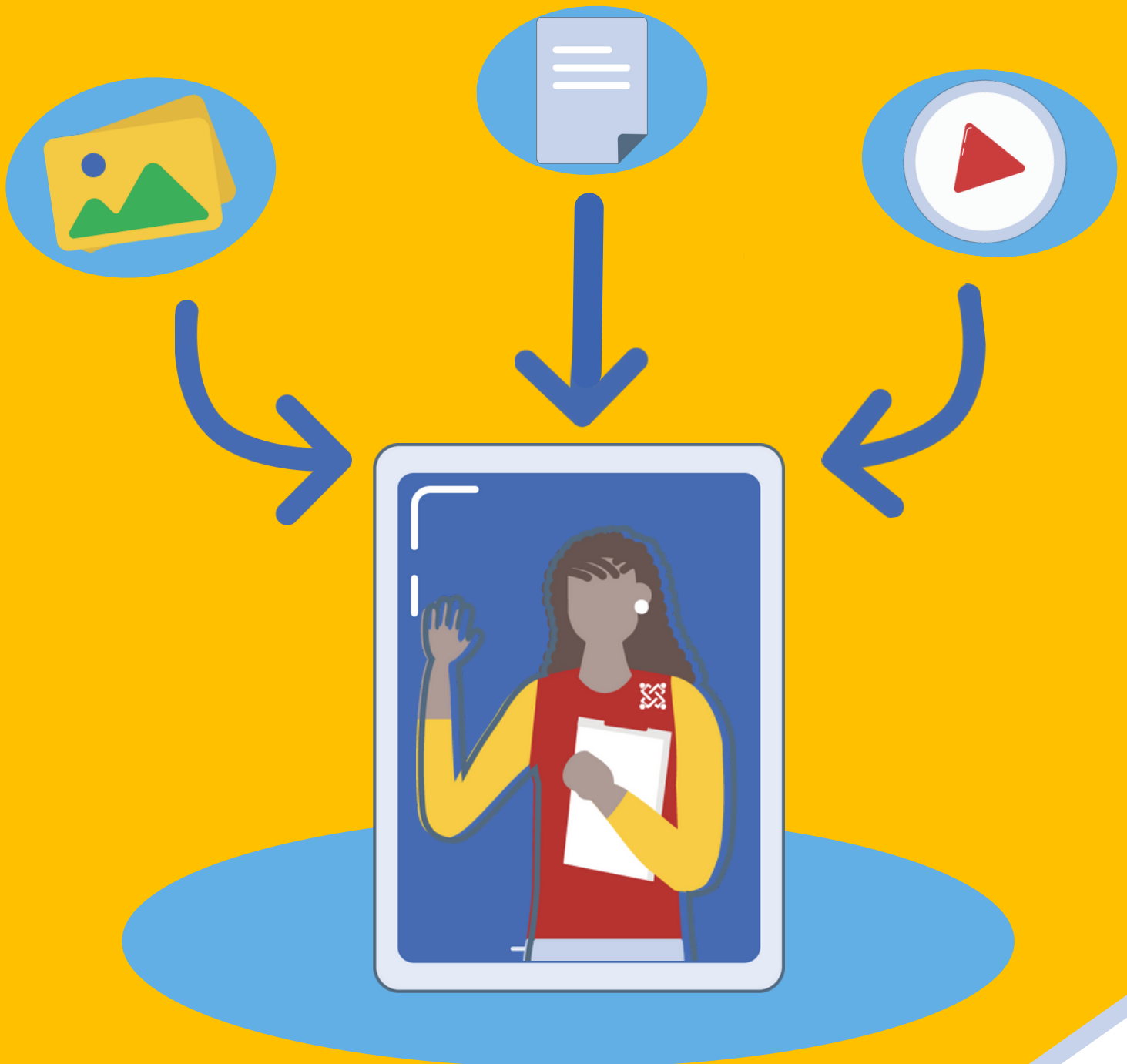
3

Use LinkedIn to learn about your buyers, their industry, their clients, and their challenges.



4

Curate educational, thought provoking content with your point-of-view that will resonate with your buyers and create compelling moments.



5

Produce content that creates curiosity, teaches your buyers something new, and gets them thinking differently about their situation, and will earn you conversations.



6

Engage on influencer posts, with both the author and the commenters. This activity will expand your network and increase your credibility.



7

Take inventory of your existing connections, by exporting the list and categorizing them by client, prospect, or referral partner. Or, simply search your 1st degree connections.



8

Use the LinkedIn mobile app to send personalized video messages, to re-engage your targeted connections.



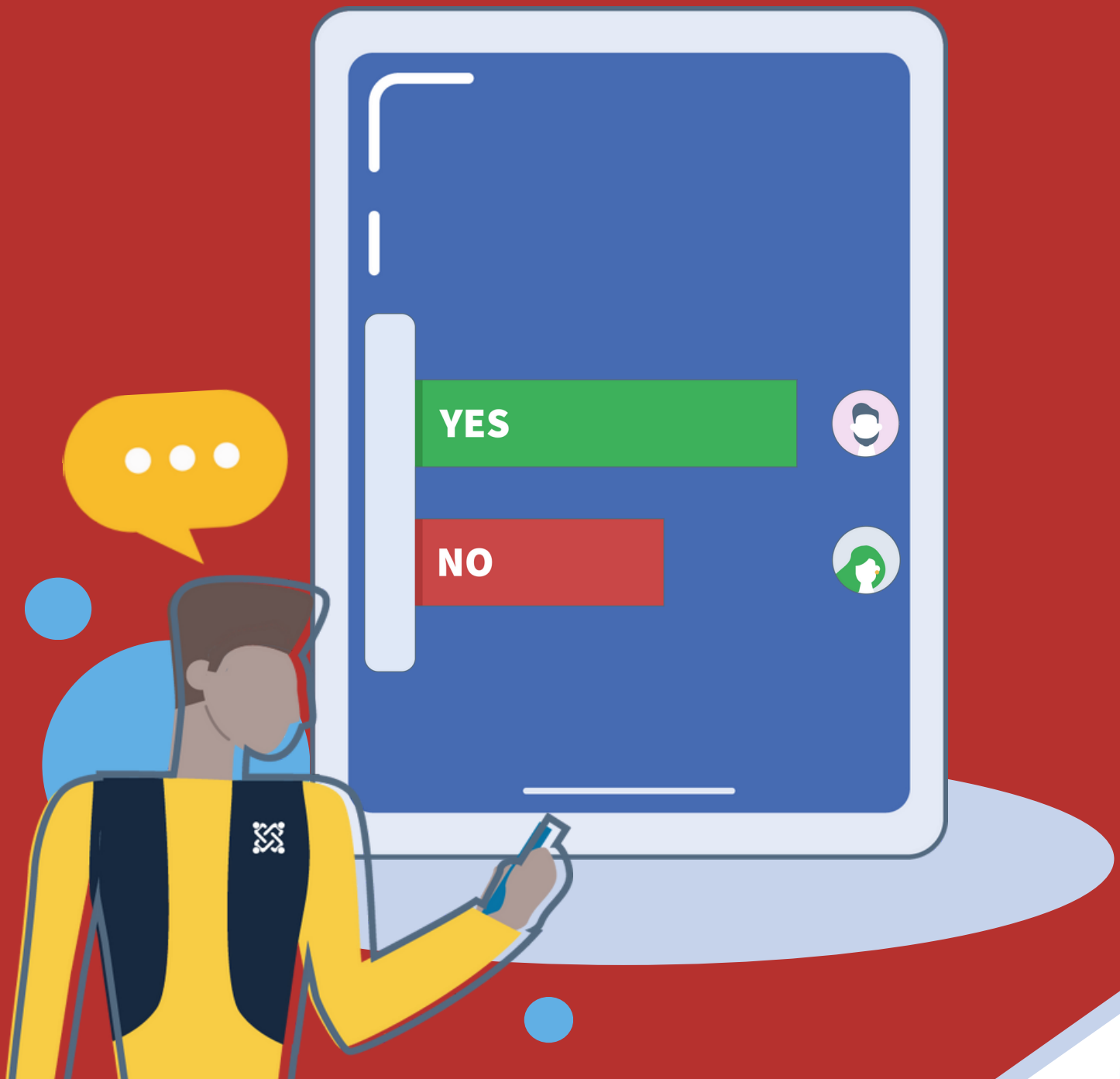
9

When starting conversations, share tailored insights to your targeted connections on an individual basis. Be sure it is content that they want to consume and is not a pitch.



10

Use LinkedIn Polls to ask their point of view (POV) or perspective on a relevant topic, and use the poll results to start a conversation.



11

Identify who in your network is connected to your targeted buyers, and ask for referrals or permission to name-drop.





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