



Social Selling with LinkedIn

JANUARY 2019



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2019 AMERICAS SALES, MARKETING & SERVICES SUMMIT

Why are you here?



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What are *your* challenges?



Time



Efficiency



Effectiveness



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What's in it for me?



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What would you do if we told you there is a potential goldmine waiting for you to tap into its ability to locate and connect with your ideal clients?



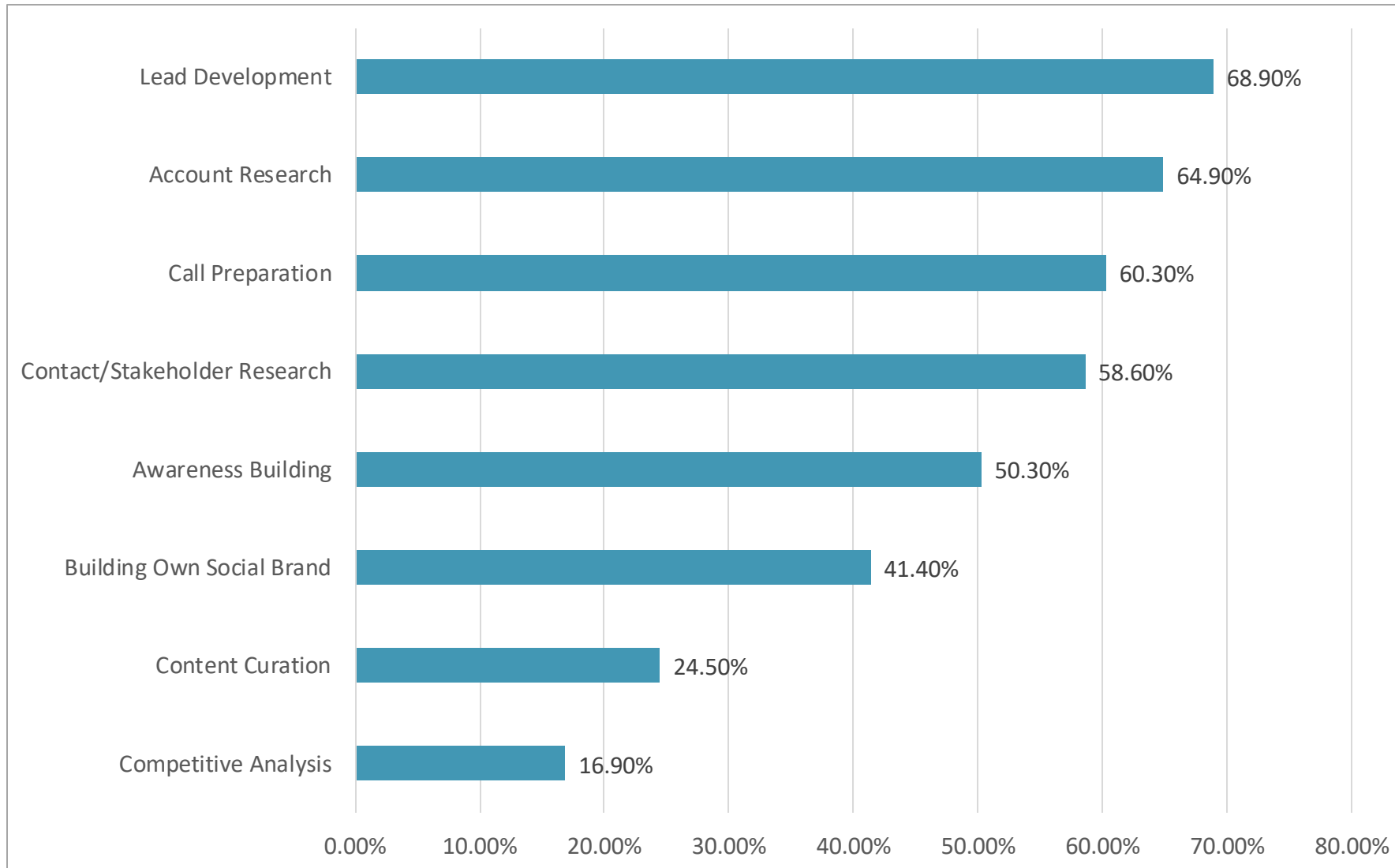
Linked



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Why are sales professionals using LinkedIn?



Why are sales professionals using LinkedIn?

- ✓ Simple
- ✓ Easy to use
- ✓ Free
- ✓ Effective
- ✓ Time-efficient

“Social Selling” refers to using social media platforms and other digital tools and processes to find and connect with prospects, increasing sales.



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Social Selling = Relationship Building

Why social selling?

Creates
45%
more sales
opportunities

Allows you to
outsell your
peers by
78%

Why social selling?

Experts believe companies reluctant to embrace social selling will be left behind in the next 5-10 years.



Today, we'll discuss

How to:

- ✓ Optimize your profile
- ✓ Find the right people
- ✓ Stay in touch with existing connections

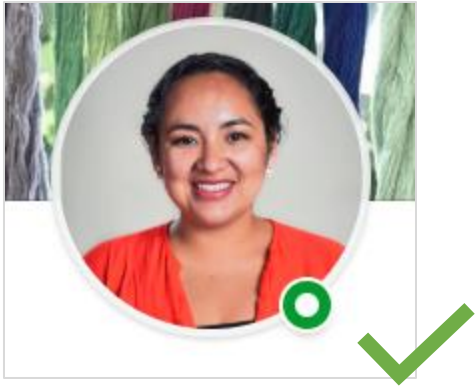
How to **optimize** your LinkedIn profile



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First impressions are everything, **especially online.**

Use a professional headshot



- ✓ Smile ✗
- ✓ Look straight at the camera ✗
- ✓ Have a clean, plain background ✗
- ✓ Dress appropriately for your audience ✓

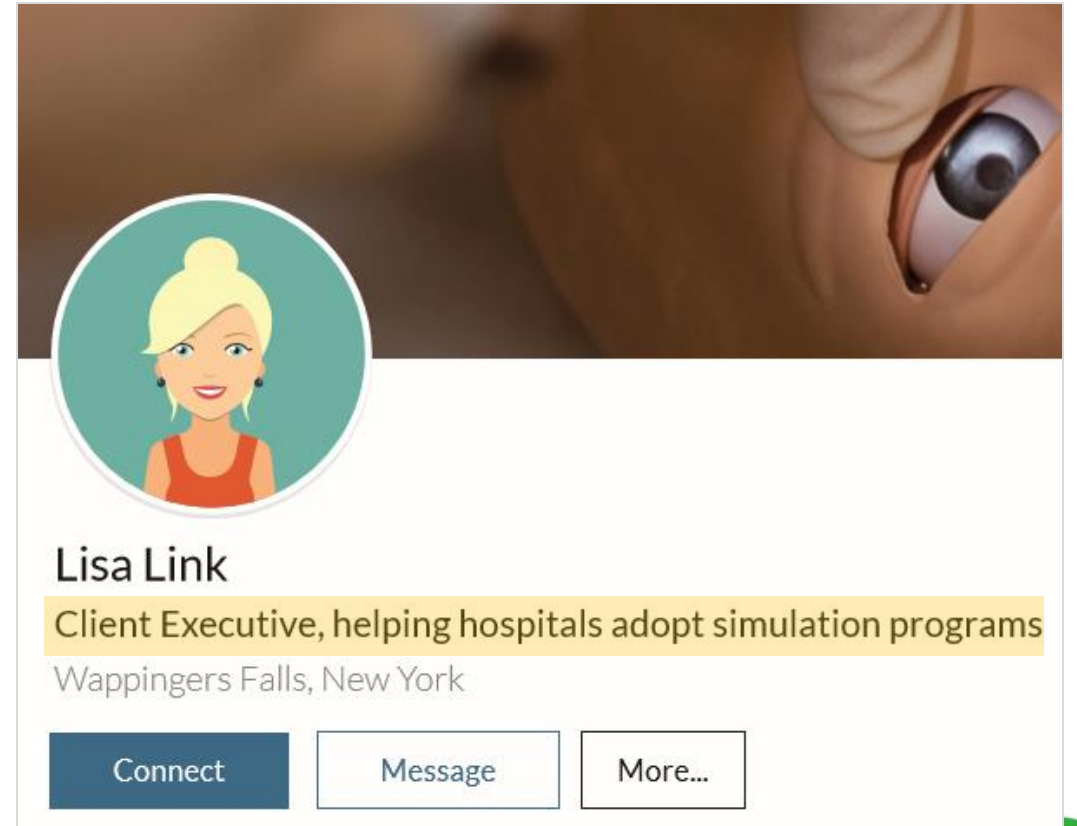


Have a descriptive headline

Use this simple formula for creating a memorable and eye-catching LinkedIn headline:



[Title], helping [prospects] do X.



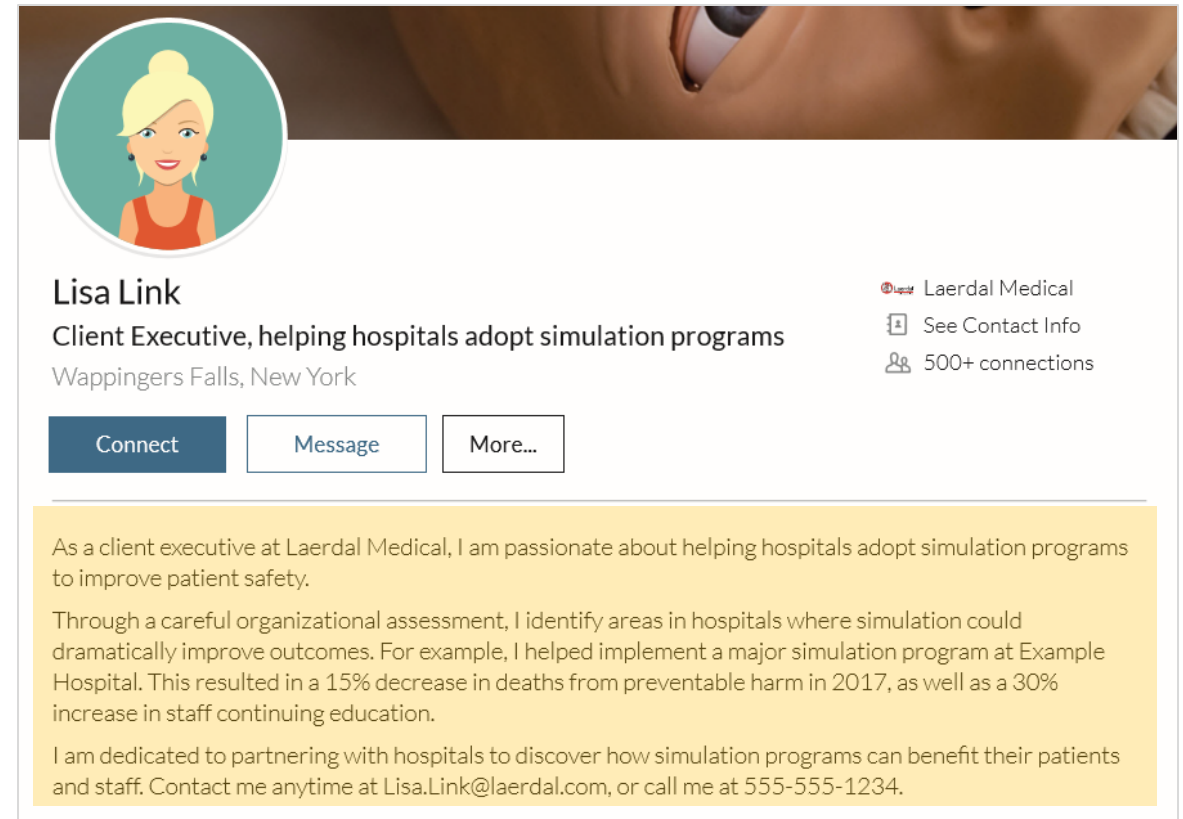
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Include a concise summary

Write a 3x3 summary: 3 paragraphs with 3 or fewer sentences each



1. Reiterate your purpose from your headline.
2. Get more specific about your work – projects, results, etc.
3. Include a concise call-to-action that clearly states why and how a buyer can reach you.



A screenshot of a LinkedIn profile for Lisa Link. The profile includes a circular profile picture of a woman with blonde hair in a bun, wearing an orange top. The background of the header is a close-up of a person's face. The name 'Lisa Link' is displayed, followed by the title 'Client Executive, helping hospitals adopt simulation programs' and the location 'Wappingers Falls, New York'. To the right, it shows 'Laerdal Medical' with a verified badge, 'See Contact Info', and '500+ connections'. Below the header are three buttons: 'Connect', 'Message', and 'More...'. The main content area has a yellow background and contains three paragraphs of text.

Lisa Link
Client Executive, helping hospitals adopt simulation programs
Wappingers Falls, New York

Laerdal Medical
See Contact Info
500+ connections

Connect Message More...

As a client executive at Laerdal Medical, I am passionate about helping hospitals adopt simulation programs to improve patient safety.

Through a careful organizational assessment, I identify areas in hospitals where simulation could dramatically improve outcomes. For example, I helped implement a major simulation program at Example Hospital. This resulted in a 15% decrease in deaths from preventable harm in 2017, as well as a 30% increase in staff continuing education.

I am dedicated to partnering with hospitals to discover how simulation programs can benefit their patients and staff. Contact me anytime at Lisa.Link@laerdal.com, or call me at 555-555-1234.

Make your role descriptions client-focused

Use this space to appeal to sales prospects, rather than recruiters.



- List all professional positions and titles.
- Summarize your role – and be sure to list 3-5 major duties in bullet form.
- Keep the spotlight on the results you helped clients achieve, and the methods/tactics you used.

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Experience



Client Executive

Laerdal Medical

Jan 2017 – Present • 2 yrs 1 mo
Wappingers Falls, NY

- Collaborate with hospitals to identify areas where simulation programs can be used to train and prepare staff.
- Help customers implement simulation training, reducing risk at their facilities by an average of 23%.
- Work alongside clients to ensure proper implementation and training of simulation solutions.

Education



LinkedIn Academy School




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Additional tips

- Use your profile to appeal to prospects, not hiring managers/recruiters.
- Get rid of your resume-style profile and replace it with a client-focused one.
- Show prospects one thing: how you helped customers like them succeed.
- Effective social selling requires your profile to instantly let viewers know you are an expert in your field – not a salesperson.

Workshop: Optimize Your LinkedIn Profile

 Optimize your LinkedIn Profile



Lisa Link
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Education

 **LinkedIn Academy School**
BS, Marketing
1994-1998

Skills & Endorsements

Medical Devices • 5
Endorsed by 4 of Lisa Link's colleagues at Laerdal Medical


Healthcare • 4
Endorsed by 3 of Lisa Link's colleagues at Laerdal Medical



Capital Equipment

Accomplishments

1 Certification
Powerless to Powerful: Taking Control

1 Course
Marketing 101

 Create your LinkedIn Profile




Your Name
Your Position
Your Location


Laerdal Medical
See Contact Info
500+ connections

Connect Message More...

Experience

 Title
Company
Month/Year Start - Month/Year End • Total Location
Summary

Education

 Institution Name
Degree
Year Start - Year End

Skills & Endorsements

Skill
Endorsed by X of Your Name's colleagues at Your Company

Skill
Endorsed by X of Your Name's colleagues at Your Company

Capital Equipment

Accomplishments

1 Certification

1 Course

How to **find the right people** using LinkedIn



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The LINK Method



1. Find prospect.
2. Make first contact.
3. Engage prospect.
4. Build a relationship.
5. Move the conversation offline.

Know Who You're Looking For

Before you start searching for prospects, have a clear understanding of who you're trying to target.

List Basic Demographics

Note your ideal prospect's job title, industry, company size, and company revenue.

Define Professional Attributes

Describe your prospect's pain points. Determine what they're already doing to relieve those pain points.

Identify Their Values

Determine what your prospect values most, what environments they're exposed to on a regular basis, and what influences them.

LinkedIn Advanced Search

All people filters

Clear
Cancel
Apply

Connections

☐ 1st
☐ 2nd
☐ 3rd

Connections of

Add connection of

Locations

Add a location

☐ United States
☐ Greater New York City Area
☐ India
☐ United Kingdom
☐ Egypt

Current companies

Add a current company

☐ Upwork
☐ Fiverr
☐ Google
☐ LinkedIn
☐ Amazon

Past companies

Add a previous company

☐ IBM
☐ Microsoft
☐ Google
☐ Ogilvy
☐ Accenture

Industries

Add an industry

☐ Marketing & Advertising
☐ Information Technology & Services
☐ Staffing & Recruiting
☐ Internet
☐ Human Resources

Profile language

☐ English
☐ Spanish
☐ French
☐ Portuguese
☐ Italian

Nonprofit interests

☐ Skilled Volunteering
☐ Board Service

Schools

Add a school

☐ New York University
☐ Delhi University
☐ Rutgers University
☐ University of Mumbai
☐ Harvard Business School

First name

Last name

Title

Search by:

Connections

Location

Industry

Company

School



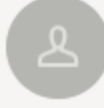
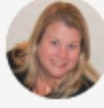
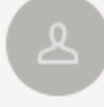
Name

Title

“The friend of my prospect is another prospect”

- Once you’ve found a prospect, navigate to their profile and find the “People Also Viewed” box in the right-hand column of their profile.
- Review this list to find additional prospects you may want to connect with.

People Also Viewed

-  **Erica Beck-Cappillino** • 1st
Sr. Product Marketing Manager at Laerdal Medical
-  **Jeremy Rudd** • 3rd
Senior Marketing Technology Manager at Ideas Collide
-  **LISA TIMMONS DIXON** • ...
Sales, Laerdal Medical
-  **Tara Landry** • 2nd
Senior Client Executive at Laerdal Medical
-  **Mike Palermo** • 2nd
NE Impact Manager at RQI Partners, LLC

On average, there are more than

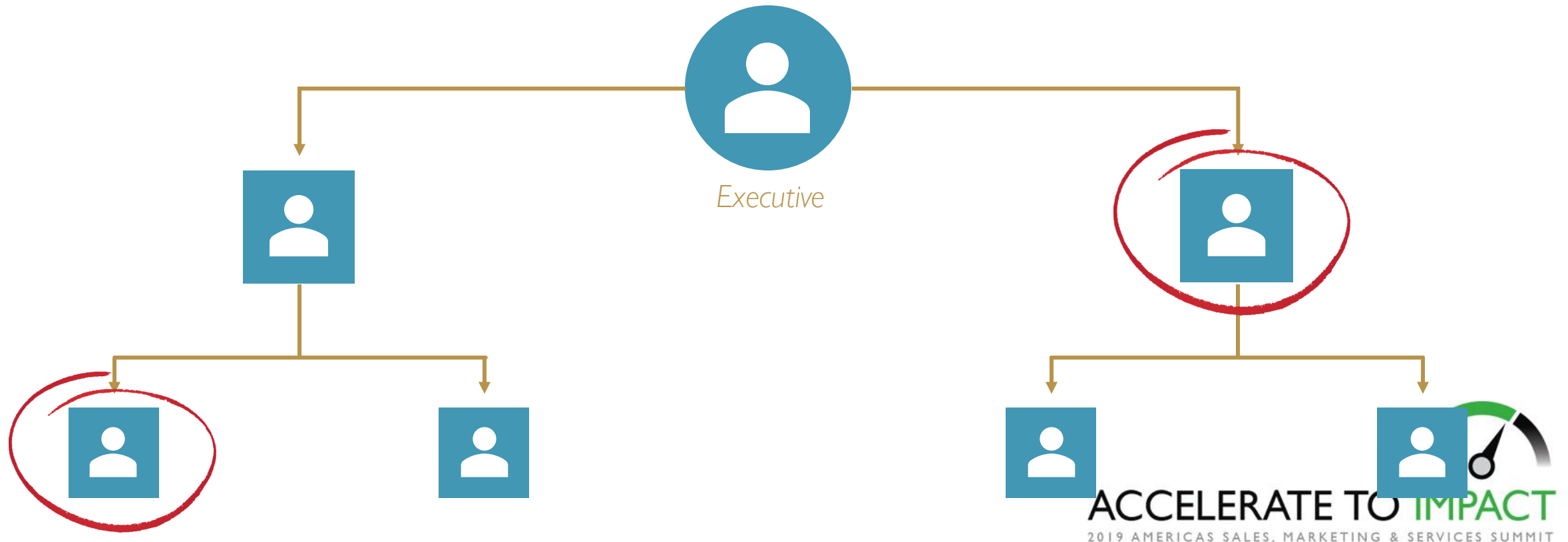
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people involved at a company
for any B2B purchase.



Finding the Right People

The key to social selling is figuring out which executives matter and mapping out the organization to understand key influencers.



Did you know...



Cold calls have been ranked as the least effective way to gain buyer attention.



Connect

4%

Only 4% of B2B buyers have a favorable impression of a salesperson who reached out cold

but

87%

87% of B2B buyers said they would have a favorable impression of a salesperson who was introduced to them



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Connect

How to Research Prospects

In addition to the basic facts, your prospect's profile may also give you insight into their personality, interests, and preferred communication style.



AMS Healthcare

8 yrs

Senior Strategy Advisor

Dec 2015 – Present · 3 yrs 2 mos

Toronto

Associated Medical Services (AMS), celebrating its 80th anniversary in 2017, has long served as a source of innovation and philanthropy in health professions education and the history of medicine. As founding Project Lead, I launched the AMS Phoenix Project: A Call to Caring. From 2011-2015 the AMS Phoenix Project invested over \$3million in Fellowships, Grants and networks to ... See more



Bringing Caring and
Compassion to...



Brian Hodges:
"Without compassion..."





Connect

How to Research Prospects

After skimming their profile and recommendations, try to gauge their character. How do they describe themselves and how do others describe them?

Recommendations

Ask for a recommendation

[Recommend Michael](#)

[Received \(1\)](#)

[Given \(0\)](#)



Matt McCulloch

Chief Executive Officer at
CarWash Connect

October 24, 2013, Matt worked
with Michael but at different
companies

Michael was **very professional** throughout the whole sales process. Despite some challenges in the implimentation of the service he was **able to see the project through to completion.** He went out of his way to ensure all parties were clear on expectations and kept **communication open.** He made the sales experience a **positive** one for myself and our team. [See less](#)



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Connect

How to Research Prospects

Also review their highlights and activities to learn about what they care about. Use this info to build rapport in our outreach LinkedIn message.

Activity

571 followers



2019 AHA Feedback Requirements

Michael shared this

See all



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Connect

Sending personalized connection requests

Personalize your connection request as a way to stand out. To create an immediate connection, try:

- ✓ Answering the question, “*Why is this person trying to connect with me?*”
- ✓ Starting your message with something personal you’ve learned from their profile.
- ✓ Finding a commonality.

You can customize this invitation

Include a personal message (optional):

Ex: We know each other from...

30

Cancel

Send invitation



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Connect

Sending personalized connection requests



David, I watched your presentation about _____ and I thought it was fantastic. I especially related to _____...



Lisa, I see that we're both part of the _____ group on LinkedIn...



Bob, I met with Mike Jacobson yesterday and he suggested that we connect to discuss...





NAME

Mike Fozard

ACCOUNT

University Health Network
(Toronto)

Wow, You Did Your Homework!

“ There is no downside to putting in 15-20 minutes of research. ”

GOAL

Find new paths into the University Health Network account.

SOCIAL SELLING INITIATIVE

Mike decided to take a top-down approach and used LinkedIn to find the University Health Network's Chief Medical Officer (CMO). After doing some research, he sent the CMO an email and booked a meeting. Then, Mike built his meeting strategy through extensive research, including a review of his LinkedIn profile, which led to links of the CMO's presentations on YouTube. Mike watched the presentations, retained the information, and referenced them during the meeting. This level of research impressed the CMO and allowed Mike to establish a relationship with him. The CMO ultimately introduced him to others in the organization, leading to more meetings and more connections. Mike had instant credibility because the CMO had referred him to other contacts.

RESULTS



Mike has established relationships with multiple players at one of the largest and most influential accounts in his region. He's now discovered multiple new opportunities, as well as previously unknown areas of the University Health Network where simulation is used. He expects to continue nurturing this account and continuing to progress towards a sale.

Organization Overview

University Health Network | Toronto, Canada

- ⑤ The University Health Network consists of several hospitals throughout the General Toronto Area including:
 - Toronto General Hospital
 - Toronto Western Hospital
 - Princess Margaret Cancer Centre
 - Toronto Rehab (5 locations)
 - The Michener Institute (newest partnership)
- ⑤ The Michener Institute embeds a school within a hospital, giving students direct access to real-time, front-line insight that shapes its curricula. Michener has five campuses in downtown Toronto, and is the only academic institution in Canada devoted exclusively to applied health sciences. With an excellent student-to-faculty ratio and state-of-the-art equipment and simulation opportunities, it prepares students for the real world of health care.
- ⑤ The Chief Medical Officer's vision for simulation education is a HUB and SPOKE model
 - **HUB** = Michener Institute, a learning center for all health care professionals. Most education would occur here and it would be primarily mid-to-high fidelity.
 - **SPOKES** = Lower fidelity skills, such as ongoing CPR measuring at other hospitals
- ⑤ Currently University Health Network has simulators and skill trainers at all of their locations, scattered throughout different buildings. The CMO would like the Michener Institute to be the primary location for all high fidelity simulation in order to streamline their inventory and process.

How to **stay in touch** with your
existing connections on LinkedIn



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Engage

Review your notifications daily and **look for opportunities to engage** with connections.



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Engage

“**Trigger Events**” refer to an event or action that occurs, which can result in a natural opportunity for you to engage in conversation with a potential prospect.



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Engage

Take advantage of trigger events



They viewed your profile



They get a promotion



Your invitation to connect is accepted



They mentioned you



They have a job change



They updated their profile



They like/comment/share a post



They post an update

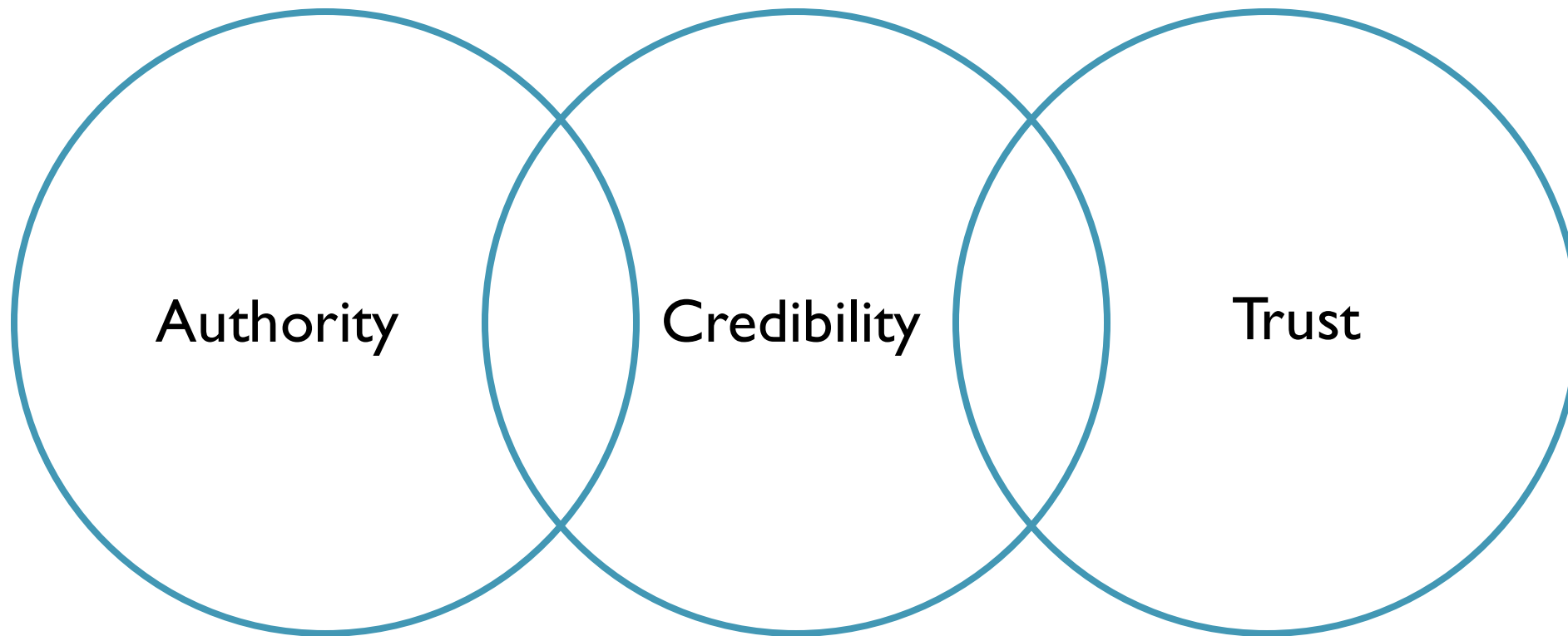




Engage

Share great content to stay top of mind

Sharing content that is valuable to your ideal clients builds...



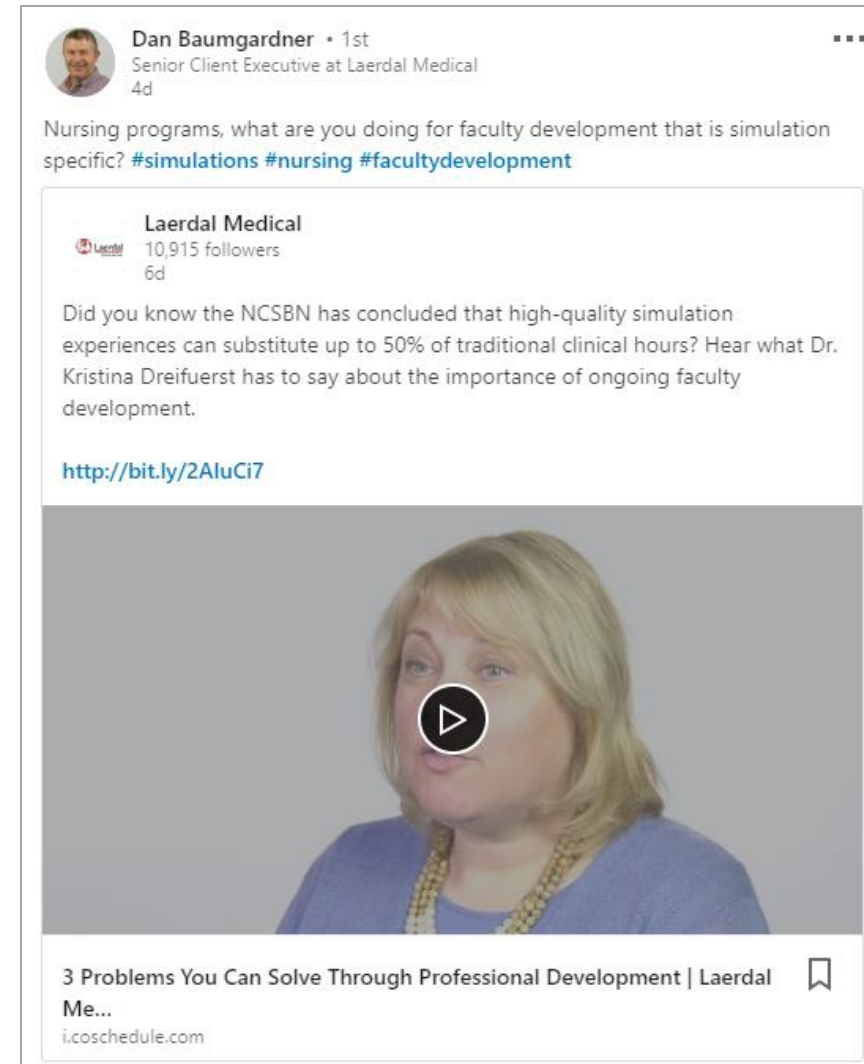
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Engage

Content you share should be:

- ✓ High quality
- ✓ Educational
- ✓ Solution-based
- ✓ Timely and relevant
- ✓ Non-promotional
- ✓ Engaging or entertaining





Engage

To become a trusted advisor, post



as much educational material as
product information



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A collection of educational content

Resource Library

<https://laerdal.com/us/resourcelibrary>

Filter this list

All



Filter this list

Patient Simulation

Maternal and Neonatal

Resuscitation

Emergency Care

Nursing Care

SimMan® Vascular

BRINGING FULL PATIENT TEAM TRAINING TO ENDOVASCULAR PROCEDURE SIMULATION

JOE HULSE





Engage

Watch for anything noteworthy happening in your industry – then spread the word to your connections.



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Nurture, nurture, nurture!

- ✓ Become a resource for your contacts by sending them insightful and high-quality content.
- ✓ If you find an article, or something that's of value to them, send it along with a personal note as to why you thought they'd be interested.
- ✓ Be sure to customize and personalize each message appropriately, or you will lose any benefit it could produce.
- ✓ Make all follow-up messages about them.





Convert

Send Relationship Building Messages

Thank You

Hi Greg! Thanks for connecting. I thought you might be interested in reading...

Content

Melissa, I noticed you recently posted about ____, so I thought I'd share this article about ____ with you...

Shared Interest

Bob, it was great seeing you at ____ and chatting about [shared interest]...

Move Offline

Hey Christine! I'll be in your area next week. Could I put some time on your calendar to...





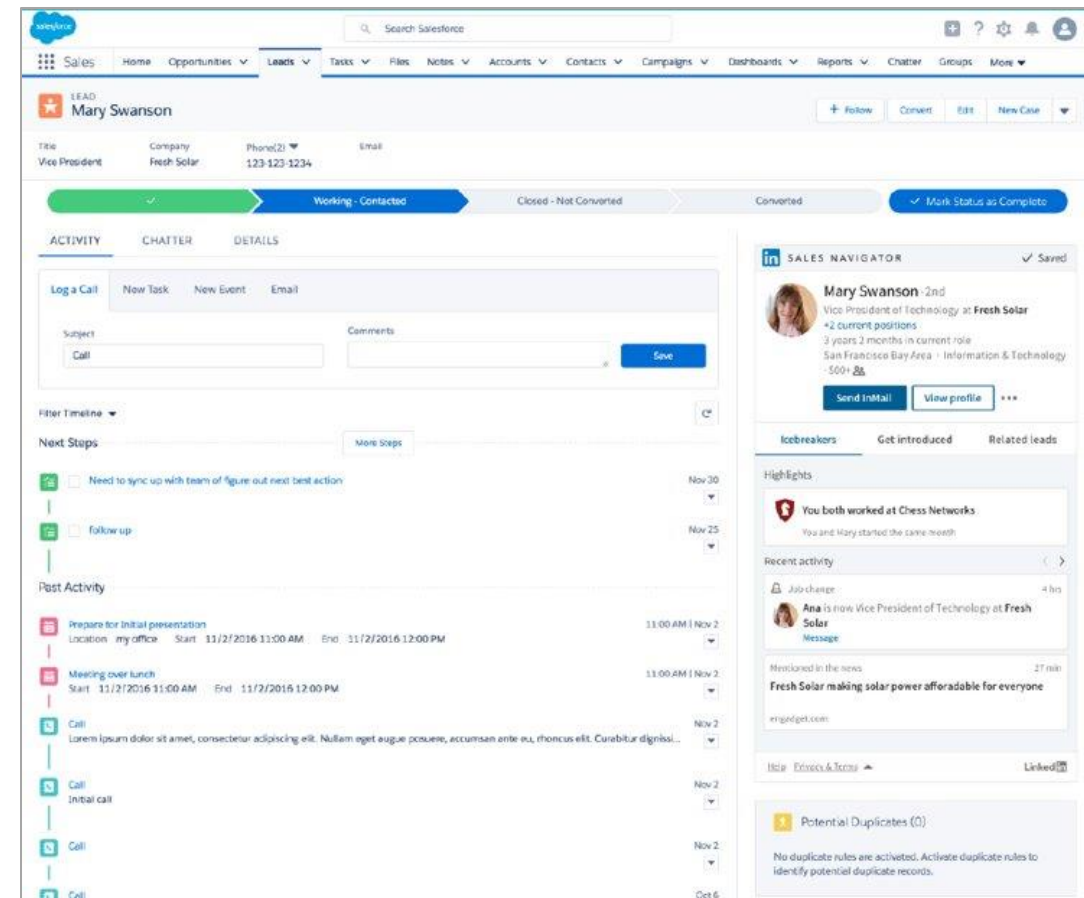
Establish social selling behavior *now*, to position yourself for *tomorrow*...



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Salesforce/LinkedIn Sales Navigator

- View LinkedIn lead and account info directly in Salesforce
- Leads and accounts automatically updated in Salesforce
- Your activity is automatically logged in Salesforce



How will you optimize your LinkedIn profile?



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How will you use LinkedIn to research – and
find the right people?



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How will you stay in touch with existing connections?



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How will **you** use LinkedIn
when you get back to work?



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Laerdal
helping save lives

Laerdal.com

References

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