

9 TRAITS

of a Social Selling Super Hero

#5 Follows their customers' activity

Keeps tabs on contacts' interests and updates, so they can remain top of mind.

#6 Stays active in groups

Joins and follows group discussions within their industry.

#4 Find their top tier customers

Uses advanced search to easily connect and find new prospects.

#7 Cuts through the clutter with direct messages

Reaches people directly and more credibly with direct messaging.

#3 Leverages their mutual connections

Requests introductions to 2nd and 3rd degree connections.

#8 Engages with their customers

Is a voice in their industry by sharing relevant content, insights, and news.

#2 Connects with the people that matter

Uses LinkedIn as a supplement to face-to-face interactions.

#1 Creates an effective profile

Customizes their LinkedIn profile with a professional photo, compelling headline, summary, and rich media.

#9 Shares

Increases visibility by sharing content.

F

Find: The people, organizations, and influencers in your field

E

Educate: Share valuable, relevant content with your customers and prospects.

E

Engage: Start new conversations AND nurture existing conversations.

D

Develop: Help buyers through their journey AND put a repeatable process in place to bring people back into your network.