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LinkedIn for Sales and Business

Put on Your Sales Hat!
LinkedIn is a social media platform that gives you the option to create content but you should use it as if you are a business development or sales representative.

Best Practices For Your LinkedIn Profile
Keep it simple and make sure your profile includes the following.

- Professional Headshot
- Headline
- Summary
- Work Description

When possible, include numbers, accomplishments, and highlights.

Best Practices For Creating Your LinkedIn Company Page
This is a must for your business and will help to connect your business to potential clients.

- Company Logo
- Company Overview
- Company Information
- Hashtags

Connect and Ask
Connect with all of your current and past clients. Ask for a recommendation to show that you are an expert!

Share Information
Don't be afraid to share the content you have created for your other social media accounts. Also, remember to share your success, information about your business, and introduce yourself.

Your company profile should always share information that is related to your industry and those you serve. This is your chance to shine and show your expertise. Use the 411 content creation strategy we discussed in our Marketing 101 workshop.

Tag and Invite
Make sure to tag your company profile in your posts when creating posts. Also, invite your connections to like your company profile page.

Identify the Role of Your Key Contacts

Who do you need to speak with in order to build the B2B relationship?

- Gatekeeper
    - The person who can get you in the door.
- Decision Maker
    - The person who signs the contract.
- Referral Source
    - The person who sings your praises.

Connect with Your Key Contact

Use the LinkedIn platform to learn about your prospect

- Use mutual friends/connections
- LinkedIn is a follow up to your email/call
- Learn about your contact for sales purposes
- Include a message in your invitation to connect
- Use LinkedIn Groups!

Resources

- Scheduling Content
    - Buffer
    - Hootsuite