

# Converting Content & Connections to Conversations with LinkedIn





## Welcome to the new world of Social Selling.

For years, traditional sales methods haven't been working as well as they had in the past. Many of us opened a personal or business LinkedIn® account to experiment with social media. We published our resumes; featured our products and services; added contacts until we hit at least 500 names. Once in a while, we added a post, read a post, liked a post, or maybe shared a post. We often accepted invitations from people we didn't know—and thanked them, though we didn't know why.

Sound familiar? Just as many technologies have evolved, LinkedIn is no exception. In fact, combining LinkedIn with new Social Selling techniques delivers opportunities traditional sales methods can't touch.

At its heart, Social Selling is all about identifying, researching, meeting, relating to, and growing new business relationships. While the techniques themselves sound familiar, execution within an online "social" atmosphere is very different.

Listed below are four Social Selling keys to success, based on recommendations from one of the nation's leading LinkedIn / Social Selling experts, Brynne Tillman—CEO of Social Sales Link:

- 1. Leverage the hidden power of your Profile**
- 2. Lead to your solution, not with your solution**
- 3. Build contacts and connections intentionally**
- 4. Network more often and more effectively**



## Leverage the hidden power of your LinkedIn Profile.

Think about it—your Profile isn't only a prospect's first impression of you on LinkedIn, but also a primary place that search engines look for your name. Most of us created our LinkedIn Profiles years ago, when simply providing our resume was enough to add contacts. That's no longer true and likely costing you business.

Rather than describe yourself, use your Profile section to engage prospects and highlight the value you deliver to them. Use this 4-step "elevator pitch" to show prospects you help people just like them find solutions to real challenges:

1. **Who** you help—define the job titles and industries that rely on your services
2. **How** you help them—pick a challenge these prospects likely are facing
3. **What** result you bring—describe the positive outcome you/your solution delivers
4. **Why** you're able to make that happen—your differentiation from competitors

Also, odds are good that the list of keywords and phrases you initially chose weren't based on how/why prospects are looking for services and products like yours. Replace them, and you'll attract more of the leads you want. Ask your company's marketing team and webmaster for keywords they use for SEO, blogs and social. Google those words yourself. Or use a free service like [trends.google.com](https://trends.google.com) to get ideas. Then, make sure you use these words and phrases throughout your profile section so search engines can find you.





## Lead to your solution, not with your solution

LinkedIn offers amazing opportunities to meet valuable new prospects— BUT—you can lose their attention in seconds. To get and keep them engaged, always think about your prospects first, whether you're rebuilding your Profile, searching for content you can share, or writing new content via blog, posts, and articles.

What are their interests? What are their challenges? What's in it for them? Here are five ways to connect your conversations with their self-interests:

- What will immediately show you work with professionals like them?
- What topics do they care about, or make them curious to know more?
- What new insights and information will enrich the topic?
- How can you help them think differently about solutions to their challenges?
- What motivates them to see more information from you?

This prospect-first mindset will “earn you the right” to talk about you and your company. Prepare as you would for a warm sales call, for instance:

1. Be ready to share 3-5 great tips your prospects can do without your help
2. Research your prospects' backgrounds, hobbies, schools, and content—these things matter to them
3. Gather industry statistics; investigate their competition
4. Find and share helpful articles, blogs or posts—materials you write or find that are relevant to their industry or customer base



# Build contacts and connections intentionally.

When was the last time you really looked at, much less managed, your connections? For most of us, it's been a while—especially if you've accepted invitations from people you don't truly know. Here are three good ways to store and organize your current connections:

1

**Focus only on your 1st and 2nd degree connections**  
(3rd degree is too far removed for this purpose – save them for later)

2

**To build a manageable list in your browser's Bookmark Folder:**

- Use LinkedIn's search to pull lists of Profiles by industry and connection type.
- Select the Profile of the first contact you want on your customized list.
- Click to Bookmark that Profile page on your web browser (for Chrome™, click the little star icon to the right of the URL).
- When the pop-up asks you where to save that bookmark, select "more" or "new folder" and name it.
- Go back to your contacts list, and bookmark all the Profiles you want into that folder.
- You may then access (or delete) those Profiles from your Bookmark Folder any time you like.

3

**Export your connections into a spreadsheet that easily helps you see and safely store them:**

- Click on the My Network Tab
- Click on Connections on top left
- Click on Manage Synced and Imported Contacts on top right
- Click Export Connections
- Click on Connections
- Click Request Archive and Enter password
- In 10 minutes you will get an email from LinkedIn – Click to download
- Download Archive and open in Excel

Mark the names you want to connect with—because they're truly prospects, work in industries you want to pursue, may be a potential referral source, or because they regularly contribute posts you can use and share.



## Network more often and more effectively.

Traditional “networking” often meant attending functions, introducing yourself and your company, and handing out cards. But “networking” in LinkedIn requires a pay-it-forward philosophy: Help others be successful.

Becoming a **business connector** is an effective way to build your “center of influence” and activity. Business connectors unselfishly help others by making introductions to viable prospects and influencers they know. In return, people are happy to introduce their business connector to other professionals as well.

To get started, choose 5 people you know would be willing to make introductions on your behalf, and offer to help them make new connections, too:

- Study your connections—ask them who they would like to meet on your list
- Ask them to give you a short paragraph about themselves, so you know how they would like to be introduced
- Make proactive introductions on a consistent basis
- As you add new contacts, offer them the opportunity to meet some of your current connections, and expand their network as well (increasing the likelihood of reciprocation)
- Always be willing to share industry or market insights relevant to your network—helping your connections succeed and building their trust in you

## THE RIGHT SOCIAL SELLING TECHNIQUES GIVE YOU A SIGNIFICANT EDGE.

Now more than ever, LinkedIn is a powerful and professional sales tool with its own set of rules and guidelines. Effecting Social Selling techniques not only push information out, but also draw qualified new prospects in. Mastering that “Ask/Offer Ratio” enables you to build the online sales funnel you need, and helps you be more effective in your traditional sales approaches.

Think of LinkedIn as an online Rolodex of our connections and our contacts’ connections. Use it to learn about industry trends. Research your own, as well as their, competitors. Bridging what you learn into your conversations and selling process proves you’re on the pulse of what matters to them, which ultimately strengthens your bottom line.



## CHECK OUT THESE ADDITIONAL RESOURCES:

[www.help.linkedin.com](http://www.help.linkedin.com)

(website to find keywords/searches)

[www.feedly.com](http://www.feedly.com)

[www.socialsaleslink.com](http://www.socialsaleslink.com)

[www.wordart.com](http://www.wordart.com)

[www.moz.com](http://www.moz.com)

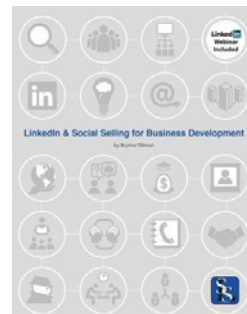
[www.trends.google.com](http://www.trends.google.com)

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### **Brynne Tillman**

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is also the author of *LinkedIn & Social Selling for Business Development*, available for purchase online at Amazon and Barnes & Noble.



## ABOUT US

The Anderson Group is a behavioral marketing firm dedicated to growing people and businesses. Our pioneering process is empowered by: 1) Data; 2) Measurable human behaviors and buying patterns; and 3) Insights into changing attitudes, habits, and expectations. This integrated approach helps our clients find and inspire audiences to engage with their business—online and in-person—as customers, partners, and referral sources.

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