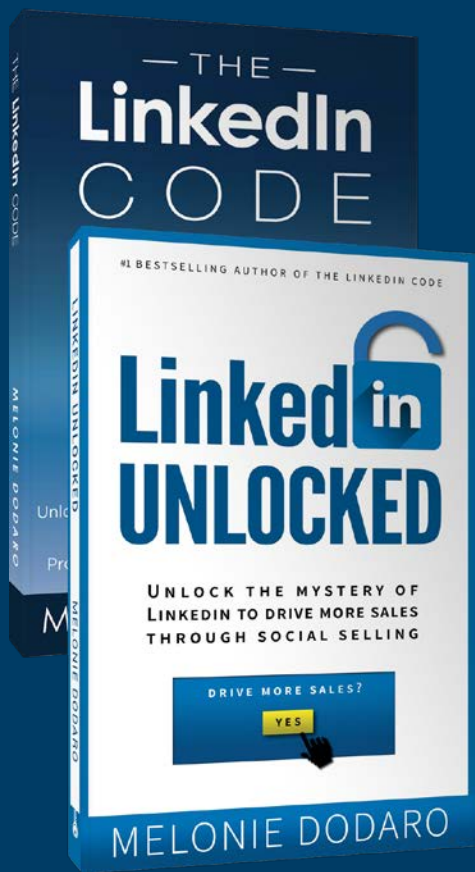


LINKEDIN UNLOCKED

How to Find
And Connect
with Prospects



Melonie Dodaro



Meloni e Dodaro



TOP DOG
SOCIAL MEDIA

LinkedIn Is a
Goldmine
for finding and
connecting with
decision makers of
companies across the
globe

OLD SALES MODEL



NEW SALES MODEL



The secret to success
with LinkedIn and social

selling

Is

sharing content

The secret to success
with LinkedIn is social
selling
Is
sharing content

MYTH

TRUTH:

Results come from a direct outreach to decision makers.

A.K.A. PROSPECTING

Content alone
won't produce...

- ✓ Predictable
- ✓ Measurable
- ✓ Reliable

RESULTS

Here's what will



Connect with prospects and move from
online connections to offline conversations.
It's **offline** you convert **a prospect to a client.**

Most people
are
Unsuccessful
with
LinkedIn
Because

1

Pitch their
connections
immediately

2

Never move
the conversation
offline

The LINK Method™

The LINK Method™





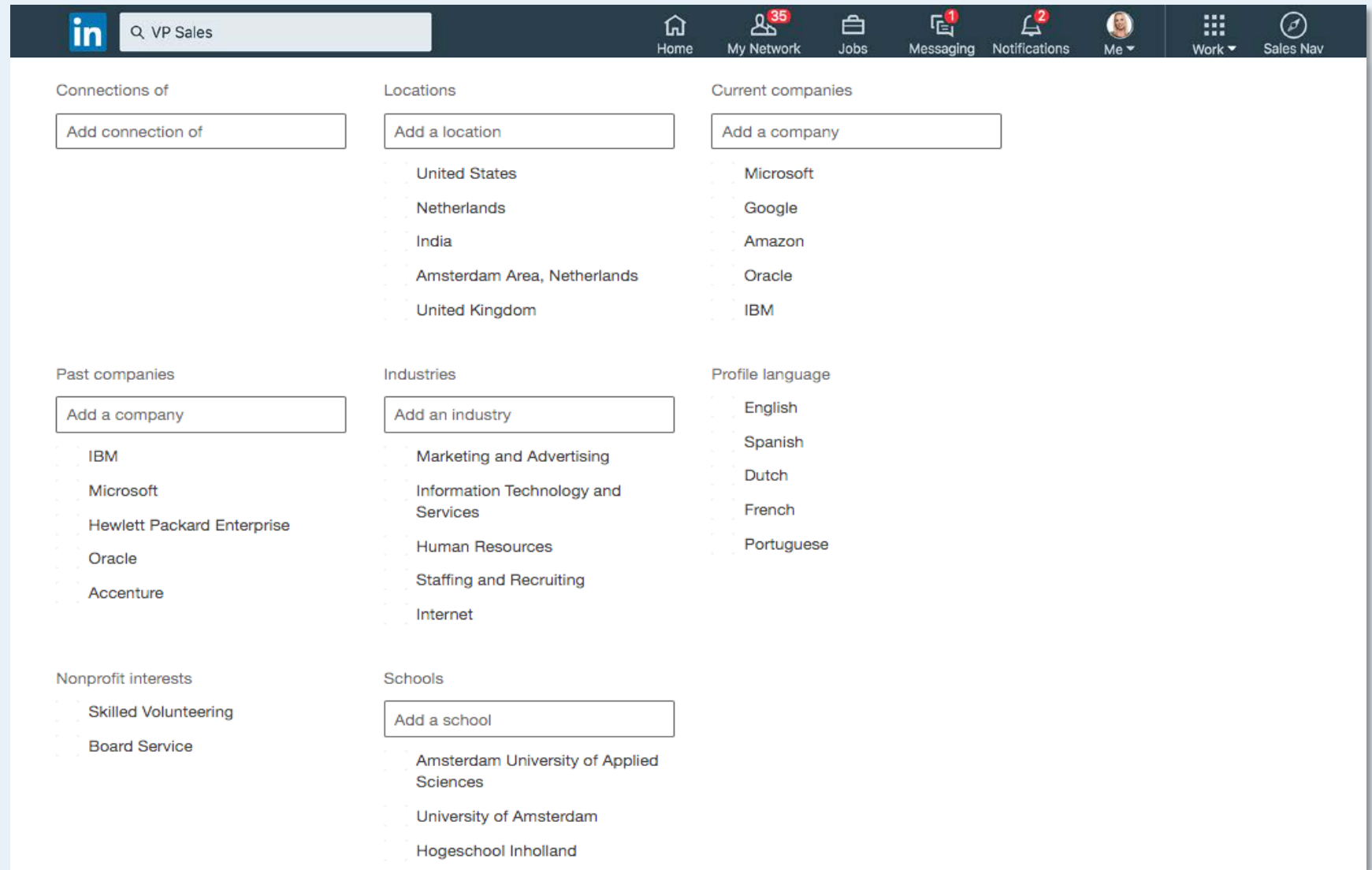
Step 1 of The LINK Method:
find prospects

How do you Find prospects on LinkedIn

1 Search for prospects with LinkedIn's advanced search function

2 Leverage your network for warm introductions

LinkedIn's Advanced search



The screenshot displays the LinkedIn Advanced Search filters interface. At the top, there is a search bar containing the text "VP Sales". To the right of the search bar is a navigation bar with icons for Home, My Network (with a notification badge of 35), Jobs, Messaging (with a notification badge of 1), Notifications (with a notification badge of 2), Me, Work, and Sales Nav.

The main content area is divided into several filter categories, each with a text input field and a list of options:

- Connections of:** Includes an "Add connection of" input field.
- Locations:** Includes an "Add a location" input field and a list of locations: United States, Netherlands, India, Amsterdam Area, Netherlands, and United Kingdom.
- Current companies:** Includes an "Add a company" input field and a list of companies: Microsoft, Google, Amazon, Oracle, and IBM.
- Past companies:** Includes an "Add a company" input field and a list of companies: IBM, Microsoft, Hewlett Packard Enterprise, Oracle, and Accenture.
- Industries:** Includes an "Add an industry" input field and a list of industries: Marketing and Advertising, Information Technology and Services, Human Resources, Staffing and Recruiting, and Internet.
- Profile language:** Includes a list of languages: English, Spanish, Dutch, French, and Portuguese.
- Nonprofit interests:** Includes a list of interests: Skilled Volunteering and Board Service.
- Schools:** Includes an "Add a school" input field and a list of schools: Amsterdam University of Applied Sciences, University of Amsterdam, and Hogeschool Inholland.

Go deeper: **Boolean search**



If you would like to search for an exact phrase, you can enclose the phrase in quotation marks. You can use these in addition to other modifiers.

Examples:

“VP Sales” “Marketing Manager”

Go deeper: **Boolean search**

and

If you would like to search for profiles which include two terms, you can separate those terms with the upper-case word AND.

Examples:

software AND engineer

“customer service” AND hospitality

Go deeper: **Boolean search**

OR

If you would like to broaden your search to find profiles that include one or more terms, you can separate those terms with the upper-case word OR.

Examples:

“Pitney Bowes” OR “Hewlett-Packard”

Helpdesk OR “Help Desk” OR “Technical Support”

“Vice President” OR VP OR “V.P.” OR SVP OR EVP

Go deeper: **Boolean search**

NOT

If you would like to do a search but exclude a particular term, type that term with an upper-case NOT immediately before it.

Examples:

NOT director

(Google OR Salesforce) NOT LinkedIn

CEO NOT Owner NOT Founder NOT Consultant

saved searches

The screenshot shows the LinkedIn search interface for the query "VP Sales". The top navigation bar includes the LinkedIn logo, a search bar with "VP Sales", and icons for Home, My Network (35), Jobs, Messaging (1), Notifications (2), Me, Work, and Sales Nav. Below the navigation bar are filter tabs: People, Locations, Connections, Current companies, and All Filters. An advertisement for ClickTime is displayed at the top of the results area. The main results section shows four profiles: Jitesh Kohli (2nd degree, Vice President at Capgemini), Sido Quarré (1st degree, VP Sales Operations at KPN), Jacques Leijssenaar (2nd degree, Vice President Cargo Sales at United Airlines), and Lelio Gavazza (2nd degree, Executive Vice President Sales at Bulgari). Each profile includes a "Connect" or "Message" button and information about shared connections. On the right sidebar, the "Saved searches" section is highlighted with a red border, showing a list of saved searches: "economic development" (67 new), "vp business" (99 new), and "vp sales" (433 new), along with a "Create search alert" button. Below this is an advertisement for Sunweb Group featuring Melonie and a "Follow" button.

Showing 983,037 results

Jitesh Kohli • 2nd
Vice President at Capgemini
Amsterdam Area, Netherlands
Current: VP - Retail and Distribution business
34 shared connections

Sido Quarré • 1st
VP Sales Operations
Rotterdam Area, Netherlands
Past: Managing Director KPN Education at KPN
10 shared connections

Jacques Leijssenaar • 2nd
Vice President Cargo Sales EMEA at United Airlines
Amsterdam Area, Netherlands
2 shared connections

Lelio Gavazza • 2nd
Executive Vice President Sales and Retail at Bulgari
Amsterdam Area, Netherlands
10 shared connections

Search with Sales Navigator

Saved searches • Manage

- "economic development" (67 new)
- vp business (99 new)
- vp sales (433 new)

Create search alert

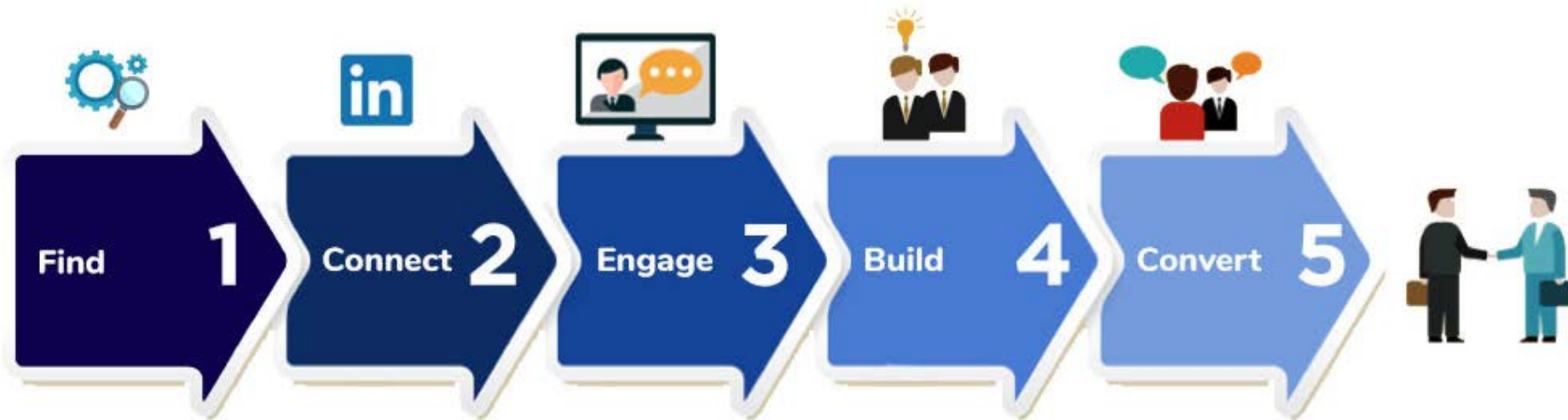
Ad ...
Get the latest jobs and industry news

Melonie, explore relevant opportunities with Sunweb Group

Follow

steps 2 through 5...

The LINK Method™





Step 2 of The LINK Method:
make first contact



“Why is this person trying to connect with me?”

Step 2: send connection requests

- ✓ Personalization is extremely important
- ✓ You have 300 characters (NOT WORDS) to give them a reason to accept your connection requested
- ✓ It must be framed from their perspective, not yours



Step 2: personalizing your connection requests



Find commonality



Reference something
in their profile



Compliment them
or their company



Refer to something they've
recently shared on a status
update or article

Step 2: people connect with people

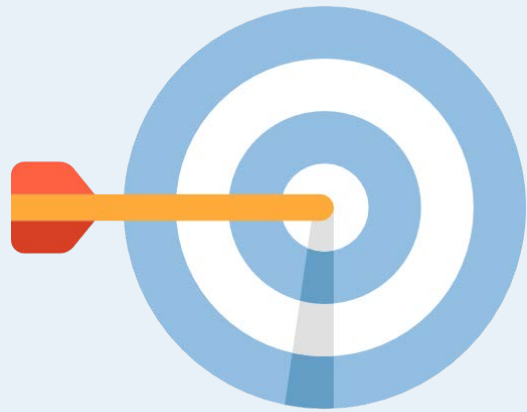
Remember, people connect with people, be personable.





Step 3 of The LINK Method:
Start a Dialogue

Step 3: engage new connections in a dialogue



Goal:

Establish Rapport

Step 3: engage new connections

Follow up with a personalized **Welcome Message**

- ✓ Thank them for connecting
- ✓ Start a dialogue (question/comment)

**Never, ever... pitch
anything!**

Step 3: PRO TIP



Save time by **creating a message template** you can use over and over.



Step 4 of The LINK Method:
build relationships

Step 4: send relationship-building messages



- ✓ Add value with a resource they would find **valuable or interesting**
- ✓ Make sure that anything you send us **100% relevant to them.**

Step 4: send relationship-building messages



- ✓ What are they **interested** in?
- ✓ What is **important** to them?
- ✓ What **problems** do they face?

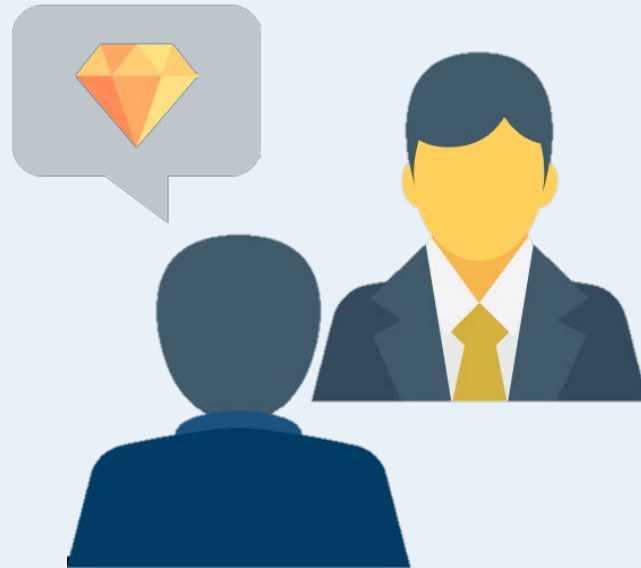


Step 5 of The LINK Method:
**move conversation
offline**

Step 5: **move conversation offline**

- ✓ **Request** to move the conversation offline
- ✓ It's **offline** you can get to know your prospect enough to have a sales conversation
- ✓ **Your goal** is to set up a phone call, video call or an in-person meeting, depending on how you do business

Step 5: PRO TIP



Have a compelling reason for requesting an offline conversation and include how they will benefit from it.

Do not say:

Could we schedule a time for a phone call?

THINK WIIFM:

How will they benefit from the time they spend speaking to you?

Reasons you won't get a reply:



- ✓ They are not the right target market
- ✓ They are not looking to make any FDIs at this time
- ✓ It's not a high priority for them
- ✓ Personal or professional problems are distracting them
- ✓ Or a plethora of other reasons



5 Trigger Events to monitor



-1-

They viewed
your profile





-2-


Your connection
had a job change Or
Promotion





-3-

Your connection liked,
commented on, or shared
your Post





-4-

They or their company was
mentioned in the news





-5-

They've SHARED
SOMETHING ON LINKEDIN
YOU COULD ENGAGE WITH





The goal:
Stay on their radar



CAUTI

ON Don't begin connecting with prospects until you have a professional, compelling and client-focused **LinkedIn profile**.

Make a great first impression!

summarize

The LINK Method™





Would you like to leverage LinkedIn
To predictably & Consistently
generate new Prospects?

I can

help!
LinkedIn is THE most effective tool for
EDOs and PAs to find and connect with
decision makers globally and increase...

FOREIGN DIRECT INVESTMENT to
your community and country.

Let's schedule a time to talk.



www.TopDogSocialMedia.com/FDI-LinkedIn-Training