

Connected Circles



SOCIAL SELLING TIPS

Do's and Don'ts when connecting
with prospects on LinkedIn.



Update your profile

The first element of social selling is to make sure that your profile is appealing to your target audience(s). A dull profile greatly reduces the chances of your invitation requests being accepted. Ensure that all elements of your profile (profile photo, banner photo, titles and headlines, bio, experiences, etc) are recent or up to date. Your profile photo should be visible to all, not only your first degree connections.



Share relevant content

Another very important element of social selling is to ensure that you regularly maintain a reasonable level of activity on LinkedIn by sharing content valuable to your prospects. Prioritise quality over quantity. Insightful, high quality content gives off a sense of value to your professional prospects.



Be personal with your invitation requests

The key to social selling is being able to connect on a personal level with your prospects. When sending out an invitation request, it is always advisable to include a message to introduce yourself and mention why you are reaching out to connect. Do not make your message look automated or a sales pitch. You can make reference to a post shared by the person, a personal or company update.



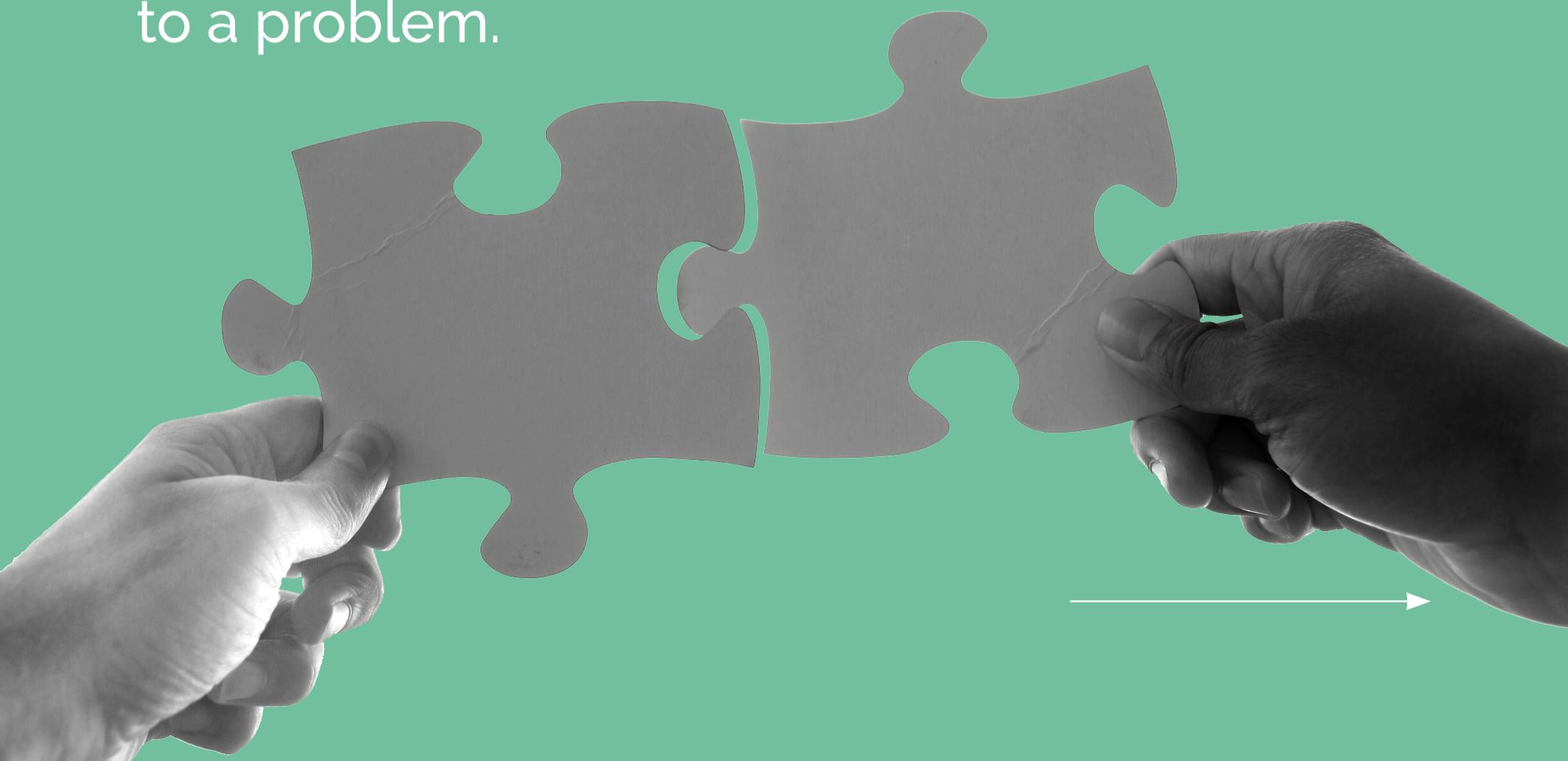
Build relationships first

Do not attempt to offer a free demo or try to book a meeting in your first message. In other words, do not try to sell anything at first. Go easy and first try to build a relationship and trust. Show that you have done some research on the person and also on their company. Establishing a personal relationship with a potential client builds credibility, and more credibility means better results.



Sell value

When it is time to sell, focus on the ways your product or service can add value to either the person or the company they represent. This means you must be sure that your product will be relevant to the prospect in the first place. Do not dwell on how fantastic your product or service is. That is of no value to the prospect. People only pay attention when you are providing a solution to a problem.



Engage regularly

You can regularly follow-up on a prospect by engaging on their posts. This could be in the form of likes or comments. That being said, dropping a comment creates opportunity for conversation, and conversation is a key step to connection. On Sales Navigator, you can also keep track of the activities happening around the prospect or the company, to find opportunities to have a conversation.



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