

LinkedIn Social Selling Framework

How to successfully leverage this platform to connect with prospects and consistently generate sales.

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How can you sell through LinkedIn?

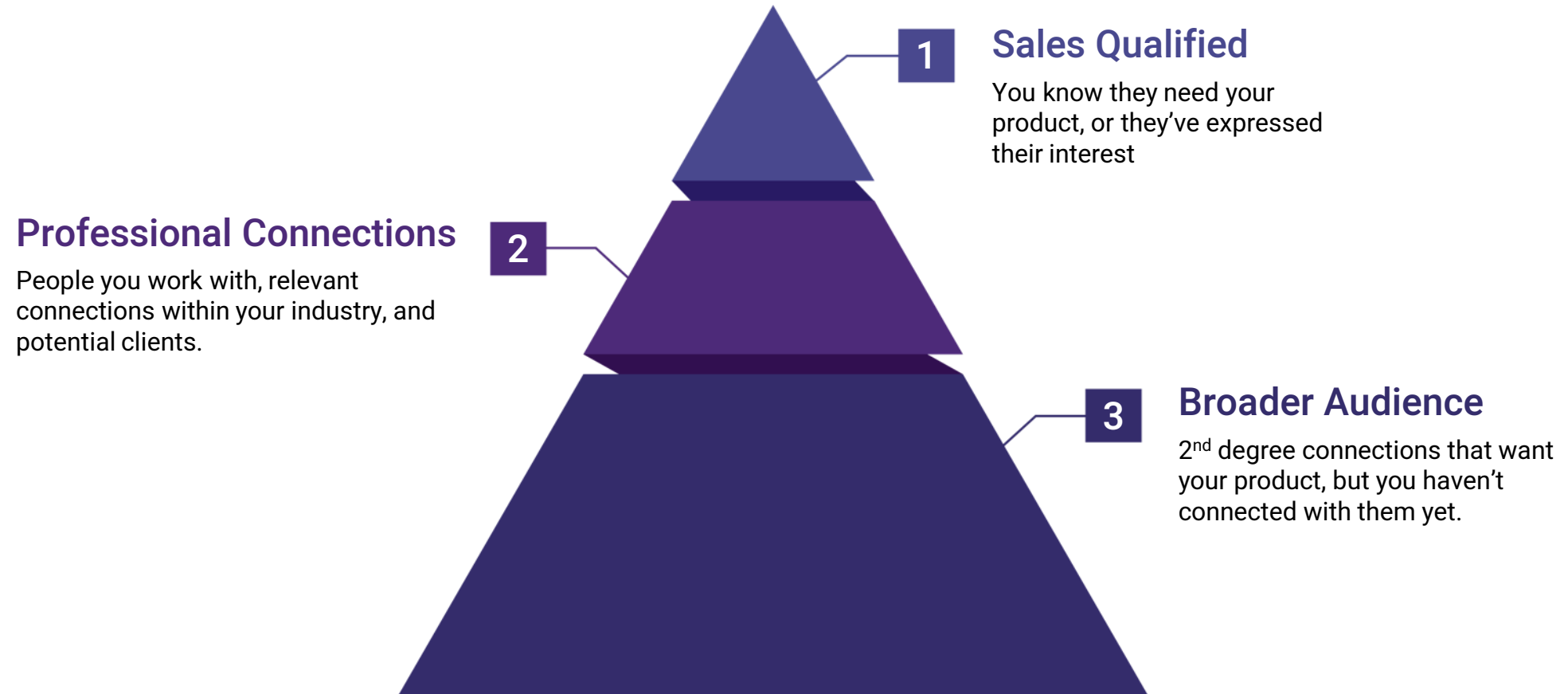
Selling through LinkedIn is an excellent way to establish B2B sales for your organization.

Much like traditional sales tactics, by creating campaigns that have clearly set goals and properly targeted audiences, you will experience a **drastically higher success rate**.

Social selling is unique in its approach when compared to other sales tactics because it's driven by **establishing yourself as an industry expert and sharing relevant content with your audience**.

In addition to this, by leveraging your connections on LinkedIn, your potential reach for sales will increase exponentially.

How can I leverage my existing connections for social selling?



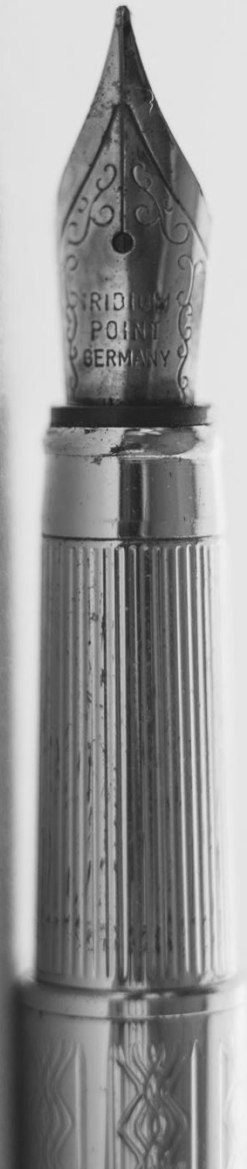
Foster quality connections through creating and sharing quality content

LinkedIn lets you build real connections with sales prospects and secure your position as an industry expert.

By strategically expanding your network and providing value to these new connections, you'll foster more engagement on your content and **expand your reach for sales opportunities.**

By providing relevant content to your audience, you'll capture their attention and build trust down the road for a sales call.

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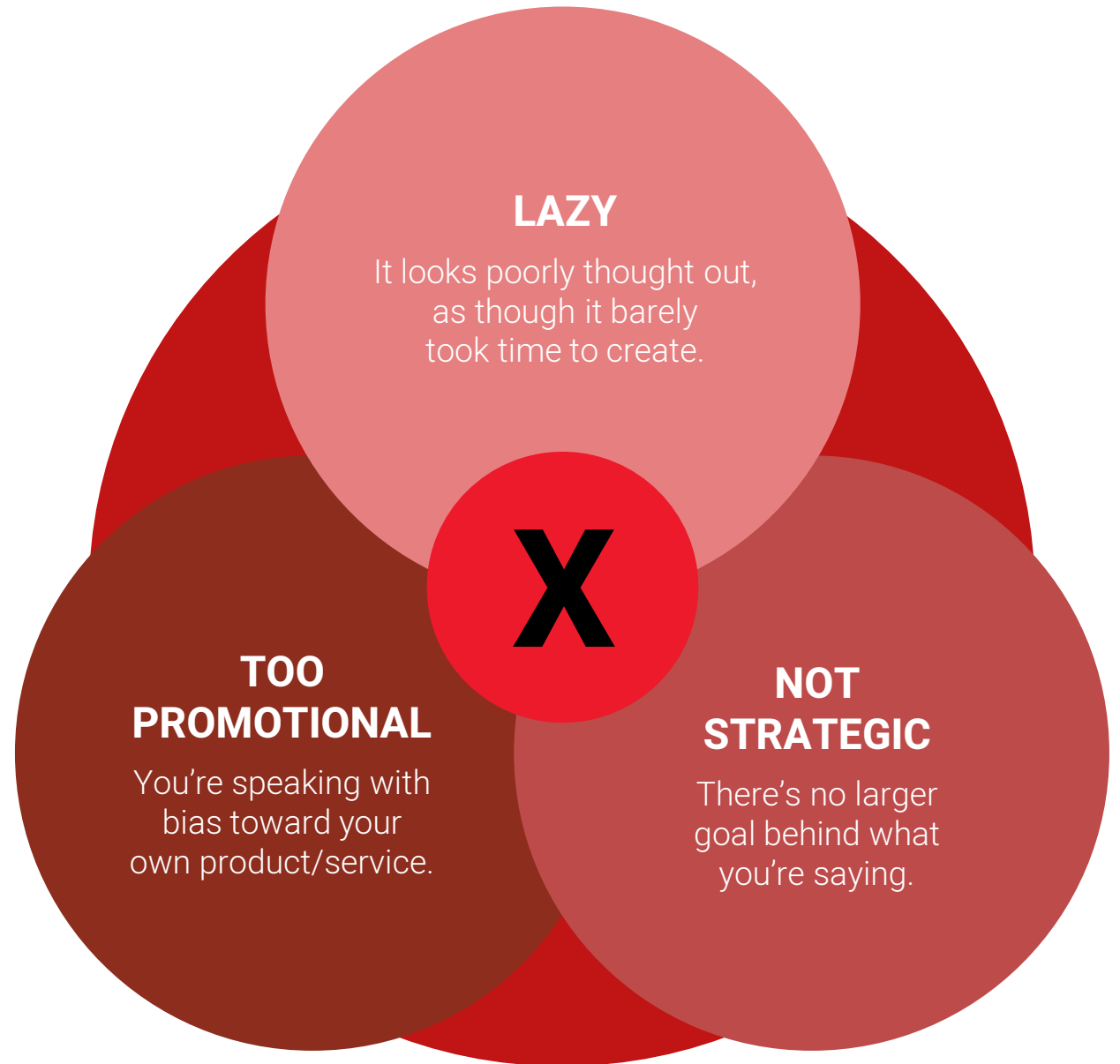
What makes a great content mix?



How can we recognize Great Content?

1. **Authentic** – Crafted to be read in your real voice. Spoken as an individual, not as a salesperson.
2. **Relevant** – Your message makes sense for your audience, and they can easily recognize your content as valuable.
3. **Strategic** – It positions you as an expert in your field and highlights your knowledge of the topic at hand.
4. **Engaging** – It fosters a conversation and drives the reader towards action. You have provided valuable content to these users, recognized their pain points, and provided a solution that can be acted upon. Even if you don't include a Call to Action in your post, your audience should feel a need to engage with you further.

What makes mediocre content?



Engaging your audience

Crafting engaging content is just the first step in **creating sales opportunities** through your LinkedIn social selling strategy.

By increasing the number of engagements on your content, you'll expand the potential reach of your network and start driving the number of sales qualified leads within your network.



How do I engage with my audience?

1	View Profiles & Save Leads	<ul style="list-style-type: none">• View profiles of everyone who engages with your content.• View their profile in sales navigator and save them into a relevant lead list for future reference if they are a quality lead.
2	Respond Publicly	<ul style="list-style-type: none">• Respond to all relevant comments on your content, driving further conversation.
3	Personalize Connection	<ul style="list-style-type: none">• If the person might be a good contact, send a personalized connection request.• Provide reasoning as to why you want to add them to your network, avoiding sales messaging in your request.
4	Message Privately	<ul style="list-style-type: none">• Start by thanking users for accepting your connection request as promptly as possible, and focus on providing value, not selling to these contacts at first.

Growing your audience

Even if someone may not be a sales-qualified lead today, they may become an asset soon.

Each connection we make on LinkedIn expands the reach of our second-degree connections exponentially, and with this, **brings us closer to more sales-qualified leads within their network.**

Be sure to leverage Sales Navigator to save potential connections into relevant lead lists, and to **only connect with a number of leads that you are personally able to engage with**, and do not send more than 100 connection requests each day to avoid being flagged for spam.

As we move leads through your LinkedIn sales funnel, it is important to **continually add leads to the top of your funnel by sending more connection requests.**

Network Expansion



Closing the deal

- When asking a prospect if they would like to jump on a call or book a demo, remember that **social selling isn't as direct as traditional sales.**
- Frame your meeting as an opportunity for you, as an expert, to **better understand their problems and suggest a solution.**
- **By providing relevant content to your audience,** your request for a meeting won't feel like a sales pitch. They'll be interested in your expert advice and want to discuss their problems 1:1.



Thank You!

Make sure to download my
additional marketing resources

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