



How to Use Your Social Selling Index
(SSI) To Improve Your Results.

In this chapter you will learn.

1. How the SSI indicates how well your efforts on LinkedIn are actually working for you.
2. The SSI will indicate the areas to work on to improve your results.
3. Updated weekly, the SSI is a valuable tool to keep check on your efforts.



About Your SSI.

Your SSI is your weekly updated indicator of how well your efforts on LinkedIn are working for you and the areas to work on to improve your results.



Google Search for LinkedIn Social Selling Index

LinkedIn Social Selling Index



You're on your way to social selling stardom

Social Selling Index measures your performance against four essential elements

Get your score free



Four elements of social selling

LinkedIn measures your social selling efforts. Here's what adds up to your score and ways to improve them.

Your Social Selling Index

Top Industry SSI rank

1%

Top Network SSI rank

1%

Current Social Selling Index ?



87
out of 100

Four components of your score



24.29 | Establish your professional brand ?



20 | Find the right people ?



18 | Engage with insights ?



25 | Build relationships ?

People in your industry



23
out of 100

Sales professionals in the Information Services industry have an **average SSI of 23.**

You rank in the **top 1%**

No change since last week

People in your network



49
out of 100

People in your network have an **average SSI of 49.**

You rank in the **top 1%**

No change since last week

Why is increasing your profile views so important?

In a way your LinkedIn Profile is a bit like an electronic brochure that presents you, your business, your products or services towards your target market or target audience.

Obviously you would like as many people as possible to know about

What you do,

What you offer,

& How you can help them.



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Why is Your SSI So Important?

The more people within your target audience / target market on LinkedIn that know about what you do and how you can help them,
the greater the interest
and therefore,
the more inquires you will get.



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About Your SSI.

1. Your SSI is your weekly updated indicator of how well your efforts on LinkedIn are working for you and the areas you should improve.
2. Any SSI score above 70 is considered to be a good score.
3. Your SSI will compare you to the average for your industry.
4. Your SSI also provides a comparison between you to the rest of your connections.
5. The SSI is based on
 - a) Establishing your professional brand,
 - b) Finding the right people,
 - c) Engaging with insights,
 - d) Building relationships.



Increase Your SSI Score



+54%

+54%

+27%

average 45%

average 45%

To Increase Your SSI.

Establish Your Professional Brand.

LinkedIn describes this section as:

(Complete your profile with the customer in mind. Become a thought-leader by publishing meaningful posts.)

- Make sure your profile is complete,
- Include media in your Featured section and at the end of your Experience sections,
- Increase the endorsements of your Skills,
- Publish content, especially articles,
- Use content to increase your Followers.



To Increase Your SSI.

Find the Right People.

LinkedIn describes this section as

(Identify better prospects in less time using efficient search and research tools.)

- Regularly log In to your LinkedIn, preferably daily!
- Regularly use LinkedIn search, especially Boolean search,
- Regularly view other people's profiles,
- View 2nd & 3rd degree profiles,
- Increase your profile views by other people,
- Leads saved in Sales Navigator.



To Increase Your SSI.

Engage with Insights.

LinkedIn describes this section as

(Discover and share conversation-worthy updates to create and grow relationships.)

- Regularly engage with the content of others with Likes, Comments & Shares,
- Engagement on long form posts, articles etc, Likes, Comments and shares,
- Increase the interaction of your posts by Liking & replying to comments etc,
- Join Groups, post and interact with the content and members of the group,
- Send InMail and achieve a reply rate over 10%.



To Increase Your SSI.

Build Relationships.

LinkedIn describes this section as

(Strengthen your network by finding and establishing trust with decision makers.)

- Connect with 2nd and 3rd degree connections,
- Connect with Co workers and interact with their content,
- Achieve over 20% acceptance of your Requests to Connect,
- Use LinkedIn message prompts to send Congratulations and Happy Birthday messages.



Check Your SSI.

Click here to check your SSI

<https://www.linkedin.com/sales/ssi>



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To Increase Your SSI.

1. Search for and connect with people that are a match for your target audience/market.
2. Consistently send 'Congratulations' and 'Happy Birthday' messages to your connections when prompted to do so by LinkedIn.
3. Post regularly a variety of different posts including test posts, image and text posts as well as video.
4. Interact with other peoples content.
5. Reply to comments on your posts A S A P.
6. Reply to inbox messages A S A P.
7. Post and comment in groups that you're a member of.
8. Use InMail to reach out to people outside your network.
9. Above all, be consistent.



A Quick Re-Cap.

After watching this video you should understand more about

1. How to use the SSI to help you improve your results on LinkedIn.
2. Use the SSI to discover where to apply your efforts.
3. Once you understand it, the SSI is an invaluable tool to regularly monitor your efforts.



Your Objective.

Is to regularly use the SSI to monitor your efforts, to identify specific areas to improve your results and apply particular strategies as recommended by LinkedIn.

Remember:

The Fastest Way to Achieving
Results is to Apply.
Just Get Started and Implement.



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Look for something
positive in every day,
even if some days you
have to look a little
harder.

The logo for 'inspireMORE' features the word 'inspire' in a lowercase, sans-serif font, followed by 'MORE' in a smaller, uppercase, sans-serif font. A small orange flame icon is positioned above the letter 'i' in 'inspire'.

The logo for 'RESULTS FORMULA' features a stylized orange flame icon above the words 'RESULTS' and 'FORMULA' stacked vertically in a sans-serif font.

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