Derick Mildred

How to Create Your Own LinkedIn Sales Funnel.

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Linked into More Business

In this chapter you will learn.

1.) The 7 steps to easily create your own LinkedIn sales funnel.

2.) How to position yourself as an authority in your industry.

3.) Why LinkedIn Sales Navigator is vital to your sales funnel.

4.) The value of building relationships.

5.) Case Studies and how to set up your own.

6.) Take the conversation to the next level and convert.

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7 Stage LinkedIn Sales Funnel.

1.) Sales Navigator – Search for your target audience.

2.) Content – Interact & build the relationship.

3.) Connect – To further establish & build the relationship.

4.) Add Value without Selling – Provide a genuine benefit.

5.) Invite to join your exclusive group – Add more value.

6.) Social Proof – Prove that you can deliver the results.

7.) Take the Conversation to the next level & convert.

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Objective of Your Sales Funnel.

The objective of your Sales Funnel is to

1) Identify, search for and find your target audience using LinkedIn Sales Navigator.
2) Interact with their content to begin to establish, build and nurture the professional relationship.
3) Connect to take the professional relationship up a level.
4) Add Value without Selling by providing a genuine benefit to your prospects.
5) Strengthen the relationship further by inviting your prospects to join your exclusive group as your guest.
6) Provide Social Proof the proves that you can deliver results.
7) Take the conversation to the next level and convert.

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Positioning Yourself as an Authority in Your Industry.

Your interaction with others on LinkedIn should be from the position of

W,I,I,F,T

What’s in it for them

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Positioning Yourself as an Authority in Your Industry.

Add Value without Selling!

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Positioning Yourself as an Authority in Your Industry.

When you Add Value <u>without</u> Selling,

you build and strengthen your reputation and positioning

as a trusted advisor,

instead of being perceived as somebody who is only interested

in generating the sale!

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1.) Subscribe to Sales Navigator.

- Sales Navigator is what you use to fine tune your search and reach more of the right people within your target audience.
- Find prospects who are active on Linkedin.
- Create and Save Prospect Lists.
- Offers you an exclusive Newsfeed full of content from ONLY your prospects waiting for you to interact with them.
- Keep notes on your interactions with your prospects.
- Integrates with several CRM's.

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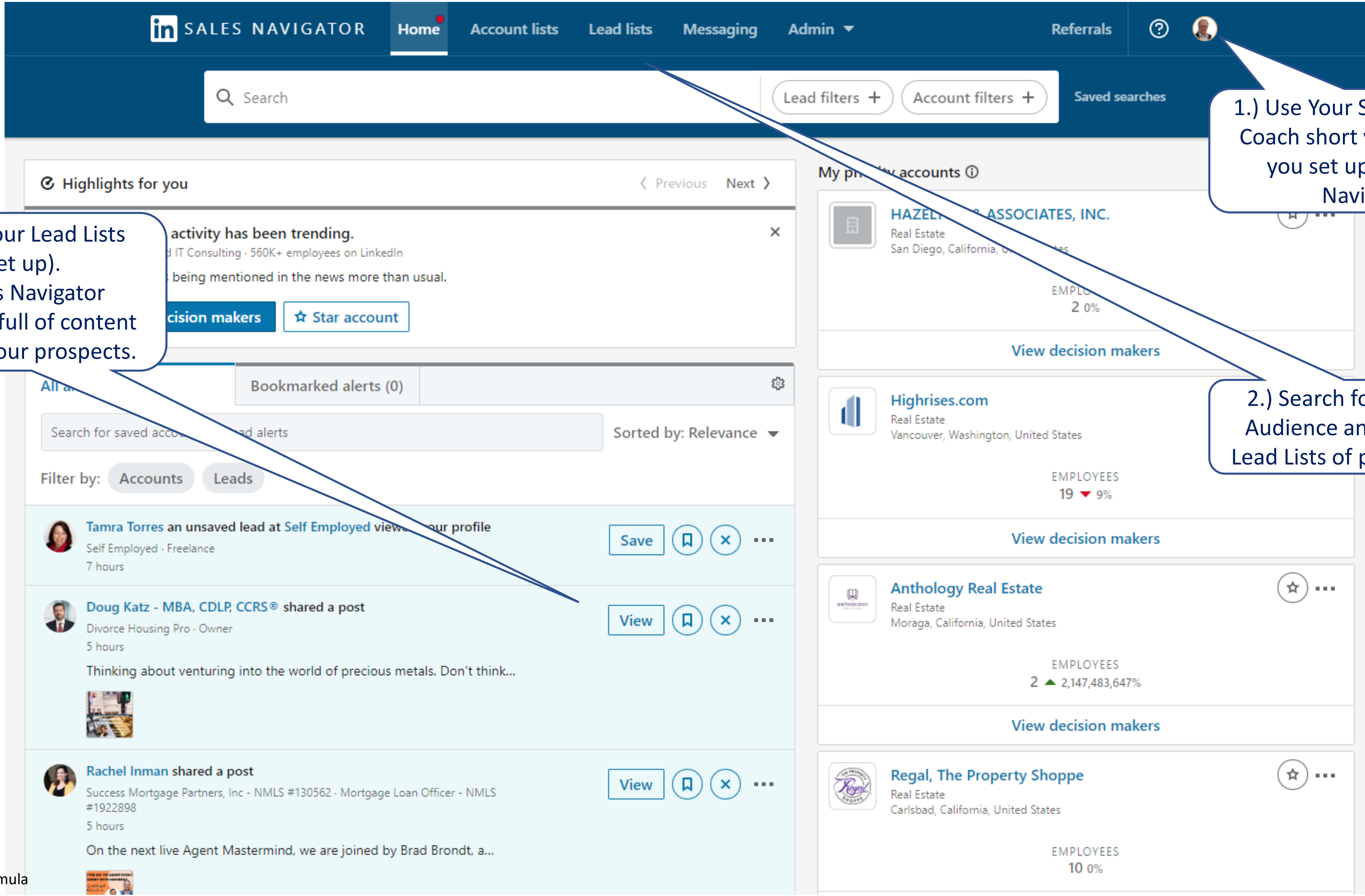
1.) Subscribe to Sales Navigator.



1.) Use Your Sales Navigator Coach short videos to help you set up your Sales Navigator.

2.) Search for your Target Audience and set up your Lead Lists of prospects here.

3.) (Once your Lead Lists are set up).
Your Sales Navigator Newsfeed is full of content from ONLY your prospects.

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2.) Content – Interact & Build the Relationship.

- Use the Sales Navigator Newsfeed to Like & Comment on the recently posted <u>content of your prospects</u>.
- Interact with their content with comments that are related to their post and show interest in their area of expertise.
- Get the conversation started by asking them thought provoking questions.
- Ask about their thoughts or opinion on the topic of their post!

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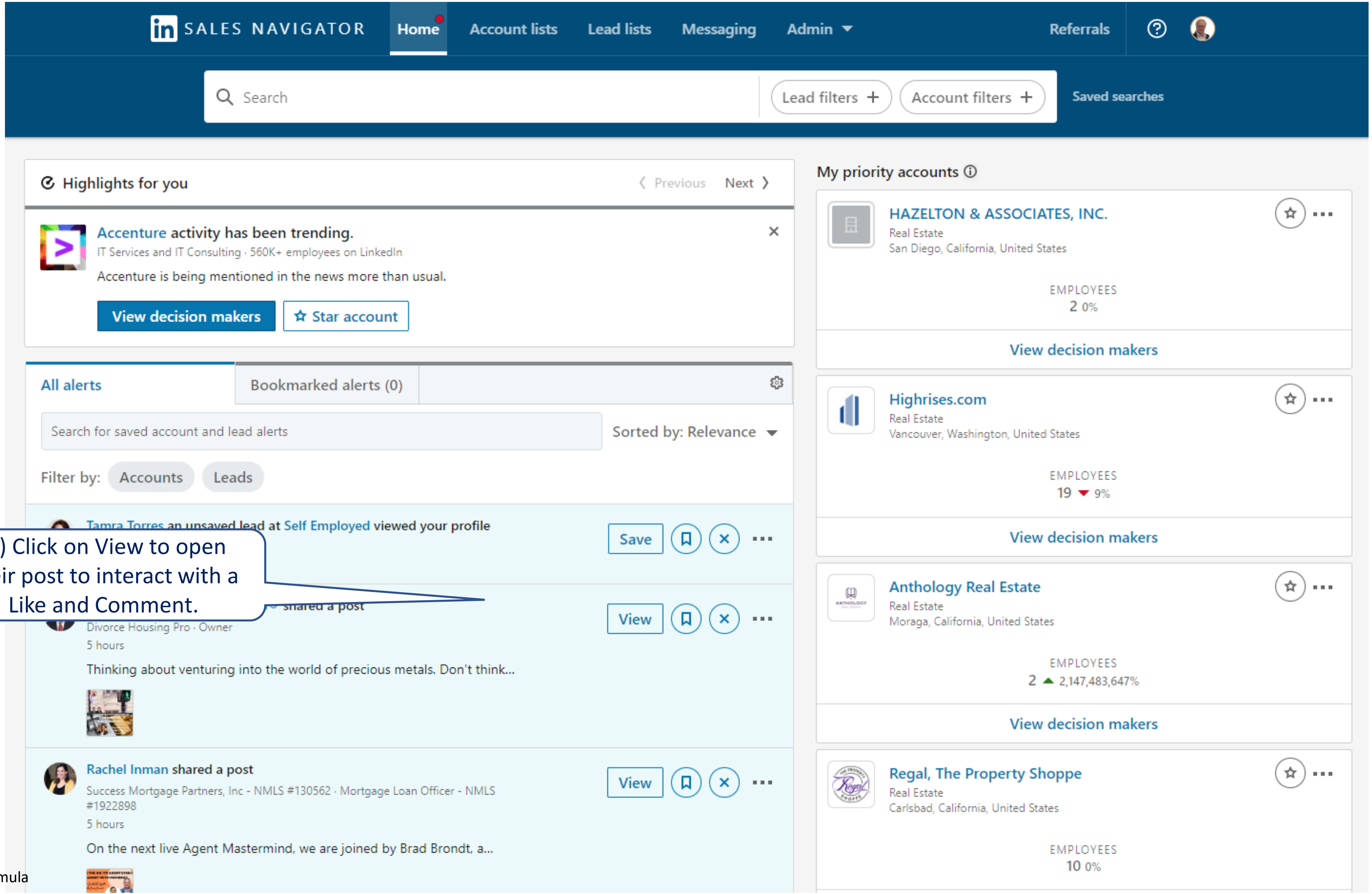
2.) Content – Interact & Build the Relationship.



1.) Click on View to open their post to interact with a Like and Comment.

3.) Connect – To Further Build the Relationship.

- 1st, visit their LinkedIn profile and look for mutual areas of interest.
- Then send them a personalised ‘Request to Connect’ message, mention how much you enjoy their content and the mutual area of interest.
- After they accept your request to connect, send them a basic ‘Thank You’ for connecting message.
- Continue to interact with Likes and Comments on their posts.

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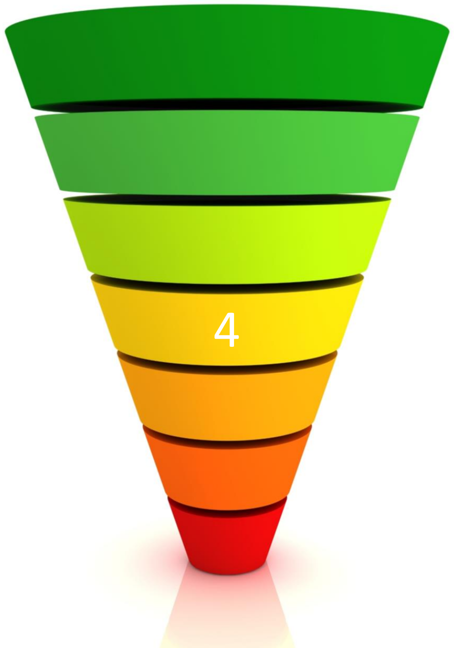
4.) Add Value without Selling – Provide a Benefit.



- Search for content, articles, blogs etc or develop and write your own content that will genuinely help your prospects.
- Post and share content, articles, blogs, posts etc, that provides a genuine benefit to your prospects. Send the post link to your prospects.
- Follow up with your prospects and ask them if they found the ‘content’ you shared with them to be useful and beneficial.
- Repeat and further strengthen your positioning as an authority within your industry.

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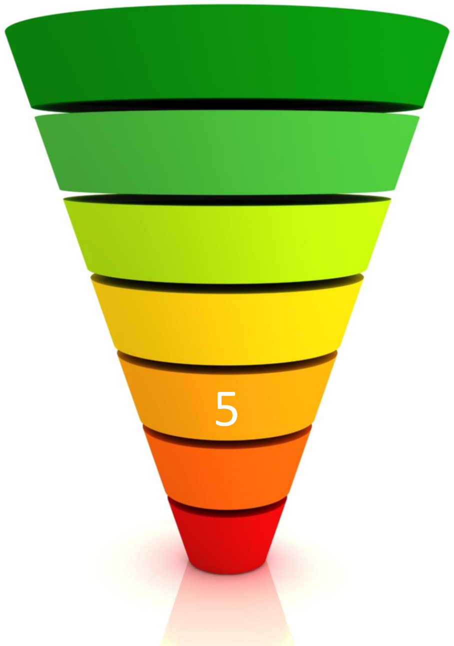
5.) Invite them to Join Your Exclusive Group.



- Make sure your FB or LI Members Only Group contains useful information that will be beneficial to your prospects.
- Continue to strengthen the relationship by inviting your prospect to join your exclusive group.
- Invite your prospect as your guest, then post within your group to welcome them as a new member.
- As a member of your group, show genuine interest and ask them to share their insights, thoughts and opinions about their industry.

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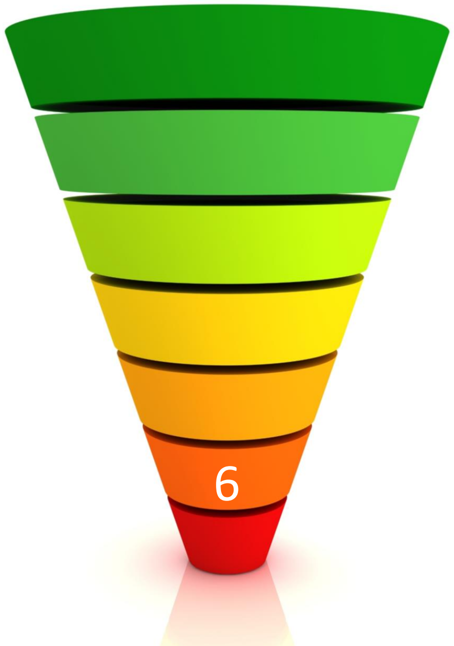
6.) Social Proof – Prove that You Deliver Results.



- Make sure your Social Proof is already well prepared as a pdf and presents you, your business and your services competently.
- Case Studies and video testimonials work best.
- Make sure your Social Proof does NOT include any pricing.
- Use Bidsketch or similar to present your Social Proof by sending a link to your saved document, Bidsketch will notify you by email when your social proof document is opened and read as well as for how long.

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7.) Take the Conversation to the Next Level & Convert.

- When you receive Bidsketch notification by email that your Social Proof has been opened and read, follow up and take the conversation to the next level.

- Use a 2 step message sequence, keep it casual, ask them

  If you would like to get on a Zoom call to talk further, just let me know and I'll send you a calendly link to set up a time.

  Or

  If you're open to setting up a meeting to talk further, just let me know and I'll send you a Calendly link to organise a time.

- Send them a basic Calendly link.

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7.) Take the Conversation to the Next Level & Convert.

Another Example:

"Would you be available for a call to discuss some ideas I have, does 10.30 am on Tuesday or would 2.30 pm on Wednesday suit you better?"

Important:

You have NOT asked for a call to discuss the information you have sent through, because this can sound a bit 'salesy', it can sound like you just want to 'pitch them' on the information about what you do. <u>Instead, you are asking for a call to discuss some ideas you have.</u>

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Relationships

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Interact, Establish, Build & Nurture the Relationship.

Some ideas to help you interact with your new connections include,

1st & 2nd messages.

Before your connect, check their profile and look for <u>mutual areas of interest</u>. Then send them a request to connect, a few days after they accept, send them a Thank You for connecting message.

3rd, 4th & 5th messages.

Share beneficial, helpful or useful content *(importantly, <u>without</u> any kind of sales pitch attached)*

Including

a.) Articles, industry updates etc specific to the industry of your connections,

b.) How to articles, updates, videos etc,

c.) Papers, Case Studies, pdf's,

d.) Anything that adds value or may be of benefit or use to them.

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Case Studies!

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How to Create a Case Study.

Case Study

Now that you have established conversation/interaction, you can use a Case Study to position you as an authority within your industry, it's a good time to apply permission based marketing and simply ask your new connection.

> *"Would you mind if I sent through some information about the area we specialise in and the results we achieve?"*

Make sure you have a Case Study ready to send through to your prospect.

(Your Case Study can be based on the following)

- Identify a common problem experienced by your target market or by your clients.
- The solution to this problem that you provided.
- The results you achieved.
- Culminating with a testimonial (video preferred) from your satisfied client you achieved the result for.
- NOTE: Do NOT include pricing of any kind in your case study.
  (Because you don't want the prospect making a price based decision before you have the opportunity to present and discuss your proposal with them).
- Build your Case Study on Bidsketch (Go to [https://www.bidsketch.com)](https://www.bidsketch.com)

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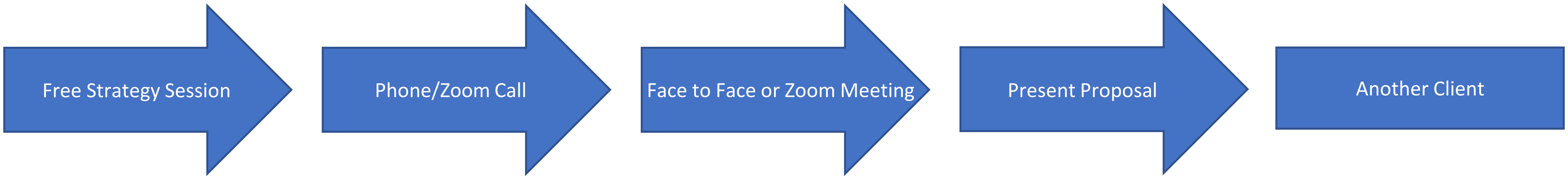
Take the Conversation to the Next Level

Actual Results of this Sales Funnel.

The Process



Statistics we experienced over time. (These results are not typical and will vary from person to person)

- 78% of prospects offered a Free Strategy session converted into a Phone / Zoom Call.
- 54% of Phone / Zoom Calls agreed to a preliminary discussion meeting, either face to face of via Zoom.
- 75% of Meetings agreed to a 2nd Meeting / Call to discuss a proposal.
- 57% of 2nd Meetings to discuss the Proposal with the prospect converted to a new client.

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Take the Conversation to the Next Level.

Your objective with your prospect is to get them to agree to either

A direct Email from you,

A 1 on 1, Skype, Zoom or Phone Call,

An Invitation to an Event,

An Invitation to a Webinar,

An Invitation to a Seminar,

Or a Face to Face meeting.

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RESOURCES

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Useful Tools – Bidsketch & Calendly.

LinkedIn SALES NAVIGATOR

Sales Navigator provides you with access to the database of businesses, their owners and employees on LinkedIn. The ability to quickly and easily narrow down your search to find and reach more of the right people from your target market.

https://business.linkedin.com/sales-solutions/sales-navigator

Bidsketch

Bidsketch is an online platform designed for people to be able to design and build attractive and effective proposals, case studies etc, to be shared via a link. The sender of the link receives a notification of when their proposal, case study etc has been opened and for how long it was opened for.

A valuable reminder of when to follow up with your prospects!

https://www.bidsketch.com

calendly

Calendly is an online platform designed for people to schedule appointments with you at a time that works for both you and your prospect. Simply send your prospect a link and they select a time that suits you both based on the hours that you have set as being available.

Calendly will notify you via email of appointments made with you, and send confirmation, reminder and follow up emails.

https://calendly.com

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Have fun, be personable & be patient,

work the funnel and the funnel <u>will</u> work for you!

A Quick Re-Cap.

After watching this video you should understand more about

1. The importance of positioning yourself as an authority in your industry.
2. How to establish, build and nurture the relationship by adding value <u>without</u> selling.
3. Providing Social Proof the demonstrates that you deliver results.
4. The right time to take the conversation to the next level.

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Your Objective.

Is to position yourself as an authority in your industry, a trusted advisor.

In many scenarios a sales funnel will take care of the introduction, connection, establishing, building and nurturing of the relationship with your prospects, building on the know, like and trust factor in their minds. So when the time is right and you want to take the conversation to the next level, they are ready and willing to talk to you further!

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