

Derick Mildred

How to Use Your Social Selling Index 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.

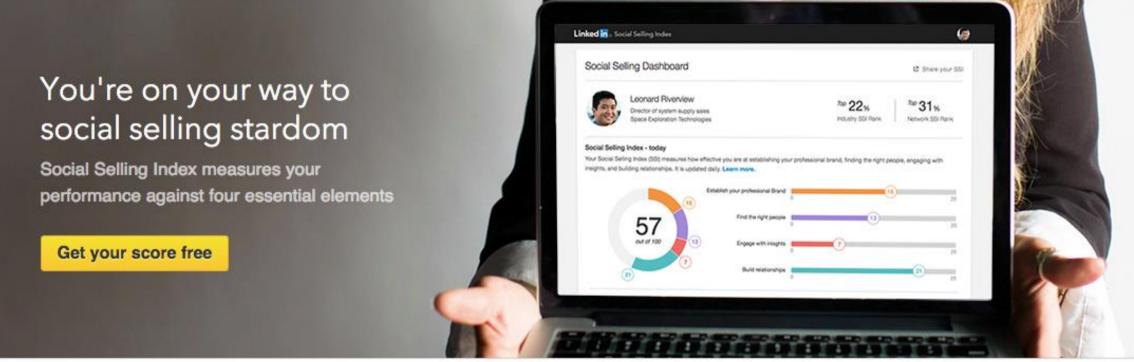
Your SSI is your weekly updated indicator of how well your efforts on LinkedIn are working for you and the areas to work on to improve your results.



# Google Search for Linkedin Social Selling Index

#### Linked in <sub>©</sub> Social Selling Index

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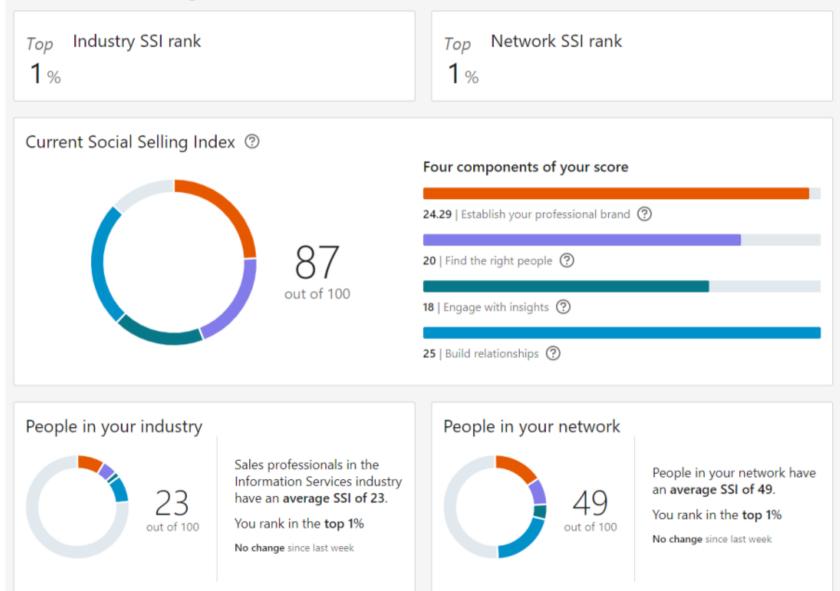


#### Four elements of social selling

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

#### in SALES NAVIGATOR

#### Your Social Selling Index





## 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.



## 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.



## 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.





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.



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 2<sup>nd</sup> & 3<sup>rd</sup> degree profiles,
- Increase your profile views by other people,
- Leads saved in Sales Navigator.



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%.



Build Relationships.

LinkedIn describes this section as

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

- Connect with 2<sup>nd</sup> and 3<sup>rd</sup> 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



- 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.





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