Derick Mildred

How to Use Sales Navigator to Generate Leads.

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Linked into More Business

In this chapter you will learn.

1. Setting up your LinkedIn Profile with stronger brand positioning.
2. Preparing your Social Proof.
3. Strategy Checklist.
4. Sales Navigator Search & Save Leads.
5. Interact, establish, build & nurture the relationship.
6. Connect.
7. Why you should NEVER ‘Pitch’ on LinkedIn.
8. Take the conversation to the next level.
9. Follow Up.

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LinkedIn is

Great for B2B

And also works for B2C.

Formula to Generate Leads with Sales Navigator.

1.) Prepare your LinkedIn Profile.

2.) Prepare your Social Proof.

3.) Refine your search in Sales Navigator.

4.) Name and Save your ‘Lead Lists’ in Sales Navigator.

5.) Save leads into your Lead Lists.

6.) Allow Sales Navigator Newsfeed to populate with content posted by your leads. (Usually 1 day).

7.) Interact with Likes and especially Comments on the content of your prospects.

8.) Build on the interaction.

9.) Then reach out and connect.

10.) Interact to establish, build and nurture the relationship with your prospects.

11.) Your objective is to take the conversation to the next level being a phone call, skype, zoom call or even a face to face meeting.

LinkedIn

SALES NAVIGATOR

Linkedin is the world's largest database

of

businesses & their employees.

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Step 1

Your LinkedIn Profile.

Ask yourself

When your prospects visit your profile.

‘What are they going to see?’

How well does your profile present you and what you offer?

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Your LinkedIn Profile Checklist.

Your LinkedIn profile should include (Please check these off as you have implemented them)

- ☐ An attractive face picture of you.
- ☐ A header image that defines your business, your branding, what you have to offer, your USP or a key benefit statement.
- ☐ A completed 'About' section with your contact details at the end.
- ☐ A completed 'Experience' section, again with your contact details at the end.
- ☐ Media, such as Papers, Certificates, Case Studies, Pdf's, Videos etc at the end of your 'About' and 'Experience' sections.
- ☐ Endorsements of your Skills, as many as possible.
- ☐ Recommendations, again as many as possible.

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Step 2

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Social Proof

is

VITAL to your success!

Your Social Proof.

Can consist of

1. Case Studies (These are best) and should describe,

   a.) Identify a problem experienced by your target market,

   b.) The solution you provided,

   c.) The results you and your client achieved,

   d.) Supported with a written recommendation or testimonial from the client you achieved the result for.

Social Proof – Case Studies.

Important Point to Remember:

Do NOT Include Pricing of any kind in your case study or the information you send through to your prospect.

Why?

Because you do NOT want your prospects making any kind of price based decision until you have taken the conversation to the next level, spoken to them and established that both your business and their company share mutual objectives, synergies and are a match!

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Your Social Proof.

Other social proof options include

2. Individual Testimonials or Recommendations from clients or customers. (Videos, in writing or both).

3. Guarantees (When structured and written correctly, are a form of risk reversal and a powerful marketing tool, yet they do not apply to all businesses and need to be structured appropriately.)

4. You can also offer your expertise with an informal chat about their objectives and some ideas you may have.

Remember:

You're not trying to 'sell them anything' at this stage, so keep the conversation casual.

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Social Proof is all about establishing.

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Step 3

Strategy Checklist

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Strategy Checklist.

(Please check these off as they're implemented)

- ☐ Prepare your Case Studies.
- ☐ Be sure your LinkedIn Profile strongly presents you, your brand and what you offer. Add media that adds value!
- ☐ Post & position yourself as an authority within your industry.
- ☐ Search Sales Navigator, name and save leads lists, then save leads.
- ☐ After 1 - 2 days check Sales Navigator Newsfeed for content by those in your saved lead lists.
- ☐ In Sales Navigator via the content of your leads – Interact (Like & Comment) to establish, build and nurture the relationship.
- ☐ Reach out and connect with your prospects.
- ☐ Further, interact with their content to strengthen the relationship.
- ☐ Ask their permission to send through 'info' about what you do – send them your Case Study.
- ☐ Take the conversation to the next level, a Skype, Zoom or phone call, even a face-to-face meeting.

Step 4

Subscribe to

LinkedIn

SALES NAVIGATOR

Search

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LinkedIn Sales Navigator.

Find & target more of the right prospects, easier and faster than ever before.

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LinkedIn Sales Navigator.

Remember: Linkedin is the world's largest database of businesses and their employees.

Linkedin Sales Navigator will allow you to

1.) Find more of the right people and companies easier and faster.

2.) Monitor prospects who are currently or recently active on LinkedIn.

3.) See who's recently viewed your profile and when. (Also available with premium).

4.) Interact, establish, build and nurture relationships with your prospects.

5.) Set up individually titled prospect lists (Lead Lists).

6.) Save Leads.

7.) Keep notes about leads.

8.) Recommend other leads to you.

9.) Integrate with Gmail, Outlook & CRM's.

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How to Use LinkedIn Sales Navigator.

1.) Define your search criteria for your top prospects.

2.) Label and save prospect lists.

3.) Search for your prospects recent activity.

4.) Add prospects to your saved lists.

5.) Within a just a few days Sales Navigator will populate the Sales Navigator newsfeed with posts and content of your prospects.

6.) Interact, Like & Comment on the content of your prospects.

7.) Ask them industry related questions about their favourite topic, their business, their industry, their passions etc.

8.) When the interaction is 2 way, you are now building the relationship, <u>be patient,</u> this can take a little time.

9.) Reach out and 'Request to Connect'.

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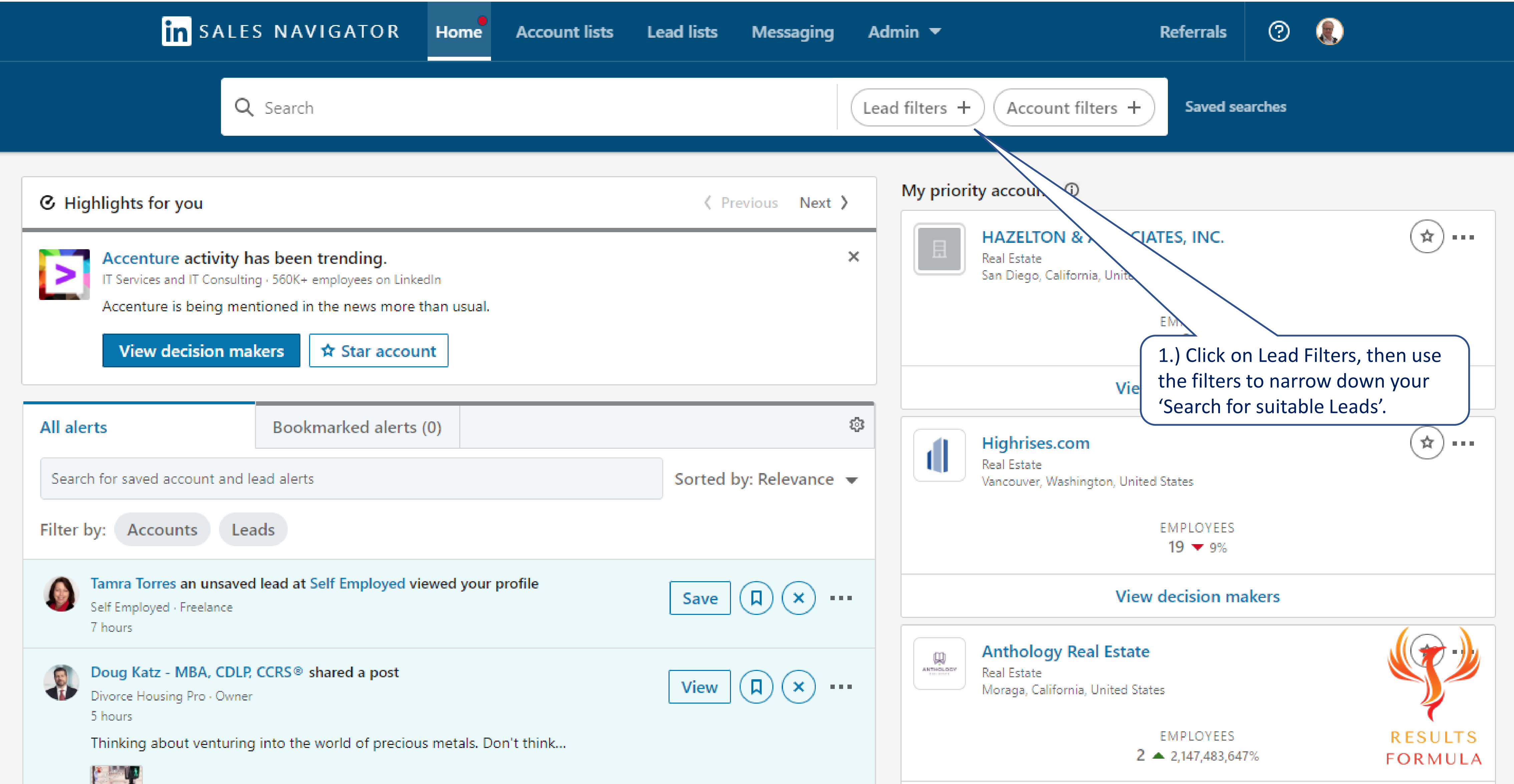
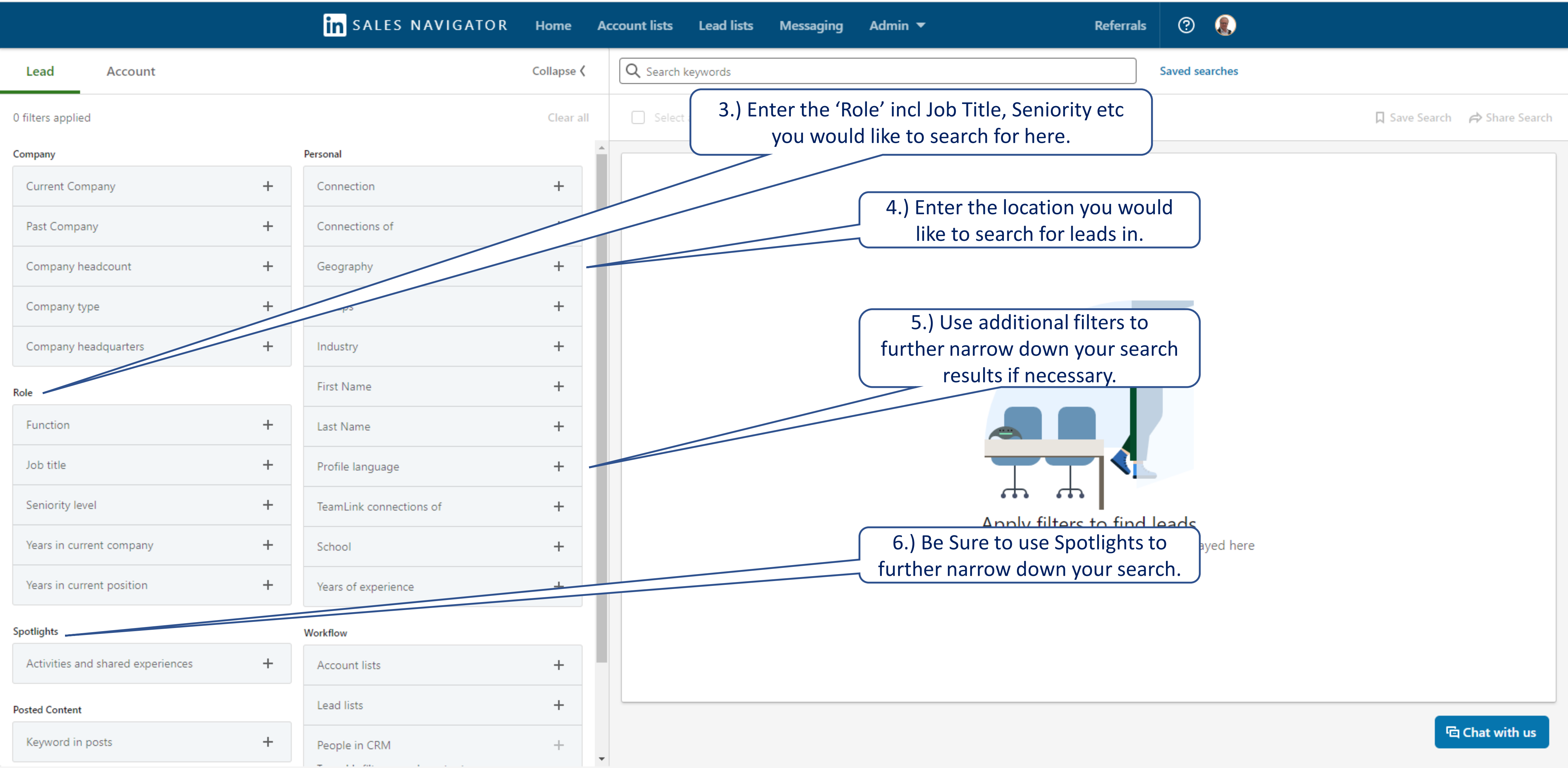
Use Search Filters to Find Better Leads.



Search Filters.

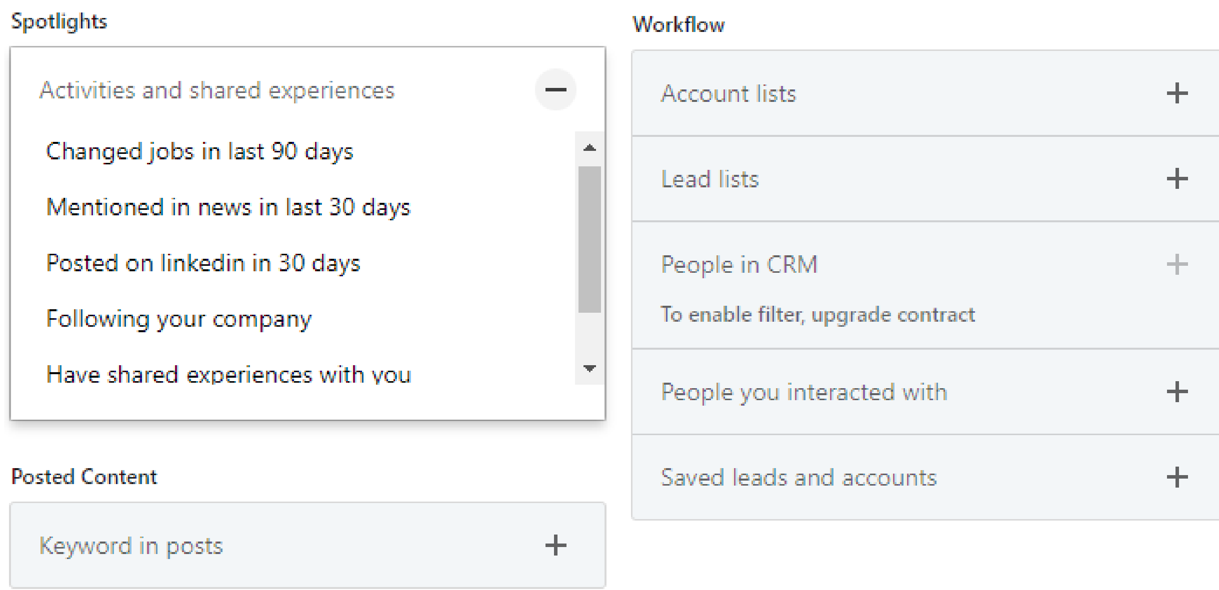
2.) Use the Search Filters below to narrow down your search for leads. To find more of the right people who are a match for your specific target audience.



Spotlights.

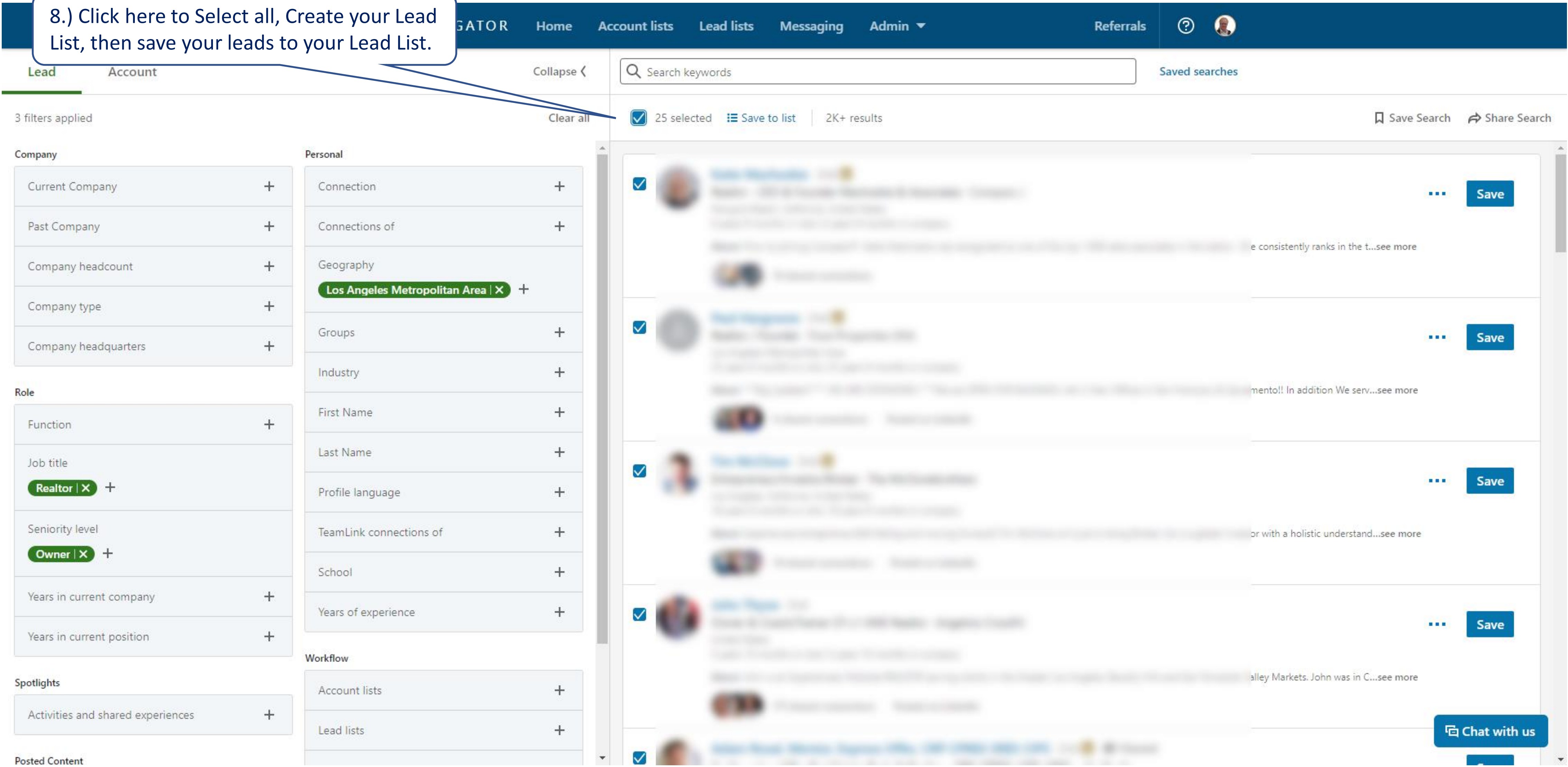
4.) Spotlights provides you with several options to further narrow down your search and find leads that more closely match your criteria.

7.) Open Spotlights and select your preferred option, I like
‘Posted on LinkedIn in 30 days’
because it indicates who is active on LinkedIn.



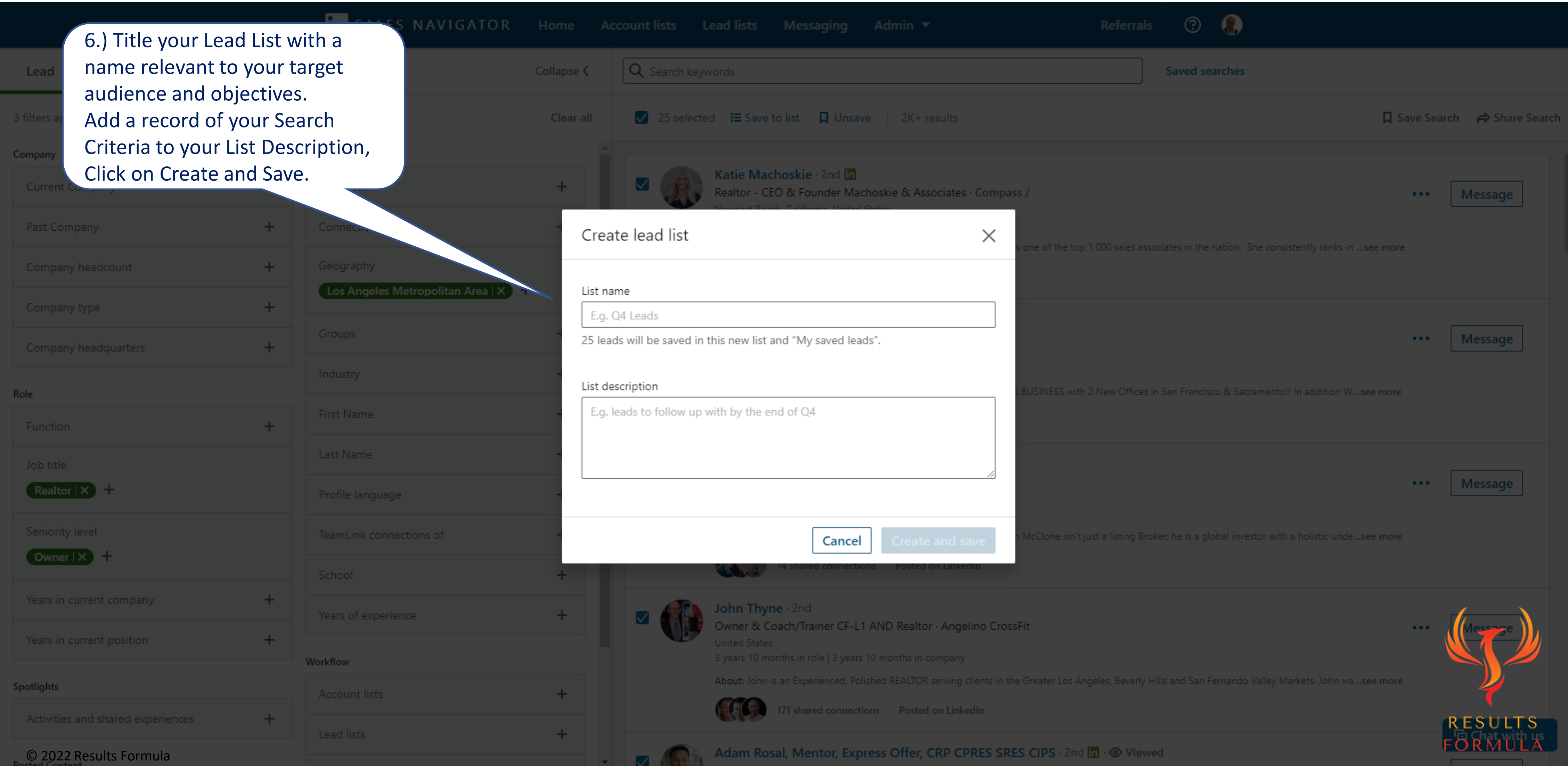
Save Your Leads to a Lead List.

8.) Click here to Select all, Create your Lead List, then save your leads to your Lead List.



Save Your Leads to a Lead List cont.

6.) Title your Lead List with a name relevant to your target audience and objectives.
Add a record of your Search Criteria to your List Description,
Click on Create and Save.



Saving your Leads in LinkedIn Sales Navigator.

1.) Before you save any leads, check that you have selected the option that suits you best from

- a.) Total results.
- b.) Changed jobs in the past 90 days.
- c.) Mentioned in the news in the past 30 days.
- d.) Posted on LinkedIn in the past 30 days.
- e.) Share experiences with you.
- f.) Leads that follow your company on LinkedIn.

2.) Then save your leads.

3.) Applying the 'Select All' option will allow you to <u>save 25 leads for that page only</u>, then scroll down, click the next page and save the next 25 leads and so on for each page of leads displayed.

4.) After you have saved your leads lists, then go through the list and remove any leads that do not meet your criteria.

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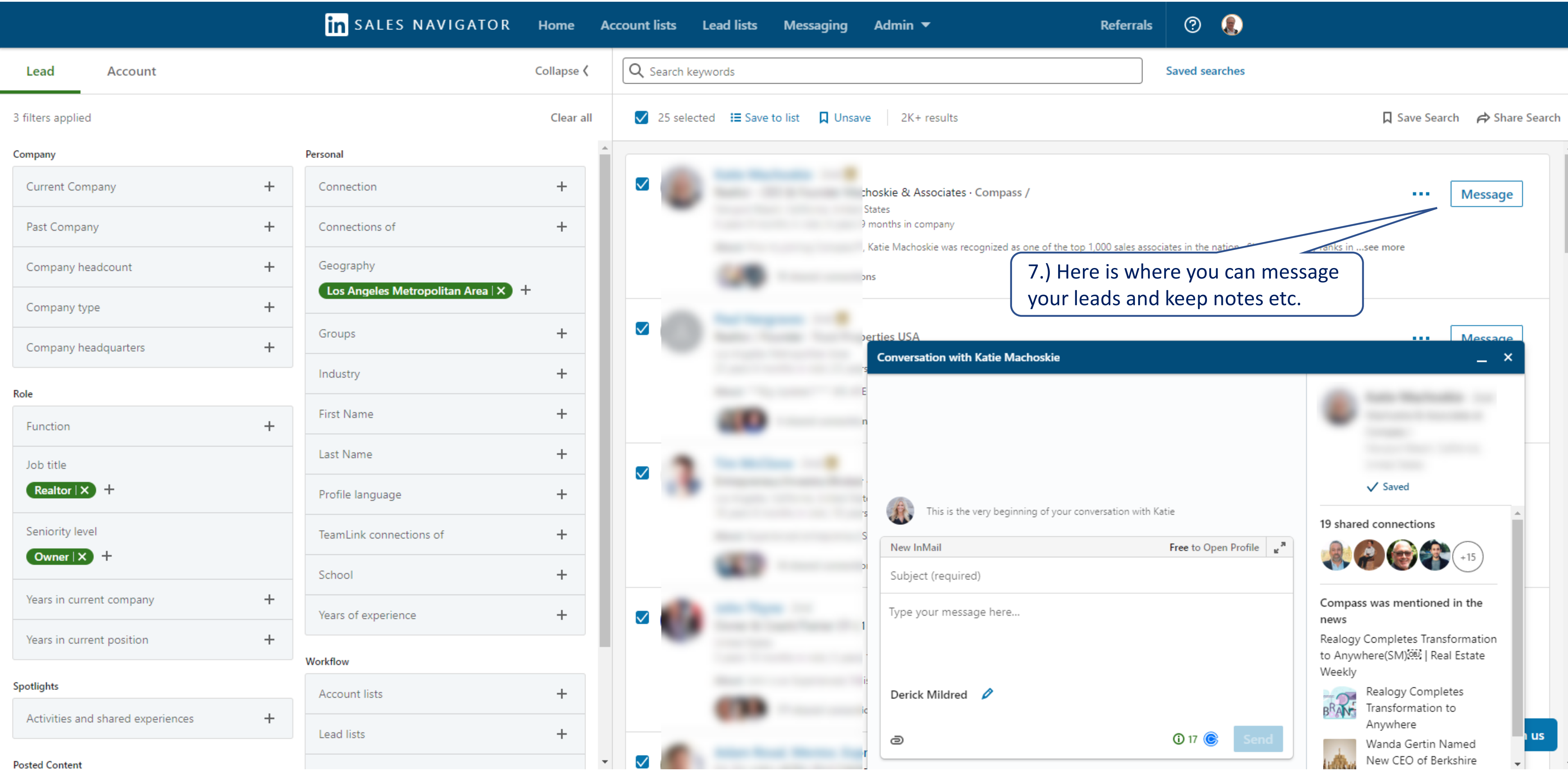
Message Your Leads and Keep Notes.



SALES NAVIGATOR

To establish, build and nurture the relationship.

After you have saved prospects to your lead lists, Sales Navigator will start working for you, within a day or so you will notice posts and content posted by your leads in the Sales Navigator newsfeed waiting for you to Like and Comment on.

1.) As regularly as possible, you should Like and Comment on the posts of your leads.

2.) By interacting, you are showing interest and becoming known to them, no longer are you a complete stranger!

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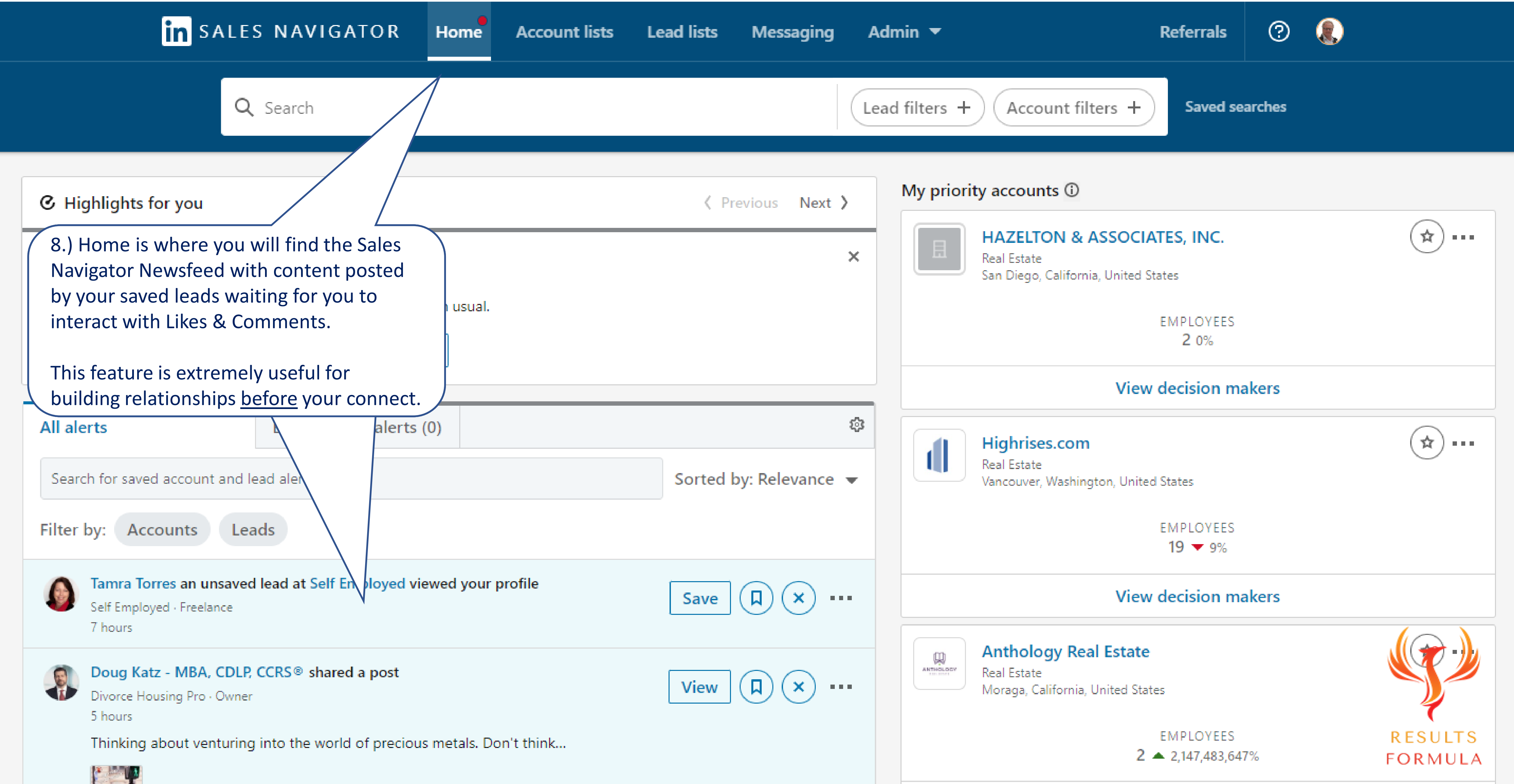
Sales Navigator Newsfeed – Incl Content of Your Leads!



Step 5

Interact, Establish, Build & Nurture.

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You will generate much stronger leads when you

Interact, Establish, Build & Nurture the Relationship with your prospects first.

Like & Comment on their Content!

1.) Once the interaction is 2 way, you should build on that, then reach out and connect.

2.) After a period of time, in some cases you will even find they reach out to connect with you.


Step 6
Connect
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Connect

When you ‘connect’ with prospects on LinkedIn

ALWAYS

view their profile first,

look for areas of mutual interest,

then send them a ‘personalised’ request to connect.

Personalised Connect Message example 1.

Your ‘personalised’ Request to Connect message (you’re allowed upto 300 characters)

Hi *(Always add their first name)*

Recently we’ve briefly communicated via one of your posts and I thought I would reach out to you and see if you would like to connect. If you’re open to it!

As an entrepreneur in the *(___________insert your profession)* I’m always looking to connect with the best in the industry and I thought it made sense to reach out to you.

Kind Regards from

(Your Name)

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Personalised Connect Message example 2.

Your 'personalised' Request to Connect message (you're allowed upto 300 characters)

Hi *(Always add their first name)*

I heard you and *(_______________Insert their company name)* are doing impressive things in *(____________insert their industry)*.

As an entrepreneur in the *(_____________insert your profession)* I'm always looking to connect with the best in the industry and I thought it made sense to reach out to you and invite you to connect. if you're open to it!

Kind Regards from

(Your Name)

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Step 7

Never Pitch on LinkedIn....

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NEVER Connect with a prospect,

then for your next message send them a ‘Sales Pitch’ of any kind,

because the professional relationship is not yet established

and

<u>you will BLOW it!</u>

In most cases it will result in a ‘W O T’ = Waste of Time!

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What You Should NEVER do.

For Example:

Bob Abc
Director of ABC Corporation

Subject: Business Deal from Bob
Aug 31, 11.45 am

Let' s Talk

Hi,

We're an website design and seo comp[illegible]se[illegible]icago and we build great looking, functional websites that will get your bra[illegible]o the masses.

We work with all types of businesses and [illegible] submit your website to Google for you.

We have many templates to choose fr[illegible]we c[illegible]nitely find the design that is right for you.

Our designers are experienced in a[illegible]s of website[illegible]n and development, our SEO team will optimise your website so it di[illegible]on Google.

I'll give you a call on Monday [illegible]g to discuss this oppo[illegible] with you further.

Sincerely.

Bob

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Don’t Be the Sales Pitch Guy!

Instead

Interact to establish, build & nurture the relationship with your prospects.

Then

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Step 8
Take the Conversation to the Next Level
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Take the Conversation to the Next Level.

The best time to ask the prospect about taking the conversation to the next level is when the prospect agrees to allow you to send through some further information about what you do.

In other words, now that they have agreed for you to send through some further information, this is the best time to ask about setting up a call, offer them a choice of 2 different timeslots to discuss your ideas.

For Example:

"I have some ideas, and I thought I would ask if you're available to discuss.
are you be available for a call, on Tuesday at 10.30 am or would Wednesday at 2.30 pm suit you better?"

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Take the Conversation to the Next Level.

Important:

You have NOT asked for a call to discuss the information you want to send 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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Take the Conversation to the Next Level.

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

<u>A 1 on 1 Phone Call,</u>

<u>Or a Face to Face meeting</u>.

An Invitation to an Event,

An Invitation to a Webinar,

An Invitation to a Seminar,

A direct Email from you,

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Step 9

There is a famous saying

There's a fortune in the follow up!

Remember

You miss 100% of the shots you don't take.

- Wayne Gretzky

So Follow Up

&

the results will come!

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A Quick Re-Cap.

After watching this video you should understand more about

1. Easy to follow preparation steps involved.
2. Social Proof.
3. How to save leads in Sales Navigator.
4. How to establish, build and nurture the relationship.
5. Taking the conversation to the next level.
6. Persistence pays!

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Remember:

The Fastest Way to Achieving Results is to Apply.

Just Get Started and Implement.

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