



Derick Mildred

Relationship  
Building Lead  
Generation  
System.



RESULTS  
FORMULA

# Linked



**More Business**

# In this chapter you will learn.

1. A proven strategy to build relationships with prospects.
2. The actual steps to establish, build and nurture a professional relationship.
3. How to take the conversation with your prospects to the next level and set up a call.
4. Actual messages that you can use.



A hand in a dark suit jacket is pointing towards a glowing pink gear. This gear is part of a larger cluster of blue gears of various sizes, some of which are also glowing. The background is a blurred blue scene with faint gear patterns and a grid of dashed lines. The overall theme is business and technology.

# LEAD GENERATION



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# Introduction.

This Relationship Building Lead Generation system is tested and proven and has generated literally 1,000's of appointments for myself and for our clients.

The key is to understand the strategy, to consider the approaches your prospects are possibly already receiving inside their inbox regularly, and to stand out for all the right reasons by doing things differently!



# Introduction continued.

By showing genuine interest in your prospects and their business, you create the opportunity to establish, build and nurture a professional relationship with them, increasing their interest and probability of getting on a Zoom call with you, and then setting up a 2<sup>nd</sup> Zoom call that converts into sales for you and your business...



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The people are there on LinkedIn,  
the Relationship Building Lead generation system works well,  
just work the system!



Show Genuine Interest in Your Prospects.



# Show Genuine Interest in Your Prospects.

The key is to

Establish, Build & Nurture the Relationship

Personally & Professionally!



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# Step X Step Sequence.



# 1.) Interact with their Content



# 1.) Interact with their Content

Let your prospects get to know you by interacting with their content,

- a.) Regularly Like and Comment on their latest posts,
- b.) Be sure to Tag them (Shift@) in your comments on their posts, so they receive a notification from LinkedIn that you have mentioned them in your comment.
- c.) Your comments on their posts should be relevant to the actual post and meaningful.
- d.) Occasionally, ask a question related to their content, to get the conversation started.
- e.) Occasionally share their content and Tag them in the 'Intro' to your share.
- f.) Only when suitable, Tag other people who may also benefit from or be interested in the content of your prospect.



2.) Send a Personalised 'Request to Connect' message.



## 2.) Send a Personalised 'Request to Connect' message.

### Request to Connect - example 1

Hi *(Firstname)*

I enjoyed your recent post about *(Add brief detail about their post here)* and noticed on your profile, you've been a *(Add the job type here)* for *(Add Company Name here)* for over *(Add Years)* now, and I thought maybe we could connect here on LinkedIn.

Regards from

*(Add your name here)* . 😊😊

## 2.) Send a Personalised 'Request to Connect' message.

### Request to Connect - example 2

Hi *(Firstname)*

I noticed by your profile that you've been a *(Add the job type here)* for *(Add Company Name here)* in the *(Add Area)* for over *(Add Years)* now, and I'm wondering if you would be open to connecting here on LinkedIn.

Have a great day. 😊😊

Regards from

*(Add your name here)*



3.) Send a 'Thank You for Connecting' Video message.



# 3.) Send a 'Thank You for Connecting' Video message.

**Note:** Check their profile for mutual areas of interest that you can also mention in your 'Thank You for Connecting' video message.

Script:

Hi *(Insert firstname here)*

Just wanted to quickly thank you for connecting with me.

It's nice to meet you and it's always a pleasure to connect with like-minded people.

Looking forward to staying in touch and hearing more about your role at *(Add their company name here)*.

Stay Safe & Stay Well.

Regards from

*(Your name)*





## 4.) Show Further Genuine Interest.



# 4.) Show Further Genuine Interest.

Show a genuine interest in your prospect by

- a.) Checking their profile for mutual areas of interest.
- b.) Interacting with their content with both a 'Like' and a 'meaningful on topic comment'.
- c.) Subscribe to their newsletter,
- d.) Read, Like and Comment on their articles.
- e.) Go to their website and subscribe to or connect with them via their other channels, YouTube, Facebook Page (their business page), Instagram etc. Then message them to let them know that you have followed them or subscribed!



# 5.) Compliment & Ask a Question About their Expertise.



# 5.) Compliment & Ask a Question About their Expertise.

Send them a message with

- a.) A compliment about their recent post, article, newsletter etc,
- b.) Briefly mention your specific key 'takeaway' point from their recent content that interests you,
- c.) Keep the conversation going by asking them a question related to their area of expertise, experience etc.



## 6.) Add Value without Selling.

**HOW DO YOU ADD VALUE?**



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# 6.) Add Value without Selling.

## Add Value to your prospects

- a.) Check their profile for mutual areas of interest.
- b.) Via LinkedIn Messaging, share articles, videos, tips etc that 'Add Value' and may be beneficial and useful to them.
- c.) Look for press articles etc that may also be of interest to your prospect.  
Ask them if they have seen the article and send them the link...
- d.) Tag your prospects in posts that may be of benefit or interest to them.

Now you're getting to know your prospects professionally!



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# 7.) Take the Conversation to the Next Level - 2 Step.





# 7.) Step 1 – Set Up a ‘Get to Know You Call’...

Step 1 - Set up your 1<sup>st</sup> call with your prospect. A ‘Get to Know You Call’.

(Do not sell during your 1<sup>st</sup> call, it is a ‘Get to Know You Call’ ONLY) However, you can raise what you do and if there is interest by your prospect in your services, then you set up a 2<sup>nd</sup> call.

Ask your prospects questions about their favorite topics, themselves and their business.

Ask your prospects questions about

- a.) Their business,
- b.) Try to identify some of their pain points, (Your services are the solution to those very pain points).
- c.) Agitate their pain points, (If they don’t fix it, what happens then?)
- d.) What do they want to achieve? (Give them a message of hope!)
- e.) When they show interest in what you do, offer to set up a Follow Up 2nd Call to discuss further.



# 7.) Step 1 – Set Up a ‘Get to Know You Call’ ...

Note:

Remember your P.S. in your message to set up this 1<sup>st</sup> call!

You mentioned that you preferred to keep the call in the ‘No Sales Pitch Zone,’ keep your word! Do NOT sell or pitch during your 1<sup>st</sup> call... (If you pitch during your 1<sup>st</sup> call, you will risk damaging your credibility and integrity in the mind of your prospect).



# 8.) Step 2 – Set up a ‘How You Can Help Each Other Call...

Step 2 - Set up your 2<sup>nd</sup> Call with your prospect. A ‘Discuss How You Can Help Call’.  
Or a ‘Follow-Up Call to Discuss How You Can Help Each Other Further’.

During your 2<sup>nd</sup> call is when you would discuss

- a) Their pain points,
- b) Agitate their pain point. What happens if they don't take action?
- c) What solutions are they looking for and what they would like to achieve,
- d) Urgency, their timeframe for when they would like to achieve their objectives,
- e) What you do and how your services etc can help them,
- f) The case study you sent through, additional social proof if necessary,
- g) Your regular pricing.
- h) Your special offer that is valid for choosing to go ahead today ONLY.
- i) Your terms.



Messages to Use.

**TURN  
PROSPECTS  
INTO  
SALES  
APPOINTMENTS**



# Take the Conversation to the Next Level – 2 X Steps

## Step 1 - Offer to set up a 'Get to Know You Call'.

Hi *(Add Firstname here)*

*(Start with a compliment) Really impressed with (Add details of what they are doing that impresses you, it could be their profile, content, articles, Instagram, YouTube Channel, website etc)*

Just wondering, are you be open to joining me for a 'Get to Know You Call' and a 'virtual coffee' to chat further?

If that sounds OK to you, here's my Calendar Link to select a time that works for you.

*(Add your Calendly link here)*

Have a great day. 😎😎

Regards from

*(Add Your Name here)*

P.S. If it's Ok with you, I prefer to keep the call in the 'No Sales Pitch Zone!'



# Take the Conversation to the Next Level – 2 X Steps

## Step 1 - Offer to set up a 'Get to Know You Call'.

Actual Message Example ready for you to Cut & Paste

Hi

Really impressed with your latest article titled \_\_\_\_\_ particularly the part about \_\_\_\_\_

Just wondering, are you be open to joining me for a 'Get to Know You Call' and a 'virtual coffee' to chat further?

If that sounds OK, here's my Calendar Link to select a time that works for you.

*(Add your Calendly link here)*

Have a great day. 😊

Regards from

*(Add your name here)*

P.S. If it's Ok with you, I'd like to keep the call in the 'No Sales Pitch Zone!'



# Take the Conversation to the Next Level – 2 X Steps

## Step 2 - Offer to set up a 'Discuss How You Can Help Call'.

Hi *(Add Firstname here)*

It was a pleasure to meet and talk to you today via Zoom.

As we discussed, if you would like to learn more about how I can help you further, just click my Calendar link below to set up another Zoom call.

*(Add your Calendly link here)*

Have a great day. 😊 😊

Regards from

*(Add Your Name here)*

P.S. Please see attached a Case Study about how I've helped other people, which I thought may interest you.



# Take the Conversation to the Next Level – 2 X Steps

## Step 2 - Offer to set up a 'Discuss How You Can Help Call'.

Actual Message Example ready for you to Cut & Paste

Hi *(Add Firstname here)*

It was a pleasure to meet and talk to you today via Zoom.

As we discussed, if you would like to learn more about how I can help you further, just click my Calendar link below to set up another Zoom call.

*(Add your Calendly link here)*

Have a great day. 😊 😊

Regards from

*(Add Your Name here)*

P.S. Please see attached a Case Study about how I've helped other people, which I thought may interest you.







 calendly

Friday, 10 September 2021

- 05:00pm - 05:30pm [Event]
- 04:00pm - 04:30pm [Event]
- 11:00am - 11:30am [Event]
- 10:00am - 10:30am [Event]

Monday, 6 September 2021

- 08:00pm - 08:30pm [Event]

Friday, 3 September 2021

- 05:00pm - 05:30pm [Event]
- 04:00pm - 04:30pm [Event]

# Calendly


Calendly is a very useful Calendar platform that you can use to manage your calls and appointments as easy as just sending a link.

Your prospects get to choose a time that suits them from the timeslots you have available.

You can also set up different types of appointments, calls etc.

Go to <https://calendly.com>





*Don't be the  
'pushy salesman'  
that everyone hates!*



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# A Quick Re-Cap.

After watching this video you should understand more about

1. How to establish, build and nurture a professional relationship with your prospects.
2. The step X step process to set up more calls with your prospects that convert!



# Your Objective.

Learn and apply this proven strategy to build professional relationships with your prospects, follow the steps, set up your calls and convert your calls into increased sales for you and your business.



Remember:

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



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If you want something  
different you have to DO  
something different.

 **inspire**MORE.com



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