

# Build Your Sales Profile

## Ten Tips for Building a Strong Sales Profile

### TIP 1 Upload a professional photo

Include a professional headshot of yourself that would be worthy of a business card. Profiles with photos receive a 40% higher InMail response rate because people like to see who they're speaking to. Think of how you would want to appear in a face-to-face sales call or professional networking event and upload the appropriate photo.



### TIP 2 Write a compelling headline

The text underneath your name is the headline. It's the first thing people look at in your profile after your photo and follows your name in search results. Instead of simply entering your job title underneath your name, think about how you can creatively explain what you do or how you help clients (e.g., "helping sales teams grow their business through social selling").

### TIP 3 Customize your public profile URL

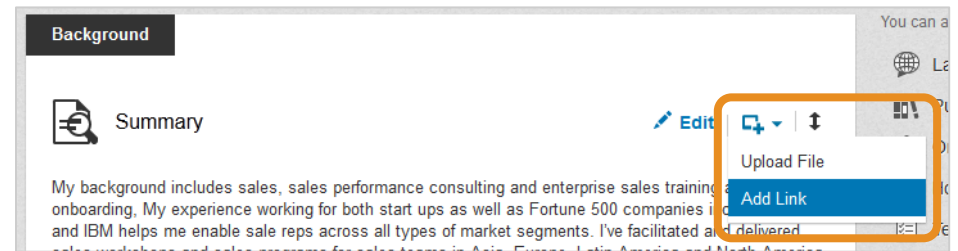
Located at the bottom of the top block on your profile containing your name and headline, your public profile URL (web address) is a great addition to signatures and business cards and will make you more easily found in search engine results. Create a URL that closely matches your name (e.g., [www.linkedin.com/in/ryangainor](http://www.linkedin.com/in/ryangainor)).

### TIP 4 Add your contact information

Once you've connected with a prospect or colleague, you'll want to make it easy for them to contact you. Add your company email address and phone number at a minimum. Your contact information is only visible to your direct connections.

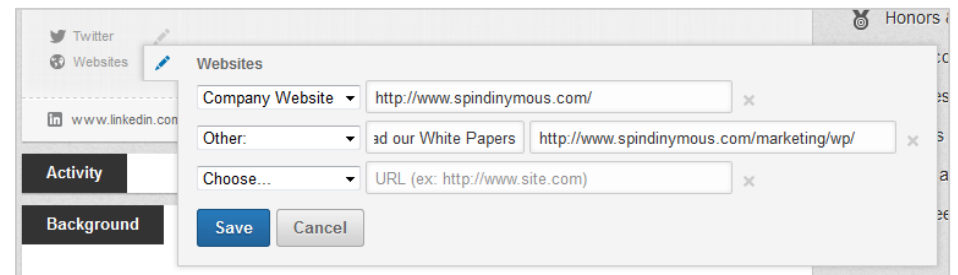
### TIP 5 Add Rich Media

Make your LinkedIn profile one more place where prospects and customers can access and download important files and presentations such as data sheets, white papers, and presentations. Upload files from your computer or add links to videos and SlideShare presentations to display your own presentations, and check out presentations from your colleagues. Look for the **Add Media** button in the **Summary**, **Education**, and **Experience** sections of your profile.



### TIP 6 Customize links to website

Take advantage of the websites section under the **Contact Info** section of your profile by adding relevant links and websites that relate to what you are selling, your point of view, or your background. Instead of using the default link title, choose **Other** and customize your text to include a call to action such as "Download our White Papers."



### TIP 7 Tell your story in your summary

After your photo and headline, the most commonly read portion of your profile is the summary. Use this area to tell your story. Think about it from the perspective of someone trying to determine if they want to do business with you or respond to your InMail. How can you add value? What unique insights can you bring to their business? What value have you brought to organizations that have already done business with you? Likewise, your summary of experiences should read less like a resume and support the story that you are trying to tell.

### TIP 8 Update your current and past positions

Since you're trying to sell your products and services, and not trying to land a new job, you'll probably need to update the descriptions of your current and past positions to speak to your potential clients instead of employers. Demonstrate how you help your customers solve their business problems, use keywords your prospects may be looking for, include rich media like data sheets and product demonstration videos, and show your career trajectory.

### TIP 9 Add your education

Show your potential clients that they'll be working with an educated professional by showcasing your education. This will also allow you to tap into your alumni connections to help grow your network, leading to better chances for future opportunities. This also makes it easier for your former classmates to find you as well.

### TIP 10 Ask for recommendations

Ask for recommendations from colleagues, employers and, even better, customers who can speak credibly about your abilities and contributions. Ask them to focus on a specific skill or personality trait that drives their opinion of you. Make meaningful comments when you recommend others (how you describe others and your experience with them says as much about you as who you are recommending). Think quality, not quantity, and be authentic.

