

HIRE MARKET **SELL** LEARN

Small business **Big ambitions**

Sales Playbook for SMBs



It's time to adapt and thrive.
The ambitions you have for
your business are within
reach – don't limit them.

You're closer than you think



Introduction

The digital economy is changing the way people buy – so companies need to change the way they sell. As an SMB, you have a powerful advantage over larger competitors because you're naturally lean and agile.

Buyers today are active information gatherers. They know what they want and why. And there are many more people you need to reach. In-fact, the average B2B opportunity involves at least 6.8 decision makers.

Businesses that embrace social selling are increasing their organisational success. It eliminates cold calls and personalises the process, valuing quality over quantity of relationships. This levels the playing field for SMBs with more limited sales forces than their larger rivals.

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Why LinkedIn?

LinkedIn is the world's largest online community of professionals, with more than 450 million members. Businesses of all sizes tap into the power of the LinkedIn network for hiring, marketing and sales.

Social selling on LinkedIn is about leveraging your network to establish trust, generate better leads, and eliminating cold calls once and for all.



Explore our **Small Business Sales Tips & Resources**



Learn more in our free eBook

Getting Started with Social Selling on LinkedIn

As an SMB, you can take advantage of LinkedIn to:



BUILD A REPUTATION THAT SELLS

Use your LinkedIn profile and updates to show you're an expert.



FIND THE RIGHT PEOPLE

Find decision makers and arm yourself with the information you need to close deals with Sales Navigator – the Social Selling Sales Tool by LinkedIn, which contains a sophisticated algorithm to give you tailored lead recommendations.



CONTACT DECISION MAKERS

Reach out to sales leads with an introduction that gives you an “in.”

The background is a solid green color with a subtle, repeating pattern of hexagons. Each hexagon has a slight 3D effect, with a darker green shadow on its right side, creating a textured, honeycomb-like appearance.

Establish a **sales game plan**

Things to think about in advance

Establish a **sales game plan**: Things to think about in advance

INCENTIVISE TEAMS TO ADOPT SOCIAL SELLING PRACTICES

Encourage your team to complete profiles, leverage Advanced Search to find quality leads, share engaging buyer-centric content, and build lasting relationships with their contacts.



Check out our infographic
['8 steps to become a top seller'](#)

ALIGN WITH MARKETING

When sales and marketing are clearly communicating with one another, both teams' efforts are amplified. To start, make sure sales and marketing departments are aligned with standard definitions, shared KPIs, and a shared statement of purpose.

HAVE INTELLIGENT CONVERSATIONS

You'll need to help your sales force understand the best use for all content you offer. Keep templates up-to-date so they remain a valuable sales asset. Provide suggested tweets and posts. Make recommendations on complementary content.

TAKE TIME TO LISTEN

Track the conversations that people are having about your brand and your industry. Follow your prospects and their companies. Analyse what they are talking about and the content they're sharing.

Create a profile **that sells**

Getting started with LinkedIn

Create a profile that sells

POLISH YOUR PERSONAL PROFILE

As you reach out to leads and prospects, it's important to have a profile that speaks to your industry experience and knowledge. Add a professional photo, descriptive headline, and summary of your work experience to establish your credibility.

LET YOUR NETWORK SPEAK FOR YOU

A recommendation can go a long way in establishing a reputation for you and your company. Get recommendations from partners and clients who can speak credibly about your abilities and your company's contribution to their businesses.

BUILD YOUR SALES NETWORK

Broaden your network and increase the chances of finding the right decision maker by connecting with colleagues and business associates.



Live up your profile with links to press coverage, company blog posts, presentations or websites.



78% of social sellers outsell their peers who don't use social media.



Learn more about how to improve your profile. Download our [Boost Your Profile](#) guide to get you started.

Find the right **contacts**

Networking with LinkedIn

Find the right contacts

TARGET NEW PROSPECTS

Don't have a list of accounts to target? Build a pipeline of new prospects with a company search, using specific keywords and search filters. Then find decision makers at your target accounts by running a people search on LinkedIn. Use Sales Navigator to access additional Premium search filters like seniority level and job function, and quickly identify decision makers to engage.

ENGAGE YOUR LEADS

Message any lead on LinkedIn using InMail, a Premium feature. On average, the response rate for InMail messages is 3x higher than email. If you don't get a response to your InMail within seven days, you'll receive another InMail credit for free.



Get more context. With Sales Navigator, you can get a deeper look into a decision-maker's LinkedIn profile to understand their relationship with the company and how they might influence a sale.



Find the best path in. After identifying decision-maker profiles on LinkedIn, look within their network for mutual connections. These connections can be very influential when getting acquainted and making your pitch.



Get a warm introduction. After finding the best path in, leverage your network to get introduced through mutual connections.

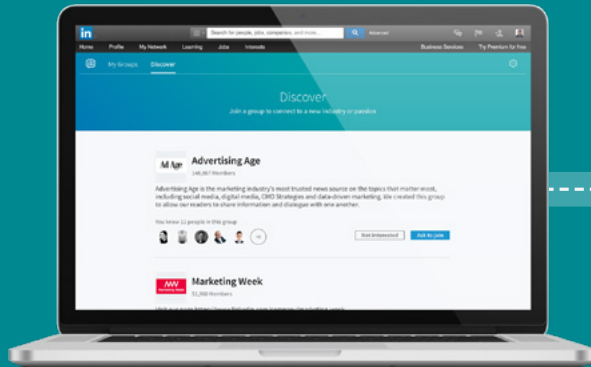


Learn more about [LinkedIn Sales Navigator](#).

Stay **informed**

Be on top with LinkedIn

Stay informed



FIND AND JOIN LINKEDIN GROUPS

Join Groups that relate to your product, service and target industry. That will allow you to engage in discussions and understand what potential customers are talking about.



Based on your industry, role and interest, LinkedIn automatically suggests Groups, Influencers and Channels to follow for personalised news and insights.

FOLLOW COMPETITOR COMPANIES

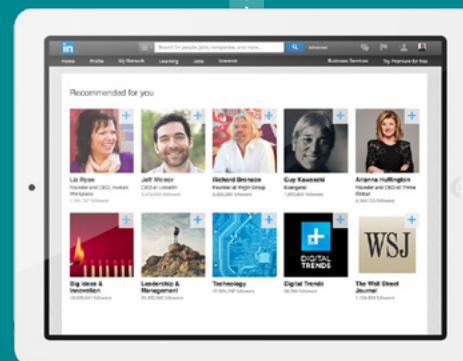
Follow Company Pages to track how competitors are positioning their solutions. This will help you differentiate what you have to offer.



Get started with [LinkedIn Groups](#).

FOLLOW CHANNELS AND INFLUENCERS

Stay up to date on industry news and trends and speak with authority about your industry by following Channels and Influencers (thought leaders).



Find [Channels and Influencers](#) for your industry.

Build **relationships**

Connecting with LinkedIn

Build relationships

ESTABLISH CREDIBILITY

Leading up to your meeting, share relevant industry news and insights on LinkedIn to establish your credibility.

CONTINUE THE CONVERSATION

After your meeting, follow-up on LinkedIn to make a lasting impression. Invite them to connect, or share industry news. Identify problems or pain points in a prospect's organisation, and share relevant content to establish yourself as a solution provider.

NURTURE RELATIONSHIPS TO KEEP YOUR SERVICES TOP OF MIND

After connecting, develop the relationship just as you would have before LinkedIn existed. Reach out periodically and add value by providing relevant information and solutions to your prospect or client's business problems.

SCHEDULE YOUR FOLLOW-UP

Reaching out after an initial meeting can make all the difference in converting a lead to an account. Use LinkedIn Contacts to set follow-up reminders, which can be accessed by clicking the 'star' icon below a contact's profile picture.



You can easily make notes and set reminders in the 'Relationship' section of a candidate's LinkedIn profile.



Strengthen your network with these useful tips.

Sales **checklist**

Your daily, weekly and monthly to-do lists

Sales checklist

DAILY CHECKLIST



- ☐ Create and experiment with LinkedIn searches to surface account leads and new prospects
- ☐ Prepare for your daily meetings by looking at the profiles of people you're meeting with, and finding new ways to engage
- ☐ Find opportunities to say 'hello' by scanning your network for important events like job changes and company news.

WEEKLY CHECKLIST



- ☐ Reach out to new leads and prospects with InMail, or get introduced
- ☐ Connect with existing leads to nurture your relationship with them
- ☐ Set reminders to reach back out to active opportunities using LinkedIn Contacts
- ☐ Share great industry news and content that you find online to build your reputation and spark a conversation.

MONTHLY CHECKLIST



- ☐ Prompt customers seeing success with your services to provide a recommendation
- ☐ Connect new colleagues to your Company Page to extend your reach
- ☐ Keep your profile up to date with rich content showcasing your latest accomplishments.



Read other playbooks in our small business series:



Hiring Playbook for SMBs



Marketing Playbook for SMBs



Learning Playbook for SMBs

What next?

Questions? To find out more about LinkedIn Sales Solutions, or talk to a LinkedIn representative at any time, visit sales.linkedin.com