

Building Your Sales Profile

Ten Tips for Building a Strong Sales Profile

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.



2) Write a Descriptive 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 hit lists. 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").

3) Include Your Summary & Experience

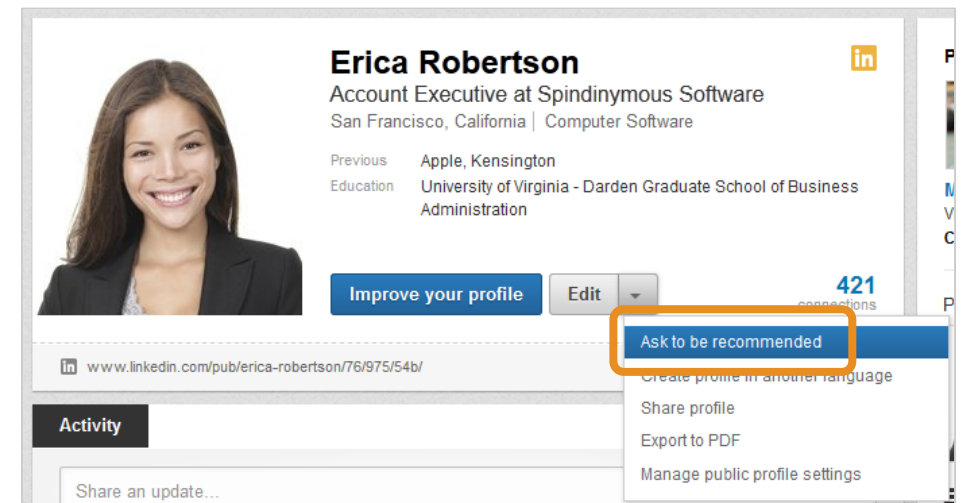
After your photo and headline, the most commonly read portion of your profile is the summary. Use these fields to tell your story. Think about it from the perspective of someone trying to determine whether or not they want to do business with you or respond to your InMail. How can you add value? What 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.

4) Personalize Your LinkedIn Web Address

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).

5) Get Recommendations

Get 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.



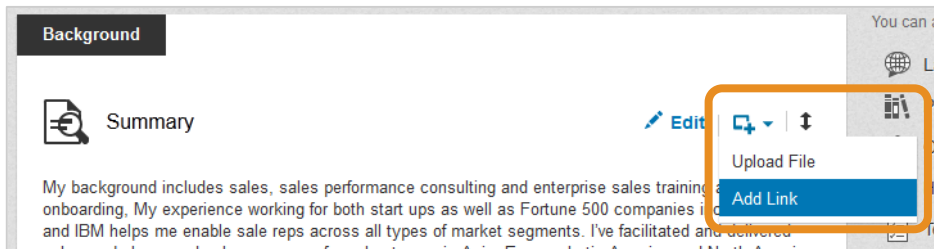
6) Share Updates

Beside your photo on the top left hand corner of your LinkedIn Home Page is a *Share an update* box that allows you to share articles and blog entries. In addition to providing links to the articles, you can comment on what you share. Avoid being too self-promotional and offer updates that prospects or customers will find insightful, useful, or provocative.



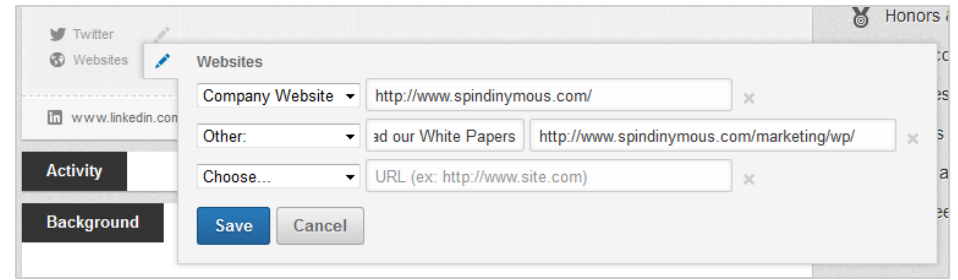
7) Add Rich Media

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.



8) Customize Your Website Links

Take advantage of the websites section under the 'additional information' component 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 text, customize your text to include a call to action such as "Download our White Papers".



9) Give and Receive Endorsements

Skill endorsements are a great way to recognize your 1st-degree connections' skills and expertise with one click. They also let your connections validate the strengths found on your own profile. You don't need to ask for a skill endorsement to receive one, you'll be notified by email when you receive an endorsement. Endorsing others is a great way to recognize your colleagues for their skills you've seen them demonstrate. Endorsing them helps keep strong connections with the people in your network. You may find that after endorsing a colleague from the past, it's easier to reach out to them because you've recently been in touch.

10) Join LinkedIn Groups

LinkedIn Groups provides opportunities to meet and engage in discussions with member of your industry, your alumni community, or other professional interest areas. Demonstrate your expertise by starting discussions and participating thoughtfully. You are also able to contact fellow group members directly through LinkedIn.