

Six Secrets to Selling on LinkedIn

The Essential Playbook



Introduction

LinkedIn is designed with the modern seller in mind, with rich features and turnkey tools to help sales reps to reach out, connect to, and engage prospective buyers. We're letting you in on the secrets of the most successful sales professionals on LinkedIn, with six best practices you can easily apply today.

Many sales professionals and leaders say conventional sales tactics — whether cold calls, mass emails, or lead lists — result in weaker pipelines and fewer deals.

Why do sales rep lose deals when relying on traditional tactics?

They're missing critical players. On average, the B2B purchase decision involves nearly seven people; and 15% of decision-makers change roles every year.

They lack credibility. 77% of buyers don't believe sales reps understand their business and can help them.

They're losing touch with prospects. Many sales reps struggle to maintain meaningful connections with prospects. In fact, close to 25% of forecasted deals go dark.

This guide provides a behind-the-scenes look into how LinkedIn's own sales professionals take advantage of LinkedIn to overcome these challenges. Read on to discover six ways to build a stronger pipeline and close more deals.



77%

of buyers don't believe sales reps understand their business and can help them

1 Build your expert brand with your profile

Your profile is the foundation for successful selling on LinkedIn. As your personal marketing billboard, it should showcase the best version of you with:

A professional photo that makes a strong first impression

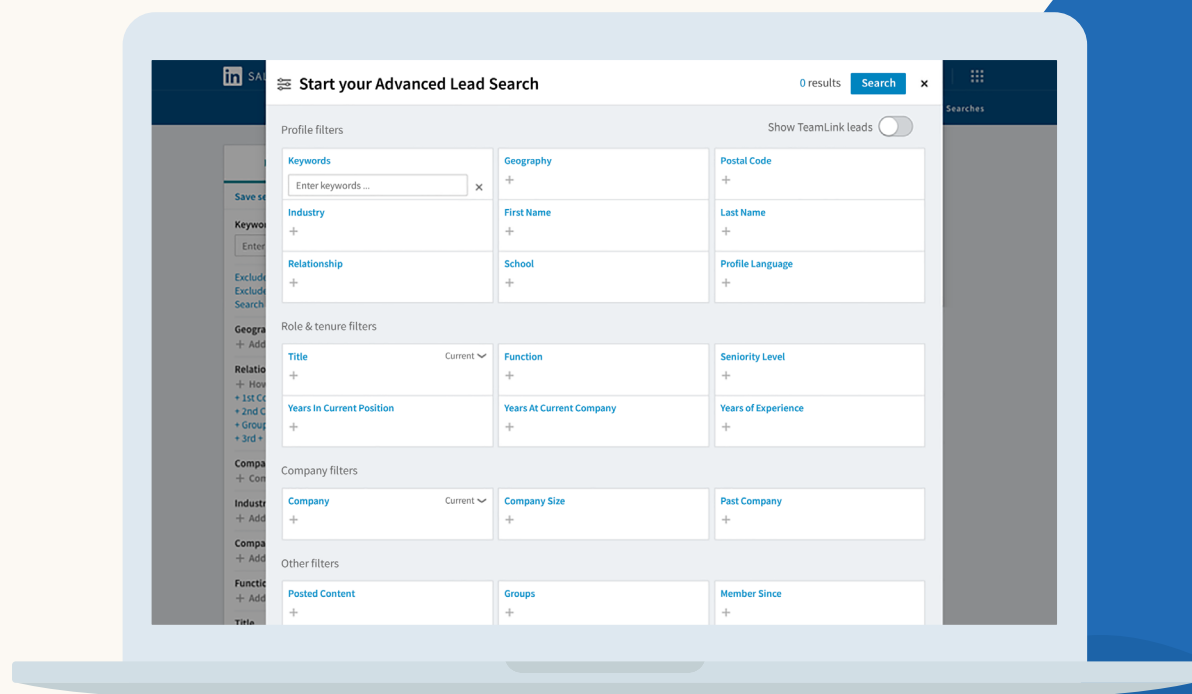
A summary that educates and triggers a desire to connect

An action-oriented tagline that grabs attention and entices buyers to want to know more

Rich media that visualizes your story and keeps people engaged

The image shows a LinkedIn profile for Stephanie Selleck. The profile header includes a search bar, a profile picture of Stephanie, and a background image of a bridge at sunset. The profile information shows she is a 3rd-degree connection, works at 'Building high-performing Sales Engines' in the San Francisco Bay Area, and is affiliated with Georgetown University. Her summary states she is a sales leader passionate about building relationships and lists expertise in B2B sales, leadership, sales management, and growth acceleration. The 'Articles & activity' section shows a post titled 'We Just Had Our Best Sales Quarter Ever. Our Secret? A 1...' with 12 comments and a share button. Other activity includes a comment on 'Also guilty' and a share of 'The 2019 Workplace Learning Report is live! Check it out below - the asset is...'. The profile has 3,522 followers and 500+ connections.

2 Build a lead list



After you've selected and saved your search criteria, Sales Navigator will keep working to serve up relevant leads to help you find the decision-makers you need to close deals.

With LinkedIn, you can target and reach buyers who matter the most with leads that are dynamic, current, and fully searchable. Use Lead Builder in LinkedIn Sales Navigator to pinpoint ideal prospects based on data captured from their LinkedIn profiles, such as geography, company size, role or function, and seniority.






3 Engage with recommended leads

Log in to LinkedIn at least once a day to see recommended leads. Reach out immediately to any new prospects who fit your ideal buyer profile.



Your best path in TeamLink

Paige Eklund • 1st
Worked with Marian at Freshing

[Ask for an introduction](#)

[See all introduction paths \(34\)](#)

4 Uncover team connections

To pave the best paths to prospects, use TeamLink within Sales Navigator to see everyone at your company who have connections to key accounts.

5 Watch for selling moments

You need to truly understand buyers to engage with relevance.

Pay attention to the feeds in Sales Navigator (or the free version of LinkedIn) for “selling moments” — events or social triggers that could signal perfect opportunities for you to engage.

For example:

- A perfect buyer changes roles or leaves the company
- A prospect is mentioned in the news
- A potential customer posts content or makes a comment



6 Master introductions



A warm hand-off

Ask a higher-up for an introduction to a prospect. This is a powerful way to engage with an account through someone the buyer trusts.

The name drop

This lightweight form of introduction provides the benefits of the “warm hand off” introduction without requiring your connection to take any action. Ask your connection if you can mention them when contacting someone in their network.

The warm outreach

While a last resort, this approach enables you to connect in a warm way while moving quickly. After reading the prospect’s profile, send an InMail message with an emotional appeal — to the right side of the brain. Reference a personal interest or the school they attended, or mention a relevant article or LinkedIn post. Your goal is establishing a personal connection. In your follow-up 5-7 days later, tap into the logical, left side of the brain by sharing insights or data.

LinkedIn equips modern sellers for success.

Use LinkedIn to overcome the challenges associated with traditional sales tactics and become a modern seller:

- Target the right buying committee
- Understand your prospects and their businesses
- Engage throughout the deal cycle

The results speak for themselves. Modern sales professionals on LinkedIn are generating more opportunities, reaching quota more often, and outselling their peers.

Now that you're in on the six secrets to selling on LinkedIn, success is yours for the taking!

See firsthand how you can harness the power of LinkedIn. [Request a demo of Sales Navigator](#) today.

Request demo

LinkedIn SALES NAVIGATOR