



SALES *PROFILES* THAT **WIN** BUSINESS

Part 1 of LinkedIn's INside Sales Series



In a time when prospective customers carry out more research on social media than ever before, your LinkedIn profile plays a crucial role in attracting leads and creating new opportunities. This eBook provides five simple steps to create a LinkedIn profile that's "ready for business".



THE OBJECTIVE

Optimise your LinkedIn profile to generate more leads and sales opportunities.

WHY IT MATTERS

Buyers rely on social media more than ever before to qualify and inform their decisions. LinkedIn plays a major role in the social media research process: 80% of B2B social media leads come from LinkedIn, and 1 in 2 of our members say they're more likely to purchase from a company if they've engaged with it on LinkedIn.¹

Your LinkedIn profile will often be the first touch-point a prospect has with your brand. In fact, 49% of decision-makers research vendor profiles before reaching out to them.² As the "shop window" to both your business and your personal brand, it's essential that you put your best foot forward.

^{1,2} <https://business.linkedin.com/marketing-solutions/blog/6/60-b2b-marketing-quotes-stats-and-facts-for-the-modern-marketer>

FIVE STEPS FOR A WINNING LINKEDIN PROFILE

The best LinkedIn profiles are built on an understanding of what leads and prospects are looking for. When someone searches for you or your company, the first things they'll see are:

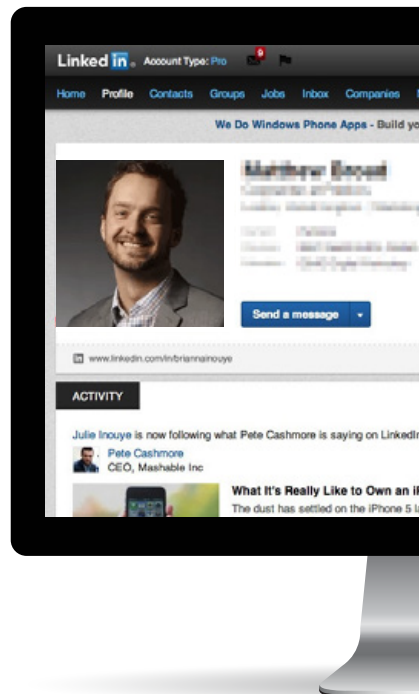
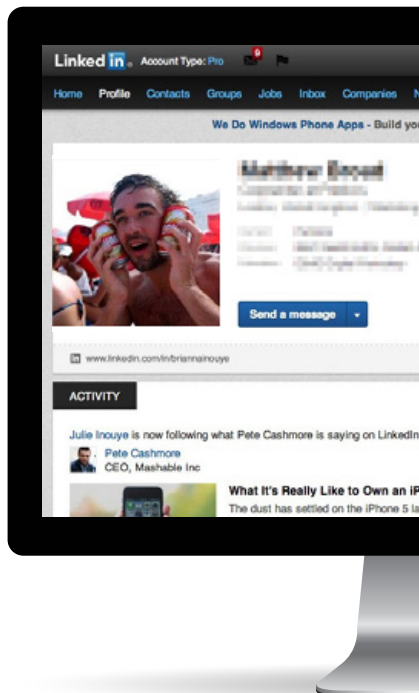


STEP 1

UPLOAD A PROFESSIONAL PHOTO

LinkedIn profiles with a photo are 14 times more likely to be viewed and have a 40% higher InMail response rate than those without one. However, it's essential that you convey the right impression with your choice of photo.

Avoid photos that are too casual, low-quality (grainy, dark, or overexposed), or full-body shots. The best profile photos convey the same impression that you would when walking into your favourite customer's office: smiling, facing the camera, and dressed in a way that shows professionalism and respect.



Pro Tip:

Use the background picture on your LinkedIn profile to add a more personal aesthetic touch.



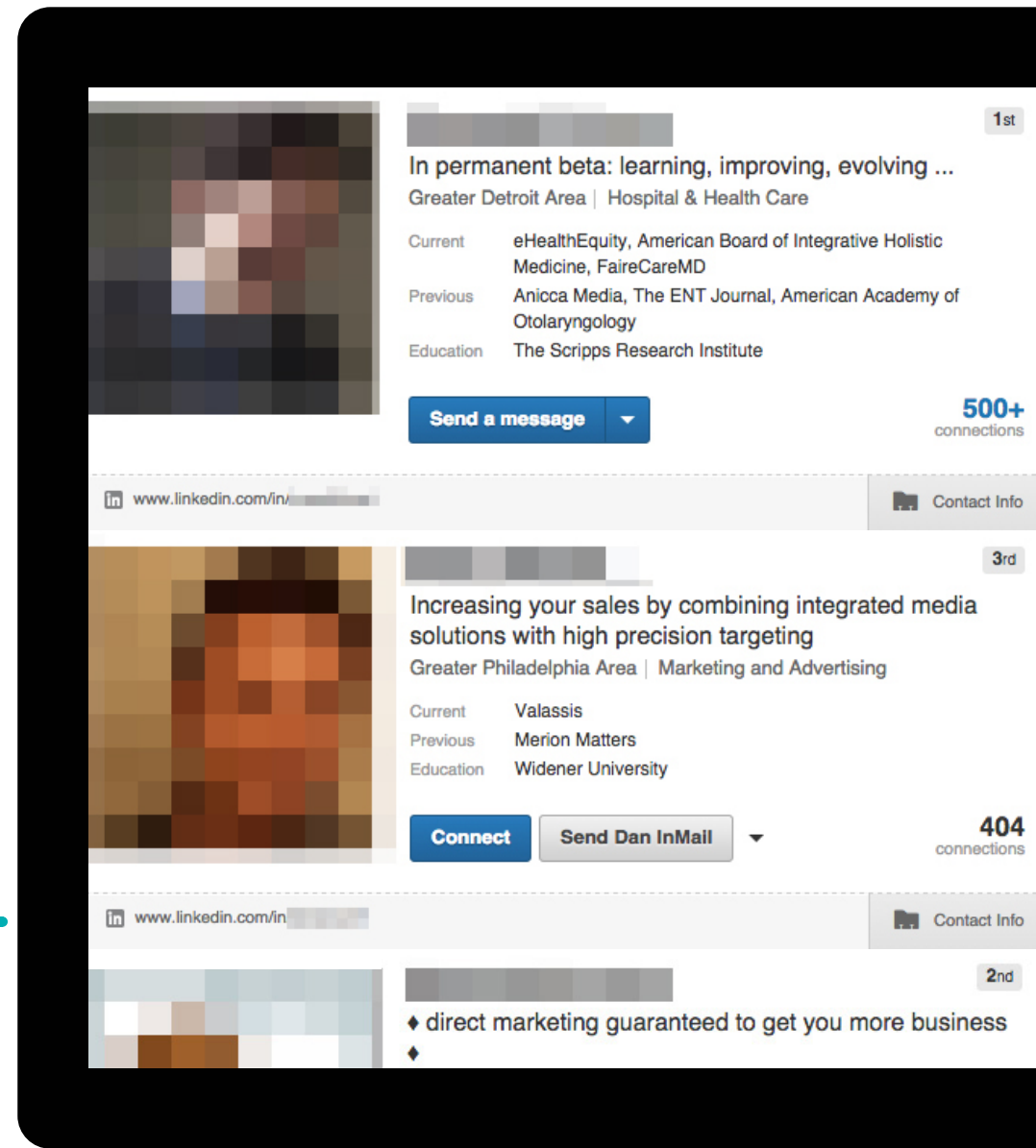
STEP 2

WRITE A COMPELLING HEADLINE

Your default headline is your latest job title, but this may not always clearly demonstrate your true value to customers. In your headline, consider mentioning what region you cover and the industries or businesses you help, as well as the company you're currently at. Remember that the headline is the first thing prospects read about you: it should be as clear and compelling to their own interests as possible.

Pro Tip:

Avoid generic headlines like "sales rep" or internal jargon that customers won't understand.



STEP 3

SUMMARISE YOUR STORY

After the photo and headline, prospects and leads will look to the personal summary on your profile. Think about this as your “30-second pitch”: focus on what you do, how you help your customers, and the best way to get in touch (your Call to Action). Write in the first person, avoid bullet points, and make the skills and experience you talk about directly relevant to your current job.

Try to talk about:

- Your passion: what motivates and excites you both in and out of work.
- Your background: An overview of your most important career milestones, in no more than a couple of sentences.
- Your current company: One or two paragraphs about what value you and your business can bring to potential customers.
- Call to action: Instructions on how to get in touch with you or what the prospect can do next.



Pro Tip:

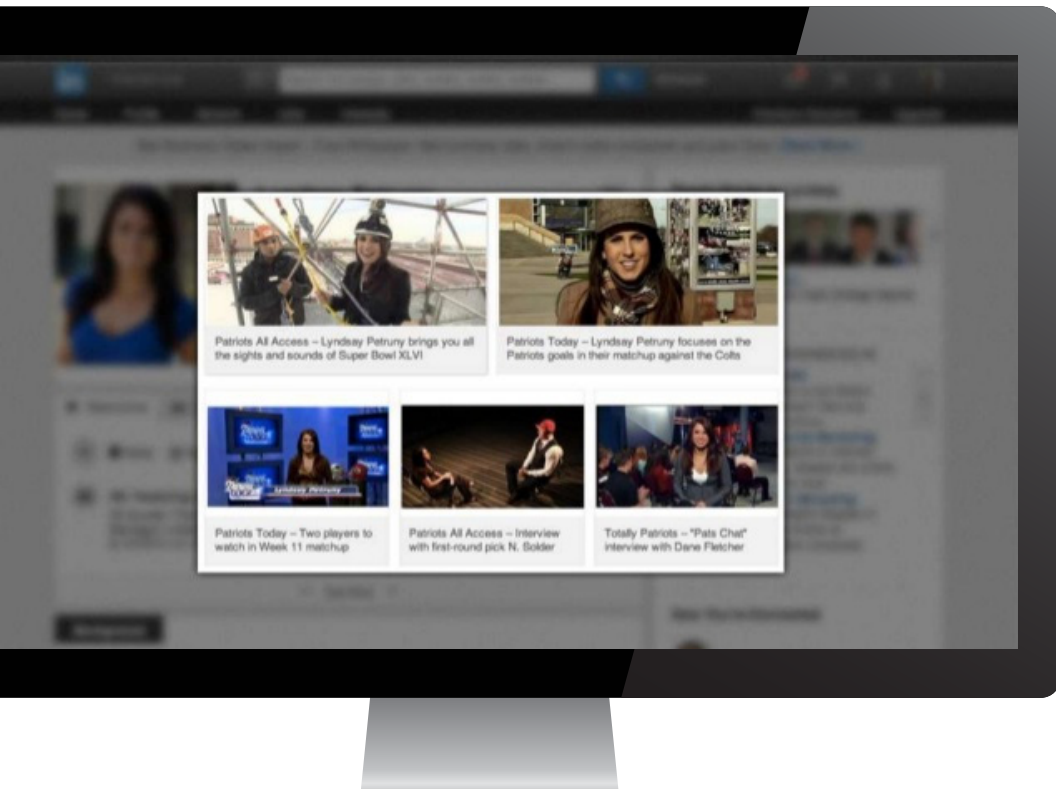
Keep your summary concise. Focus on putting your most important information into the first paragraph or two.



STEP 4

ADD RICH MEDIA

LinkedIn members who scroll further down your profile are more likely to be in the later stages of the sales funnel. Give them the depth and context they're looking for by attaching presentations, videos, PDFs and other media to your summary and job positions. These have much more impact than wordy paragraphs: a one-minute video has the same impact as 1.8 million words, according to a Forrester study. You can even use LinkedIn as a personalised "content hub" by directly linking contacts to content you've hosted on your profile: it makes for far easier navigation than many corporate websites.



Pro Tip:

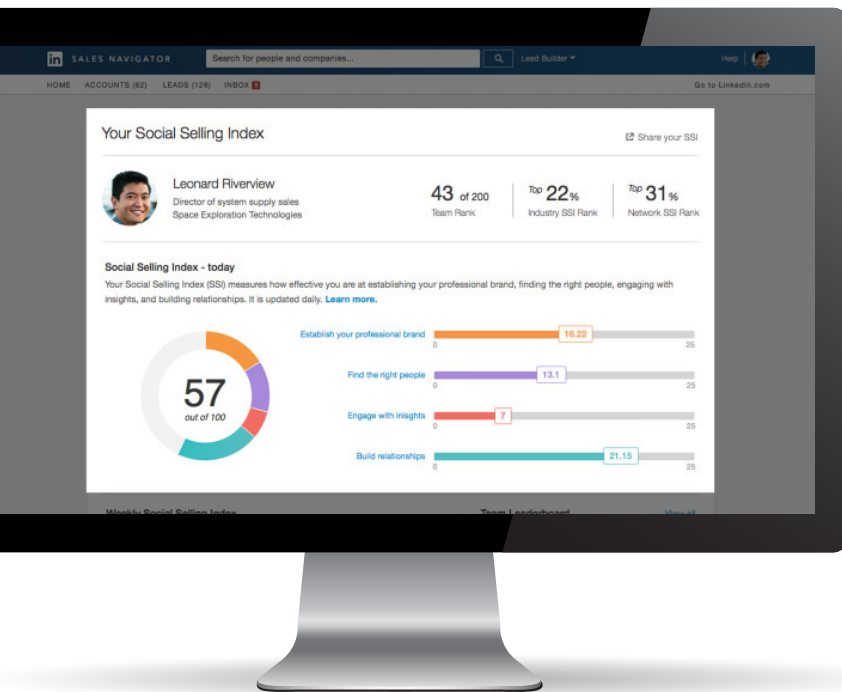
Limit yourself to around five media for your summary and two for specific jobs. Prioritise content that focuses on the specific products and solutions that you sell.



STEP 5

Analyse Your Profile

LinkedIn's Sales Navigator tool allows you to see who's viewed your profile in the past 90 days - as well as filter them according to company, industry, and job role. These insights can give you new leads to follow up on, as well as the context to approach them in a more personal manner. Referring to common interests according to leads' LinkedIn profiles is a great place to start.



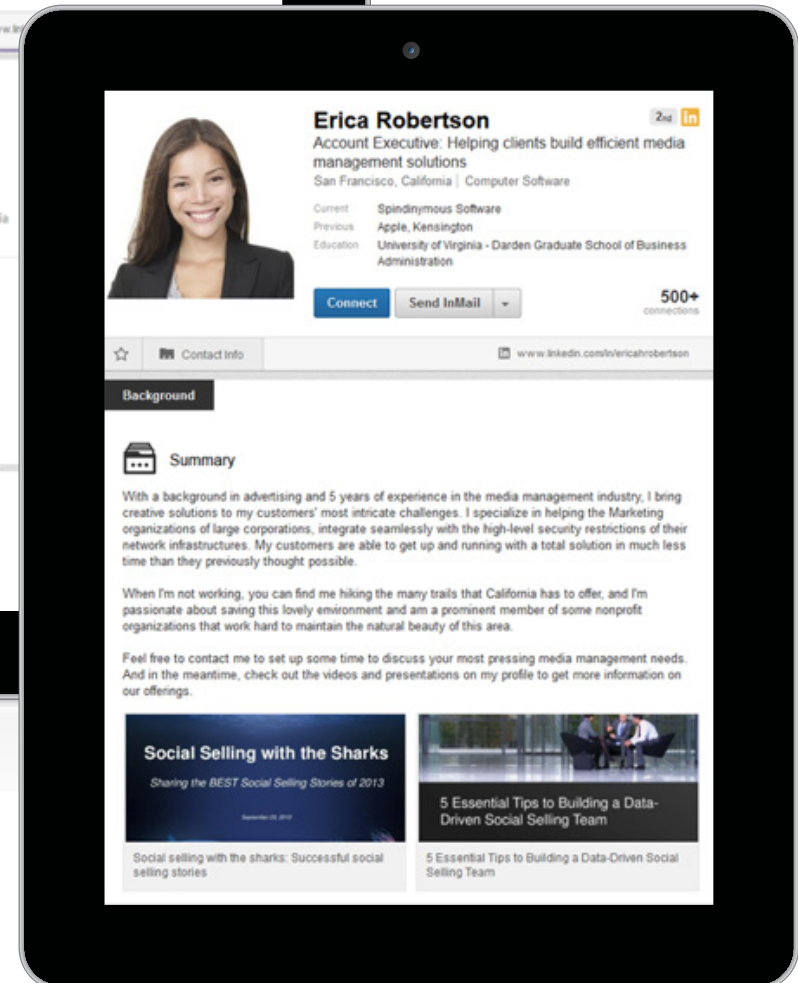
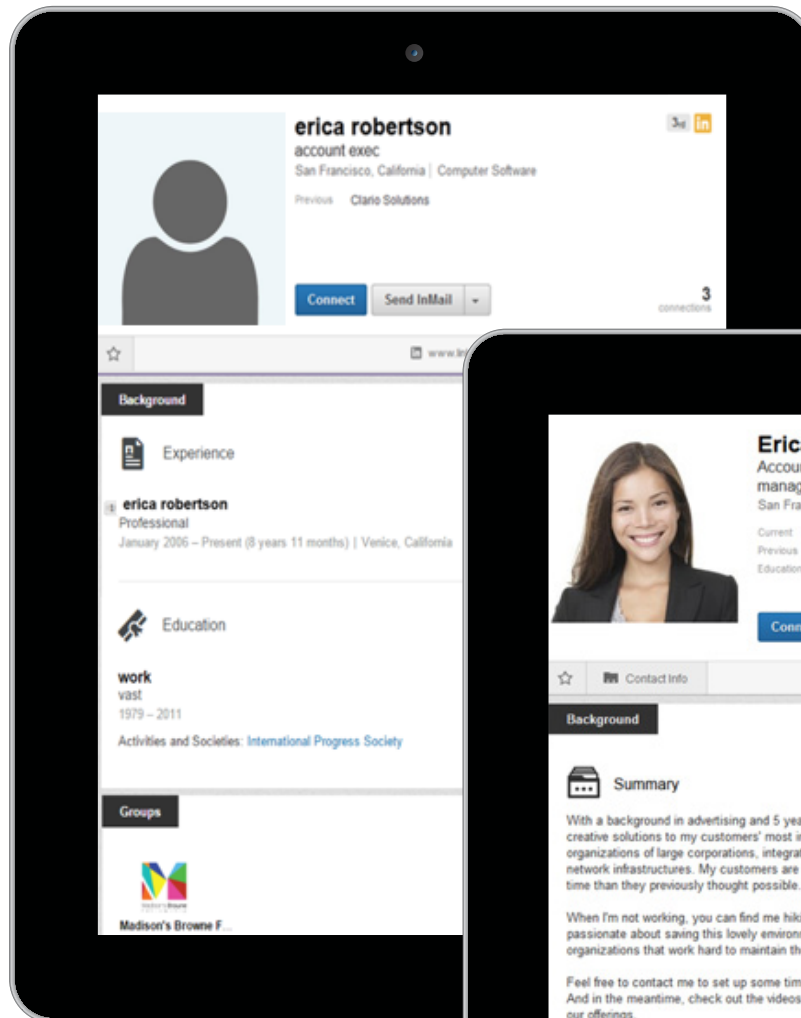
Pro Tip:

Make sure you aren't viewing other people's profiles in "Anonymous Mode" (turned off by default). When people can see you've clicked on their profile, they're more likely to view yours in return and lay the foundations for a relationship.

Breaking it Down

Take a look at these two profiles of the same hypothetical person. The right-hand profile of Erica is obviously a lot more engaging for prospects and leads. She's using a professional and warm photo, and her headline clearly defines the value she brings to clients. Her summary further elaborates on the skills and personality she brings to the job including specific benefits like time-to-market and media articles that demonstrate her expertise.

Erica could take her profile even further by filling out other sections in her profile like volunteer in experience and projects, which would support her summary with even greater detail.





About Us

LinkedIn Sales Navigator makes it simple to establish and grow relationships with prospects and customers by helping you tap into the power of LinkedIn, the world's largest professional network of 414M+ members. Designed for sales professionals, LinkedIn Sales Navigator combines LinkedIn's network data, relevant news sources, and your accounts, leads, and preferences to produce customized recommendations and insights.

With LinkedIn Sales Navigator, you can focus on the right people and companies, stay up-to-date on what's happening with your accounts, and build trust with your prospects and customers.

For more information, please visit our [Sales Solutions](#) site.