






# HOW TO IMPROVE YOUR PROSPECT OUTREACH

Part 7 of LinkedIn's INside Sales Series





Technology has transformed almost every aspect of business, so why are people still doing sales the same way as decades ago? This eBook provides an action plan to consistently build new and valuable relationships from scratch via LinkedIn.



## THE OBJECTIVE

Improve your InMail open rates, engage with more prospects, and ensure your sales continue to grow.

## WHY IT MATTERS

In *The Common Denominator of Success*, Albert E.N. Grey writes that “the secret of success of every man who has ever been successful...lies in the fact that he formed the habit of doing things that failures don't like to do.” Most salespeople limit themselves to their existing networks, but top social sellers will regularly make the effort to identify new prospects and personally reach out to them.

With more than 400 million people now on LinkedIn, a disciplined and authentic approach to prospect outreach will open up many new opportunities that your competitors won't even be aware of.

# A DAILY ACTION PLAN FOR PROSPECT OUTREACH

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## SEARCH FOR NEW CONNECTIONS **ONCE** A DAY

A quick search for prospects on LinkedIn each morning will not only expose you to more opportunities, but also provide greater awareness of what's going on in your target industries and business functions. [Sales Navigator](#) is the best tool for doing this. Use Sales Navigator's filters to quickly filter through LinkedIn's member base by function, industry, seniority, location, and a range of other relevant factors.



### Pro Tip:

When you identify a potential new lead, save them in Sales Navigator. You'll then be alerted to updates about that lead, including when they're quoted in the media, when they post a new Longform article, and when they reach new work anniversaries or promotions.



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## IDENTIFY **TWO** PROSPECTS TO REACH OUT TO PER DAY

Your outreach has to be personal and relevant to make an impact on your prospect. Rather than feeling compelled to contact as many potential buyers as possible - and resorting to generic or copy-pasted messages - setting a limit of two per day encourages you to invest more time on understanding what makes them tick. Don't feel compelled to reach out to a prospect until you're ready or an opportunity arises: you can always add them to Sales Navigator and return at a later time.

It's best to reach out to prospects with whom you have some sort of commonality to talk about. When reading a prospect's profile, look for similar:

### **Passions**

These can be industry-related or personal. What about the prospect's job or career gets them excited in the morning? How does that relate to your own passions?

### **Education History**

A common school, college, or university can provide ample material to kick-start a conversation - and often gives you a good idea of the working styles and ways of thinking they're most accustomed to.

## Locations

This isn't restricted to where you both are now. A prospect may work somewhere you've travelled to or want to visit someday.

## Hobbies

Sports, crafts, philanthropic commitments - all of these resonate particularly strongly on a personal level.

## Work Functions

Similarities in roles, such as marketing or IT, offer common ground as well as a chance to discuss the differences between industries in which you operate.



## Pro Tip:

If you can't find anything in common with a high-value prospect, go through their company's latest news, either through Sales Navigator's inbuilt updates or a quick Google search. Referencing a recent development for the company - or, better still, your prospect's department or team - demonstrates genuine interest and knowledge.



# 3

## SEND A **THREE**-SECTION INMAIL TO EACH PROSPECT

The average person's attention span is now around eight seconds - that's less than a goldfish! To avoid having InMails automatically deleted, top sellers cultivate a sense of connection and trust within those first few seconds. One consistently effective way of doing so is by structuring your InMail messages into the follow three sections:

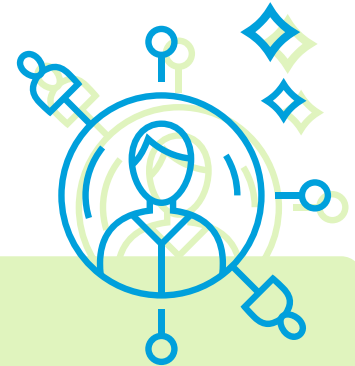
- 1 Start socially.** Lead with a sentence about one of the similarities you observed about the prospect, and why it caught your eye.
- 2 Pitch quickly.** Briefly state an issue that you believe the prospect is facing, and what you and your business can do to help.
- 3 Call to Action.** Clearly outline what the prospect should do next, like provide available times for a call or ask you for more details.

Each section should be its own separate paragraph, and no longer than two or three sentences.

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## SEND A **THREE**-SECTION INMAIL TO EACH PROSPECT (cont.)

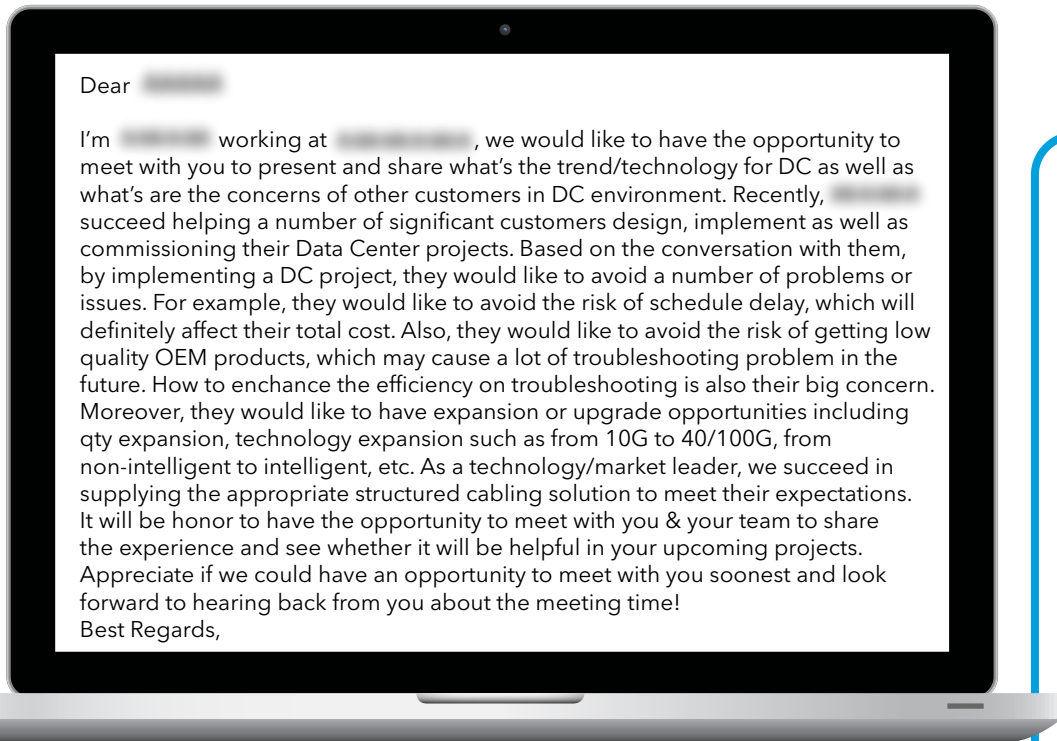
If the prospect doesn't respond to your InMail, review it for any potential red flags. Was it too generic? Did you miss something recent - like a job change - that the prospect's been through? Was the language too wordy? A good way to follow up is to reference a second similarity between you and the prospect, relating it to the first message's content as much as possible.



### Pro Tip:

Using insights about a prospect's recent work or achievements lets you start socially and pitch quickly at the same time. If your prospect recently completed a major marketing campaign, for example, you might congratulate them then mention a similar campaign where you added other elements to make it more successful.

# Breaking it Down



The above message is a real-life example of what to avoid when composing InMails. The sender's message is extremely long and starts with a generic statement - one which doesn't make clear the value for the prospect. Note how putting the text in a single paragraph also makes it harder to read.

We advised the sender to use the three-section InMail structure, keep sentences simple and focused on the prospect, and break up his message into easily-read parts. Here was the result:

Dear A,

I see that you have been an innovative IT leader at ABC. Great LinkedIn Profile with 22 years of experience. I also have been working in IT in Hong Kong for the past 18 years as well and always happy to get to know other professionals.

By way of introduction, I am currently working with XYZ, supporting CIOs to design, implement, and commissioning data center. We have successfully help them to manage risks, avoid delay, and cut cost.

If possible, may I connect with you on LinkedIn to stay in touch and share important trends in this space?





## 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.