

# Proven Strategies to Find, Win and Sustain Business



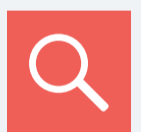
## Expand your network

- Connect on LinkedIn with your co-workers and potential clients after you make initial contact
- Leverage your existing relationships to introduce you to decision-makers at targeted accounts
- Use Advanced Search to map the buying committee and establish relationships with multiple decision-makers



## Demonstrate your leadership

- Position yourself as an industry thought leader and build trust
- Share relevant content on LinkedIn to stay top-of-mind with clients
- Add relevant content and multimedia to your LinkedIn profile to showcase your value



## Gain distinctive industry insights

- Use LinkedIn as a business intelligence platform to follow clients and industry news
- Leverage LinkedIn Pulse to keep up with industry news
- Comment, like and share your client's content to build and maintain relationships



## Use An Agile Selling Model

- Use digital insights about clients to differentiate the buying process
- Provide a consistent customer experience across all channels
- Employ social, mobile, analytics and cloud



of B2B buyers said they use social media to research solutions

Demand Gen Report  
B2B Buyer Behavior Survey

**“Data is changing the conversation** –in boardrooms, in the media, and in social media. People are visualizing their data to explore questions, uncover insights, and share stories.”

IT ProPortal, “Top 10 Business Intelligence Trends for 2016”

If you want to take your sales to the next level, [download](#) “Proven Strategies From the World’s Top Sales Professionals.”