

The Who and What of Your Professional Brand



Why a Professional Brand Matters

LinkedIn is not your resume; it's your online reputation. If your profile is lacking, it will drive your prospects away and into the pipeline of your competitors. This is the new market reality for sales professionals, and your online professional brand is the foundation you need to prospect more effectively, build better relationships and ultimately close more deals.

Start with Setting up a Strong Profile

50% of buyers will avoid sales professionals with incomplete profiles. As your first impression on a buyer, your LinkedIn profile is a key component of your online brand and how you establish trust early on. So when crafting your profile:

- Complete your profile with a professional photo and customer-centric messaging
- Ask for recommendations and endorsements from satisfied clients
- Add relevant multimedia to showcase your value

Find Your Voice and Establish Who You Are

When constructing a voice for your brand, make sure you build one that encompasses your values, skills and uniqueness to show the value you offer to clients. This will help you establish yourself as a trusted resource for future prospects and differentiate your value proposition in the market. To get started, ask yourself these questions:

- What am I passionate about?
- What do I value?
- What skills am I most proud of?
- What do I have to offer that no one else does?

Curate Your Profile With the Customer in Mind

When you write with your ideal customer in mind, instead of molding your profile to fit what you think a recruiter might want to see, you show prospects how you can impact their business initiative. Instead of simply listing your professional accomplishments, make sure your profile relates more directly to helping customers:

- Recount a compelling example of a time when you solved a problem for a client
- Post content that is related to your industry and relevant to your clients
- Like, share and comment on your client's updates

An average of

45 million

profiles are viewed each day on LinkedIn.

LinkedIn Research

49%

Buyers research vendors through their LinkedIn profile.

50%

Avoid sales professionals with incomplete profiles.

LinkHumans Survey

92%

B2B buyers will engage with sellers who are known industry thought leaders.

That's over **5 times** more effective than when a sales rep reaches out cold.

LinkedIn Research