Business Development on LinkedIn: The Staffing Professional's Guide

Strategies to successfully convert prospects into new customers

LinkedIn™

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Who should read this guide?

Anyone in a sales or business development role, or those running a full desk within the staffing industry.

Introduction

It's no news flash that the staffing industry is a competitive one. But do you have the right tactics in place to stand out from your competition and generate new business?

As a staffing professional, it's not easy to break into new accounts. It's become increasingly more difficult to get the attention of prospects, and the traditional methods of cold calling and sending a blind email aren't as effective as they used to be. Clients have more channels to research potential partners than ever before. They're making decisions based on their networks' recommendations and information they find online. All of which can make your job more difficult – or *easier*, if you're utilizing your resources in the right way.

Today, the world's best sales professionals act like marketers. They're investing in their brands and engaging with prospects so that their firm is top of mind when it comes time to fill an open req. As a result, they're able to recruit new clients and grow their business more efficiently.

There are several ways you can use LinkedIn to proactively strengthen your business development practices. In this guide, we'll share tips and tactics you can leverage on LinkedIn to win new business in today's competitive marketplace. You'll learn strategies to:

Build
your personal brand

Engage
target audiences

Recruit
new clients

At LinkedIn, our goal is to connect talent with opportunity at massive scale. As a staffing professional, you play a critical role in making that a reality. We hope this guide helps you do so for even more organizations across the globe.

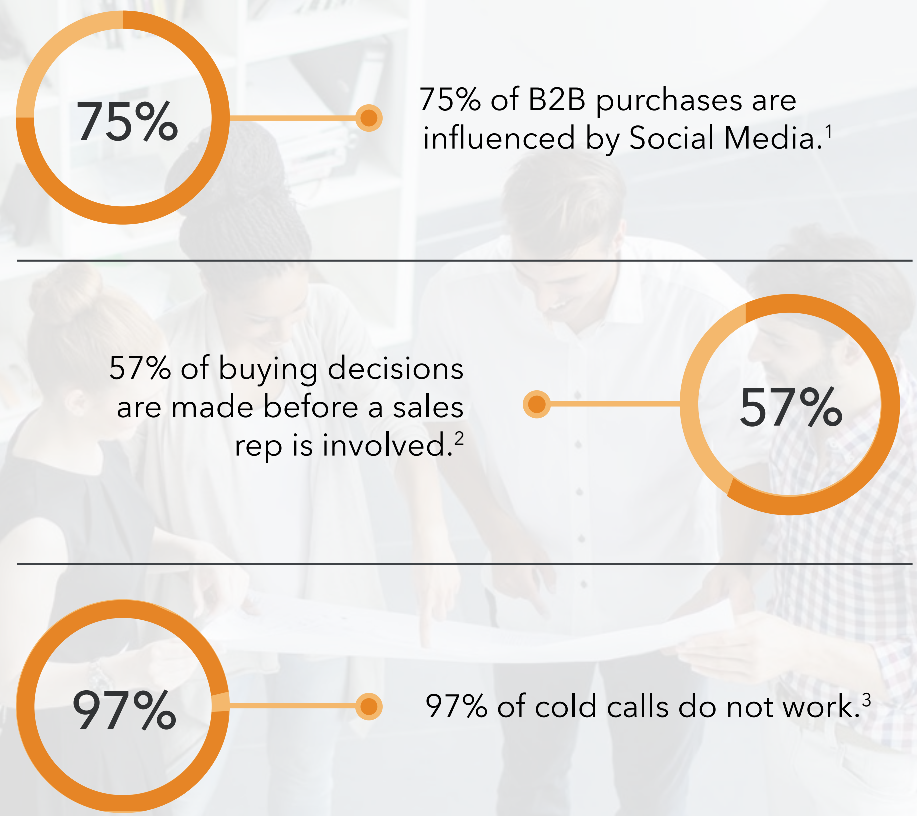
Before you dive in, think of yourself as a marketer…

In business development, you may be trying to build relationships with people who aren't yet ready to buy your services; therefore, there's a little warming up you must do before diving into a sale in order to receive a positive response. Take a look at the stats on the right: Do you feel you have the right branding strategies in place to stand out to potential clients?

It's become pretty clear that more often than not, people are making decisions based on online research. As a result, you need to make sure you're thoughtful about the information you're sharing and the channels you're using to engage prospects.

Think of yourself as a marketer. If you have a strong brand in place and engage with your key audiences on a regular basis, recruiting new clients will become much easier.

In the first section of this guide, we'll cover how you can build your brand to attract new clients. Read on to find out more!



Build

Your personal brand

Where do you start?

Build

Your personal brand

It all starts with your LinkedIn profile. In the information-based world we live in, almost anyone and anything can be found online.

Your profile may be the first place clients visit to research information on you and your firm. It offers them a snapshot of who you are and gives them insight into how you may be able to help them. In this section, you'll learn how to build your personal brand foundation to help power your success as a staffing professional.

The importance of your online identity

Take the reins on others' first impression of you

***Why* it matters?**

- Viewing member profiles is the #1 activity on LinkedIn.[4] Is yours ready for primetime?

***Who* it matters to?**

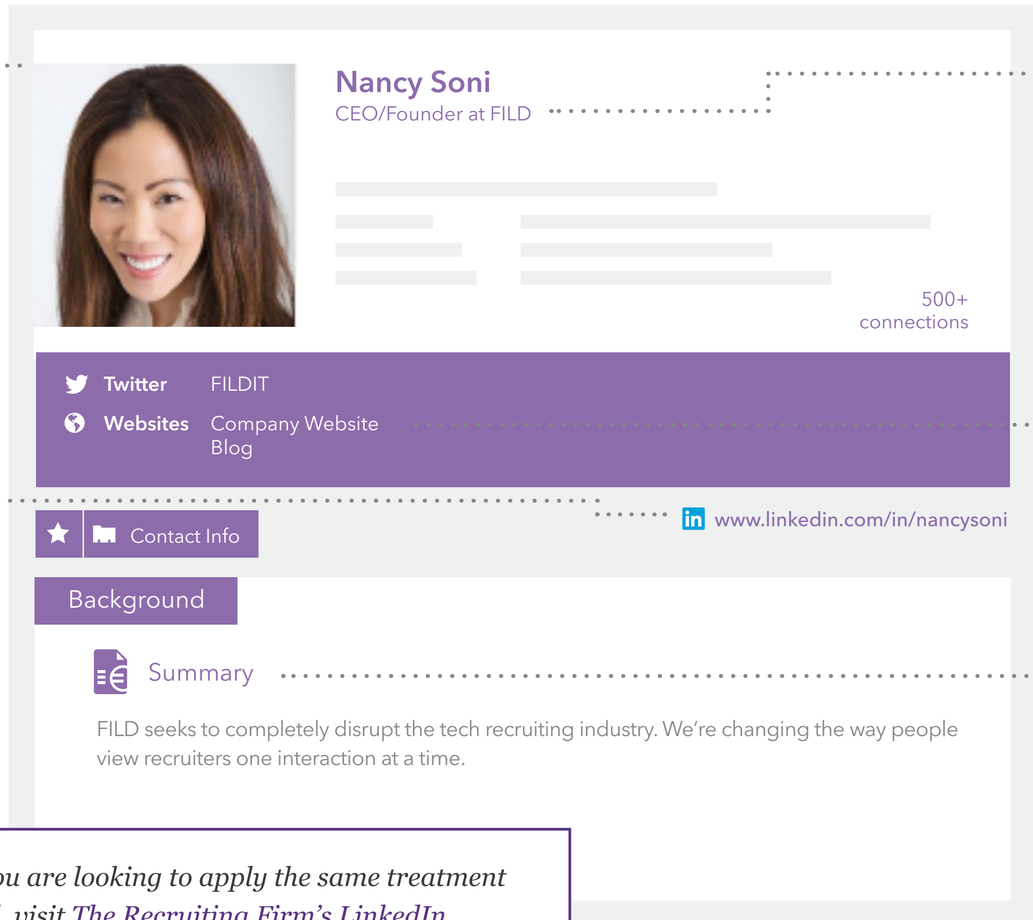
- Potential clients! The more you can show who you are and what you do, the *easier* it is for them to trust you and determine whether you can help them achieve their goals.

***What* can you do to make your profile stand out?**

- Showcase your professional knowledge, capabilities and achievements. People are more likely to work with others they like or can relate to. Check out the next two pages for a few ways you can separate yourself from the pack.

The anatomy of a well-branded profile

Don't skip the basics



Engaging, friendly picture
Profiles with a photo are 11x more likely to be viewed.[5] And who wouldn't want to work with Nancy?

Custom public profile link
Claim your public profile URL and add it to your business cards and email signature.

Descriptive headline
Your headline appears in search results, so make sure it's clear. (You can also get creative and go beyond your title or role). Think: what would stand out to a potential client?

Essential links
To your firm's website, LinkedIn Company Page, anywhere a client can go to learn more.

Killer Summary
Over-invest in your summary. Use the first person. Give clients insight into your experience, success and why they should work with you.

***Helpful Hint:** If you are looking to apply the same treatment to your firm's brand, visit The Recruiting Firm's LinkedIn Field Guide, pages 10–11, for tips on how to build a knockout Company Page.*

Make your profile speak for itself

3 more steps to stand out to prospective clients

1. Update your contact information

Add an IM handle so you can instant message.
This is an easy way to get in touch with leads and send over a quick note vs. sending an email that they may never see or respond to.

Add your Twitter handle. If you add your Twitter handle to your profile, you can opt to share any updates you make on LinkedIn on Twitter as well. Remember, think of yourself as a marketer. Social media helps you build and maintain relationships outside points of direct contact. This is a great way to stay top of mind with your target audience.

2. Add Rich Media

Showcase your achievements and your firm's capabilities.
Upload links to videos about your firm's culture, articles about the accomplishments your company has achieved, presentations you have put together, blog posts, and more!

3. Get recommendations

Ask for recommendations from your peers, clients, and candidates you've placed.
This will give profile visitors a 360-degree view of who you are. It will help them get to know what it's like to work with you and build your credibility.

Think about it: If a VP-level client gives you a recommendation, other VPs will see that you're a recommended source. It may just increase your chance of winning their business. Check out the stats on the right for data-based evidence.

Helpful Hint: *People that view your profile may be potential candidates or clients. They're demonstrating interest in you! Be sure to keep tabs on them—you may end up placing or making a placement for them one day.*

Buyers **Trust** Their Professional Networks[6]

When looking for recommendations on products and services, an overwhelming majority of B2B buyers turn to their colleagues when narrowing down their list of options.

76% prefer to work with vendors recommended by someone they know;

73% prefer to work with sales people recommended by someone they know;

65% say their network is critical for checking references.

Share Tweet

Engage

Your target audience

Engage

Your target audience

Where do you start?

Now that your brand is fresh and up-to-date, you're ready to engage with your audience. Before you reach out directly to a prospect, there's a couple steps you should take to position yourself as a thought leader on LinkedIn.

1. Share status updates
2. Participate in Groups

In this section, we'll cover best practices on nurturing relationships with prospects at scale. Flip to the next page to find out how!

Take Note

Make sure your content reaches the right people! Don't forget to connect with existing clients, prospects, and heavy hitters within your industry. Don't just add anyone — add quality connections and people you know. Your LinkedIn news feed will become a gold mine of competitive intel. As we'll discuss in the next section, mutual connections are the key to social selling success. The more relevant connections you have, the more mutual connections you'll uncover!

Your personal status updates

A simple way to make your brand stick is by sharing personal status updates. They are the perfect way to stay top-of-mind and engage your LinkedIn connections at scale.

3 tips for sharing successful updates:

01 Be visual

Include images, videos and presentations in your updates to boost interest in what you're sharing. The more likes, comments, and shares your content receives, the more broadly it reaches throughout the LinkedIn network.

02 Be a thought leader in your network

Status updates are a powerful tool for thought leadership. If you're in a hunting role, you can't always be pinging the people you're trying to sell to. Status updates are a good way to stay visible in the background while you're waiting for them to respond. It's a non-invasive way to stay top of mind.

03 Make your updates more interactive

Engage with your network by mentioning connections in your updates (you can do this by typing @ followed by the member's name). Respond to their comments in real time to keep the conversation going.

Fun Fact:

92% of B2B buyers engage with sales professionals who are known industry thought leaders.[7] Don't overlook the value of sharing your knowledge.

"I have a high InMail response rate, and I attribute that in part to the fact that I'm putting out compelling information in my status updates. You have to build your brand alongside using LinkedIn to reach out. You have to build those relationships."

Evelyn Milani, President, Avanti Recruitment Solutions

Participate in Groups

Get your brand in front of specific audiences

Groups are another powerful channel to engage with potential clients. There are countless options to join with more than 2.1 million Groups on LinkedIn.[8] Check out the 3 quick tips below to become a Group engagement guru.

01 Join targeted Groups

Join Groups that are related to the industry and geographic area in which you're prospecting for customers. This will help you gain further information about trends and news they care about.

02 Don't be idle

Once you've become a member, don't be idle. Engage with the members in the Group to help keep your brand top of mind and relevant. You never know, some of them could be potential clients.

03 Post, don't sell

To get the most out of your Groups, don't post your most recent sales pitch; rather authentically engage with the members. Post thoughtful pieces of content about what's going on in the industry. It will add to your credibility and others in the group could reach out to you, as an expert, to help them fill their next open role.

5X

Fun Fact:

Members who use Groups are 5x more likely to get profile views from people outside their network.[9] Start participating today to get your brand out there!

Share Tweet

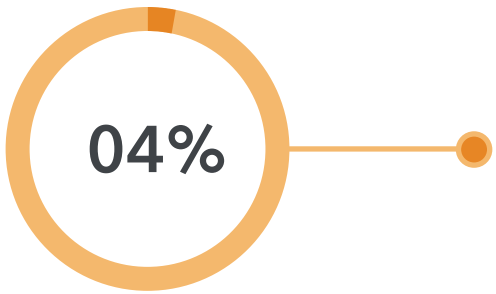
Recruit

New clients

Recruit
New clients

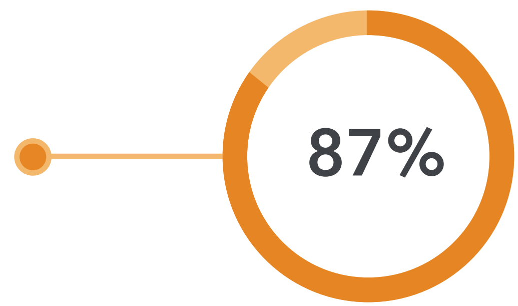
Where do you start?

LinkedIn is unlike any other recruiting platform in that it's one of the few places where you can leverage and reach out to mutual connections. As a salesperson, those warm leads are key.



According to a survey of B2B buyers or influencers on LinkedIn: Only 4% had a favorable impression of a salesperson who reached out cold.

But 87% had a favorable impression of a salesperson who was introduced to them through someone in their professional network.[10]



In this section, we'll cover several strategies you can leverage on LinkedIn to eliminate going in with a hard sale and techniques to uncover new business. Read on for more info!

***Helpful Hint:** If a company is actively hiring, and you've effectively built your brand and engaged your network with relevant content, the chances of you having a solid conversation and a warm introduction will be much higher.*

Recruiter Professional Services (RPS)

Find, contact and recruit candidates & clients

- **Gain access to the world's largest professional network**
  Full access to all members within your extended network, as well as those outside of your network through RPS "unlocks" to reveal professionals' full profile data.
- **Find and filter prospects**
  Premium filters allow you to search for new clients by company, location, Groups, relationship type, job function and more!
- **Contact potential clients directly with InMail**
  InMail gives you the power to contact any member, whether you're connected to them or not. It is a trusted form of communication that allows you to reach out to potential clients and candidates. See page 35 for tips on sending quality InMails.
- **Boost your business development productivity**
  Automated Search Alerts can help you stay up to date on targeted prospects and emerging market trends. See page 30 for tips on leveraging this feature.

What is Recruiter Professional Services?

Recruiter Professional Services (RPS) is a premium recruiting tool for staffing professionals. It provides you with powerful search filters, the ability to reach out directly to candidates and clients, and features to help you manage your workflow. For those running a full desk, it's a one-stop shop where you can tackle both your recruiting and business development needs. You will see it mentioned throughout this section, so we wanted to give you a high-level view of the many benefits it has for you and your firm and how it can be leveraged for business development purposes.

Don't be a stranger

Mention mutual connections to warm up cold leads

The goal: Take your message from…

"Hi Susan,
I work for XYZ company and see that you're hiring. I'd love to touch base to see how we can partner together."

To

Insert mutual connection

"Hi Susan,
I was talking with [John Smith] the other day and he had nothing but great things to say about you. I'd love to have a networking call and get to know more about you and your business."

Say goodbye to cold introductions. Use the tactics in this section to find and leverage commonalities to warm up your messaging.

Helpful Hint: *Check out page 35 for the 8 Golden Rules of InMail.*

Remember: Let your mutual connection know you plan on reaching out to their acquaintance before contacting them. We recommend you ask them for an introduction vs. just dropping their name.

Fun Fact: 59% of buyers said they are more likely to engage with a salesperson if they mention a common connection.[11]

Share Tweet

Alumni Functionality

Warm up prospects who share a mutual love for your alma mater

The alumni functionality allows you to browse members that went to the same school as you. Narrow down by location, role and company to –*ta-dah*– reveal second-degree connections and warm leads based on a mutual love for your alma mater. Mention your common connections in your initial outreach to kick off the conversation on a positive note.

Turn to pages 19-20 for a step-by-step breakdown on how to find fellow alumni within your targeted prospects.

Alumni Functionality

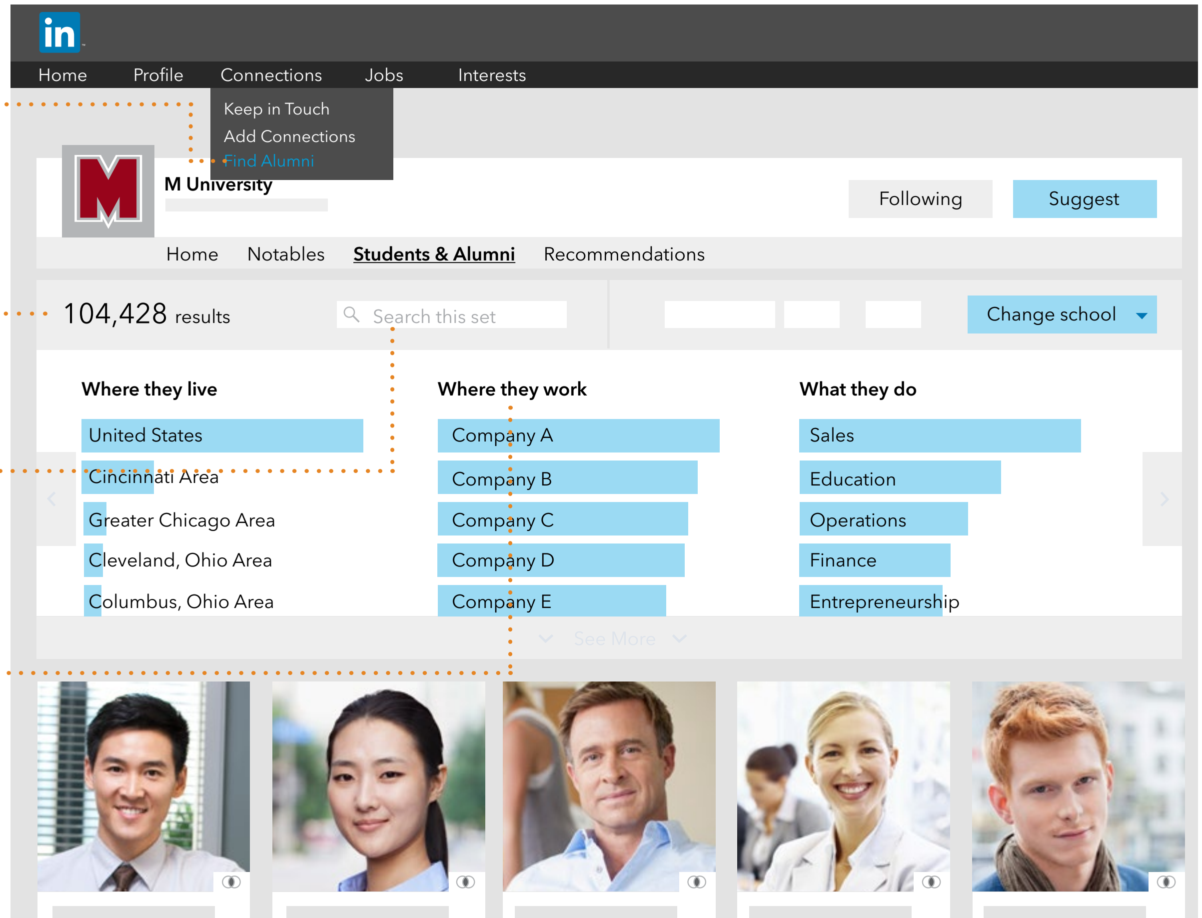
Warm up prospects who share a mutual love for your alma mater

Step 1: Under the Connections tab, click Find Alumni.

Step 2: This will take you to a page that lists all LinkedIn members that share your alma mater. You have the ability to filter this list by selecting a number of criteria. So let's get started!

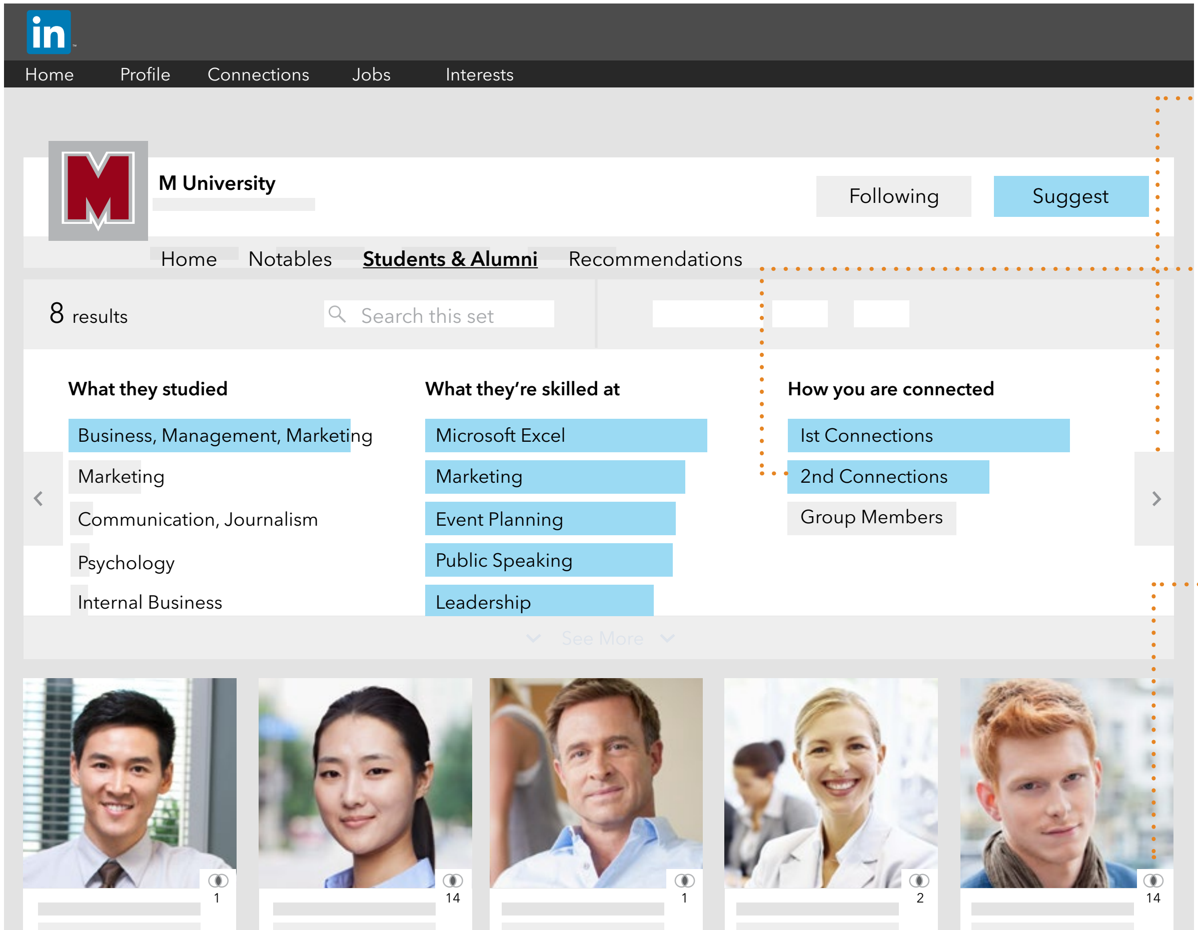
Step 3: The search box is Boolean enabled. Enter the desired job title(s) of the person you're looking to get in touch with, e.g.: VP OR "Vice President."

Step 4: Narrow down the list. Under the Where they work section, select the companies you're interested in prospecting within.
See page 20 for Steps 5–7.



***Helpful Hint:** For those that run a full desk and are looking for candidates, search within the hiring manager's alma mater by selecting '**Change school**' in the upper right hand corner. That mutual school connection will set them up for a solid conversation.*

Alumni Functionality
(Continued)



Step 5: Click on the arrow icon on the right-hand side of the screen. It will pull up 3 new interactive graphs.

Step 6: The graph on the right-hand side will list How you are connected. Select 2nd connections to filter your list of potential clients down to those who share a mutual connection with you. (Check out your 1st degree connections, too!).

Step 7: Scroll down to see who falls within your targeting criteria. Click on the two overlapping circles to reveal who your mutual connections are. Be sure to mention their name(s) when you reach out to the prospect, and that you are a fellow alum of "XYZ" University!

****RPS Pro Tip:* After you've narrowed down your list to your 2nd connections, search the names of the prospects you're targeting in RPS. Contact them directly by sending an InMail and be sure to mention your mutual love for your alma mater and your common connection.*

LinkedIn Groups

Reach out to job posters to help fill their open reqs

In addition to being a place where you can gain valuable information and engage with members, Groups can be a useful lead generation tool. Within the Groups you've joined, you can see which companies are posting jobs. The job posters are likely active on LinkedIn and potentially open to a conversation.

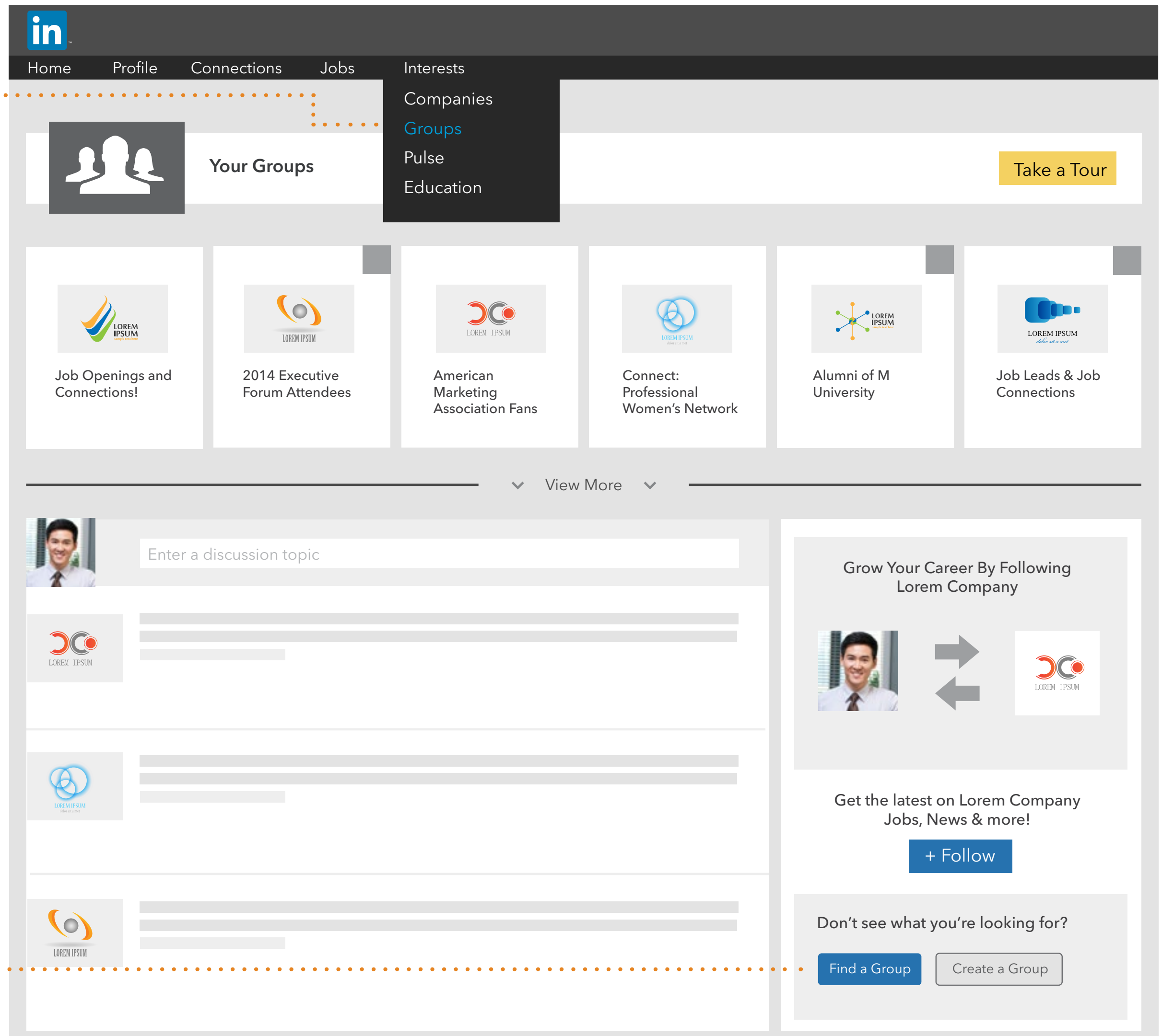
Flip to pages 22–25 for details on how to find and contact job posters.

LinkedIn Groups

Reach out to job posters to help fill their open reqs

Step 1: Under the Interests tab at the top of the page, click on Groups.

Step 2: You can search within a Group you are already a part of or search for a Group you aren't following. On the right-hand side you will see Find a Group. See pages 23–24 for Steps 3-6.

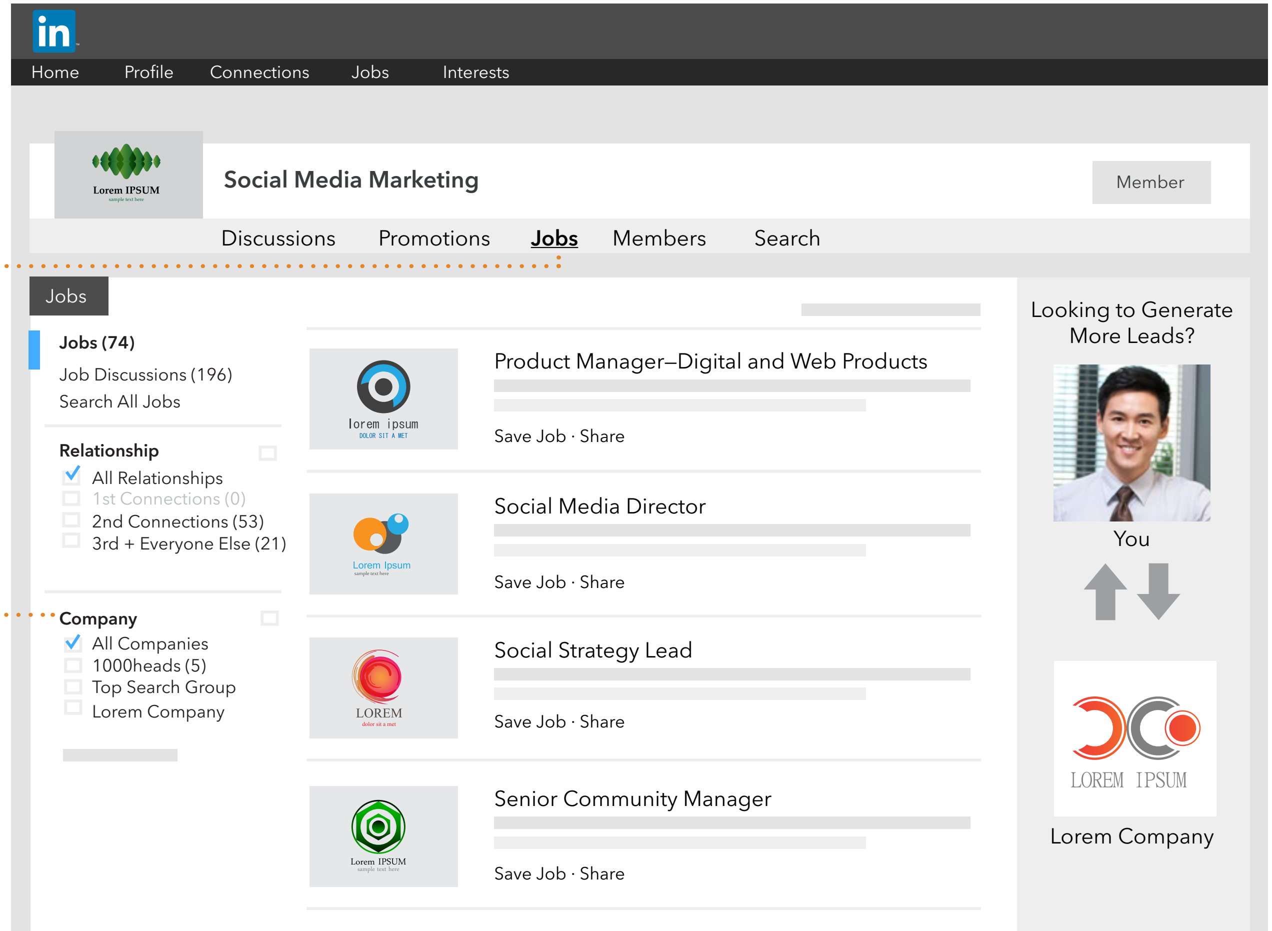


LinkedIn Groups

(Continued)

Step 3: Once you've selected the Group you're interested in, click on the Jobs tab to view currently open roles.

Step 4: Narrow down the list down by selecting the Company you're interested in working with on the left-hand side.



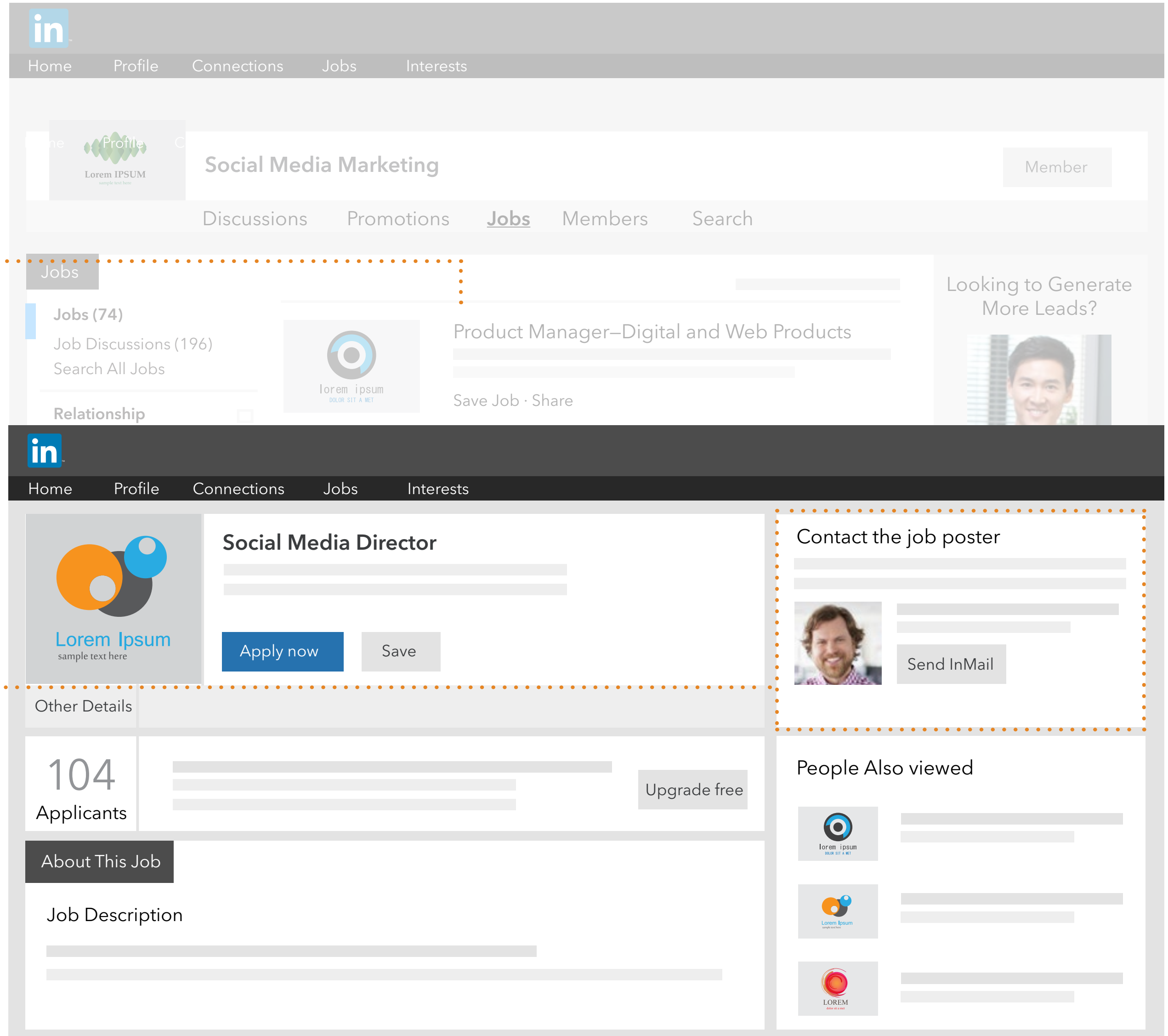
LinkedIn Groups

(Continued)

Step 5: When you find an open job within the company you're interested in winning over, click on it. It will pull up the job description and details.

Step 6: More often than not, you will see the job poster's details on the right-hand side. Click on their name to view their profile. It will list how and if you're connected. If they're a 2nd degree connection, ask your mutual connection for an introduction.

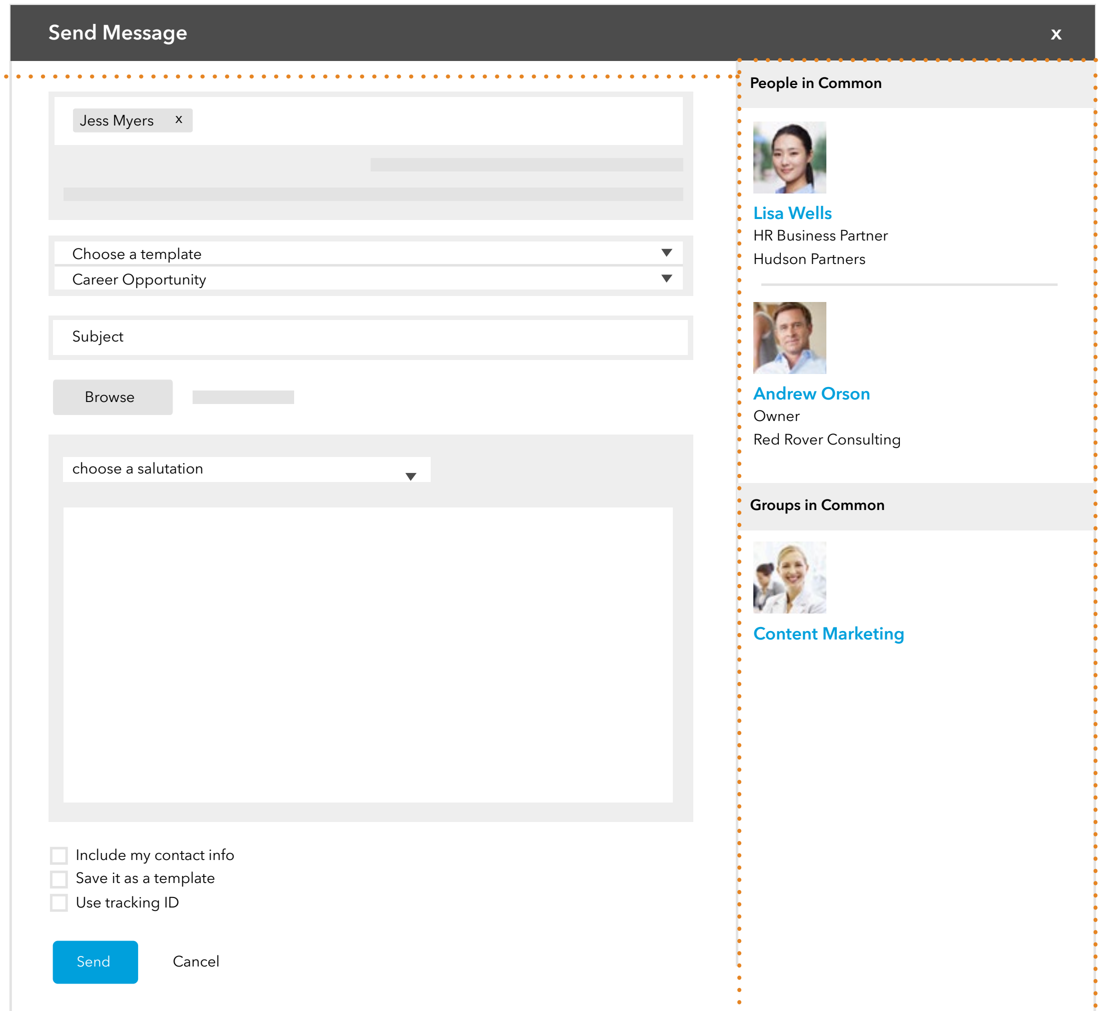
***Fun Fact:** 69% of buyers are more likely to choose a vendor if the salesperson is recommended to them by someone in their professional network.[12] Don't be shy about asking your 1st degree connections for an introduction!*



LinkedIn Groups

Take it one step further with Recruiter Professional Services

RPS PRO TIP: Search the job poster's name in RPS and click Send Message. Compose a thoughtful InMail, mentioning that you're a fellow alum – along with the people and Groups you have in common, displayed on the right-hand side!

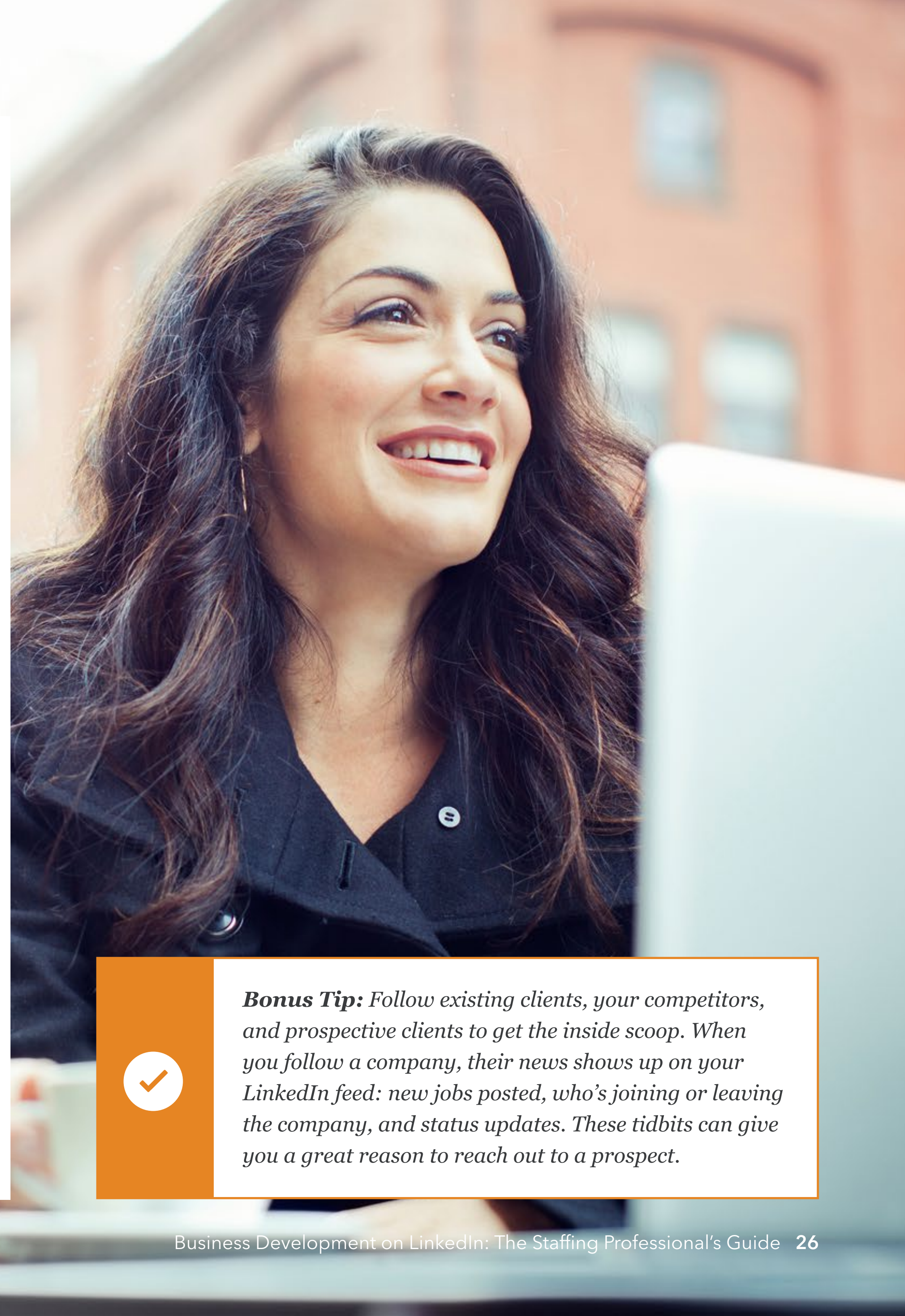


Company & Career Pages

Search your prospect's Company & Career Pages to gather information and find common connections

Company & Career Pages provide a wealth of information on a company's hiring activities. Search your prospect's Company Page to see who you're connected to within the company. Check out the Career Pages of companies you're hoping to work with for intel on open roles. Bring this brain power to your next sales call.

Turn to page 27 for a step-by-step breakdown on how to find 2nd degree connections & open roles within your targeted prospects.



Bonus Tip: *Follow existing clients, your competitors, and prospective clients to get the inside scoop. When you follow a company, their news shows up on your LinkedIn feed: new jobs posted, who's joining or leaving the company, and status updates. These tidbits can give you a great reason to reach out to a prospect.*

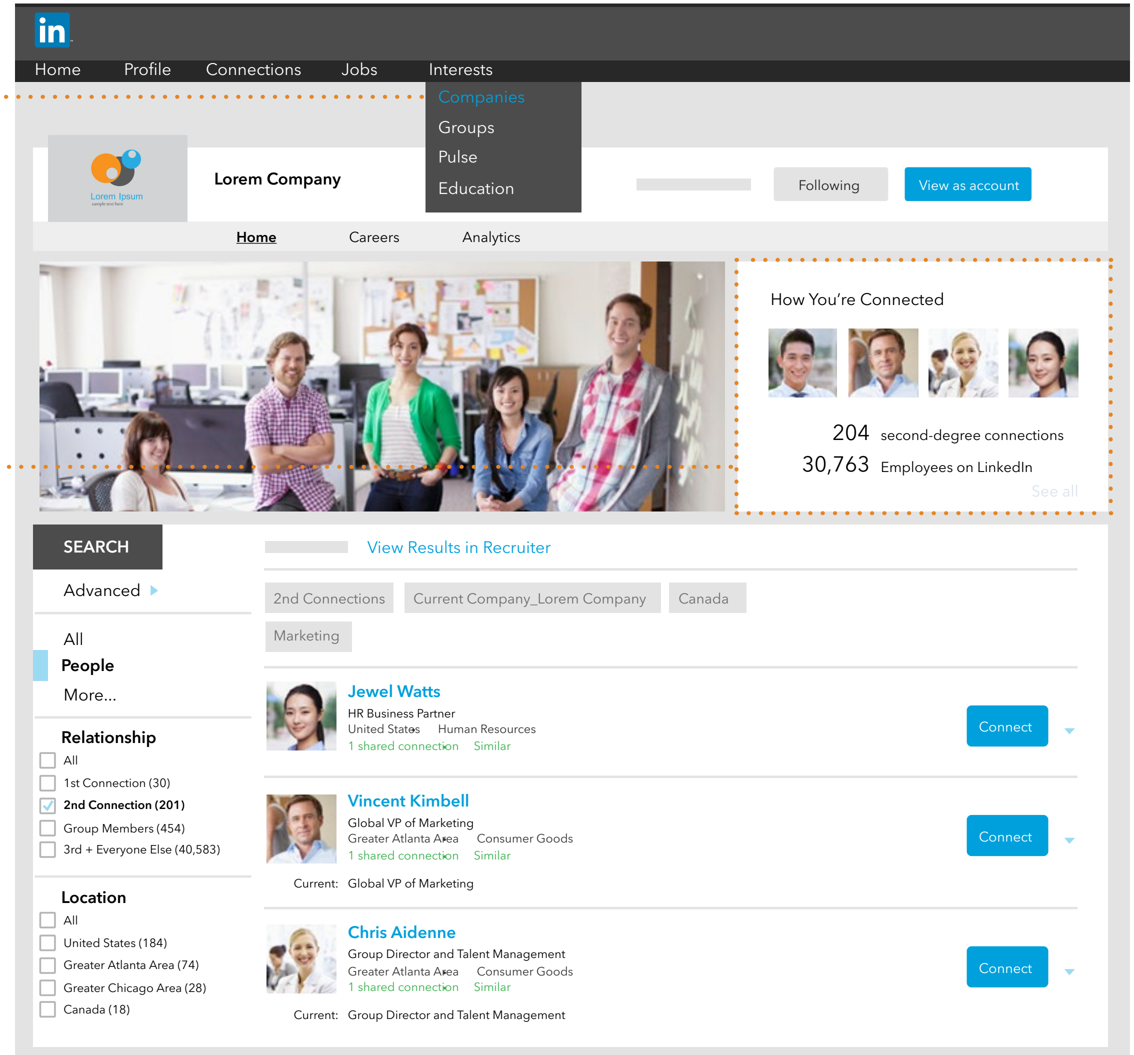
Company & Career Pages

Search your prospect's Company & Career Pages to gather information and find common connections

Step 1: Select Companies from the Interests menu.

Note: *Most companies will have a LinkedIn Company Page. If you're not already following your targeted prospects, search for their Company Page by typing the company name in the search box at the top of the page and hit Follow.*

Step 2: Once you've landed on your targeted prospect's Company Page, in the right-hand corner, you will see how many connections you have within the company. Click on the number next to second-degree connections. See page 28 for steps 3–4.



Company & Career Pages

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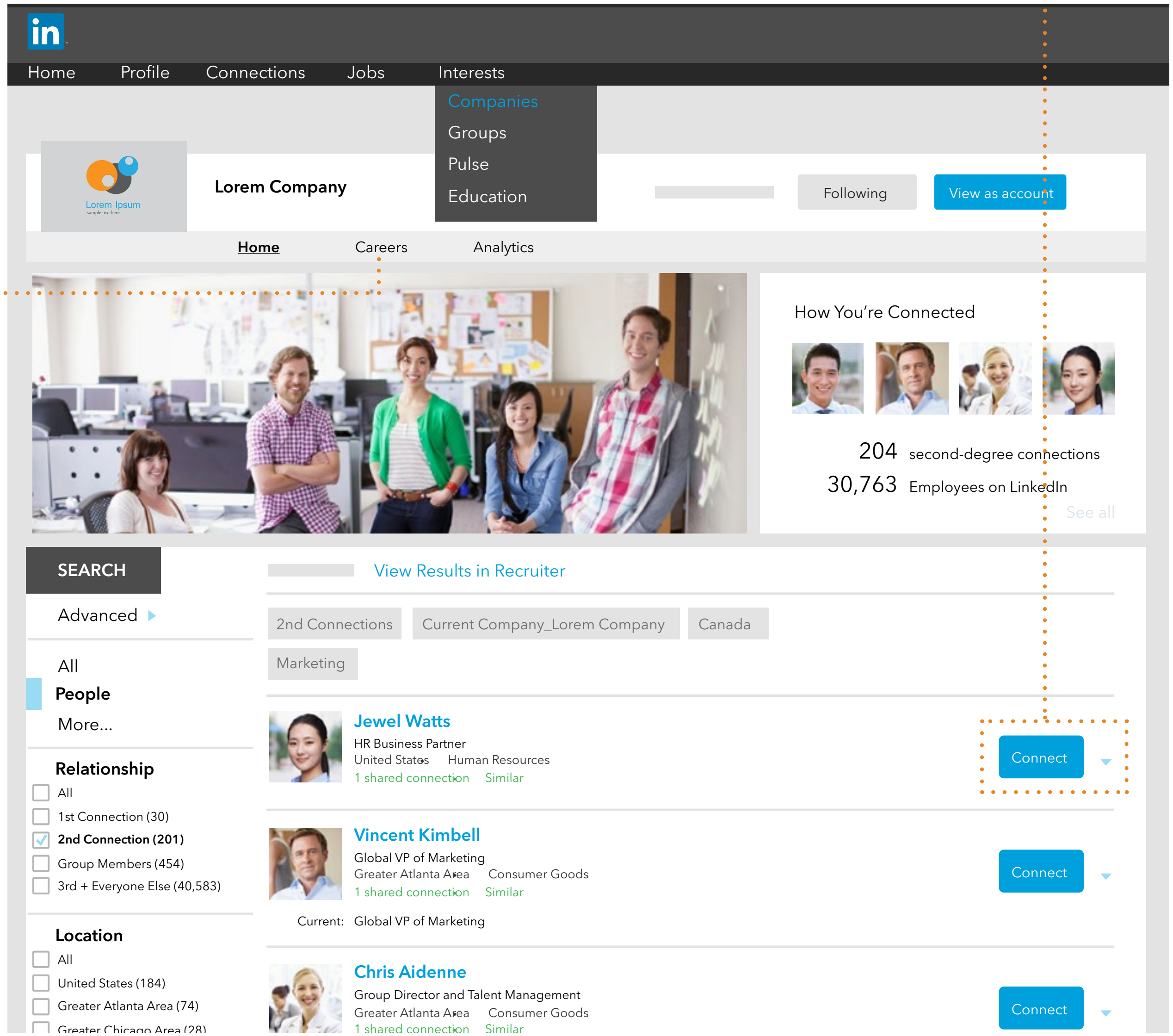
Step 3: You're only one connection away from knowing these people. Leverage your common connections in your outreach to warm them up to a conversation with you. The arrow next to the Connect button allows you to select Get Introduced.

Step 4: Last, but not least, check out what jobs your targeted prospects are hiring for by clicking on their Career Page which lists all open postings. Leverage that knowledge in your sales call.



RPS Pro Tip: *Take it one step further and export your 2nd degree connections by clicking "View results in Recruiter" and reach out via InMail.*

Generate New Leads

Keep tabs on targeted clients & prospects with Search Alerts in Recruiter Professional Services

Let Search Alerts do the work for you.

Set a Search Alert for the roles and companies you typically work with and make placements for (e.g. Director at Amazon). Whenever someone joins LinkedIn or changes their profile to fit those criteria, you'll get those new leads automatically delivered to your inbox.

See page 30 for how to set this Search Alert up and start receiving those leads!

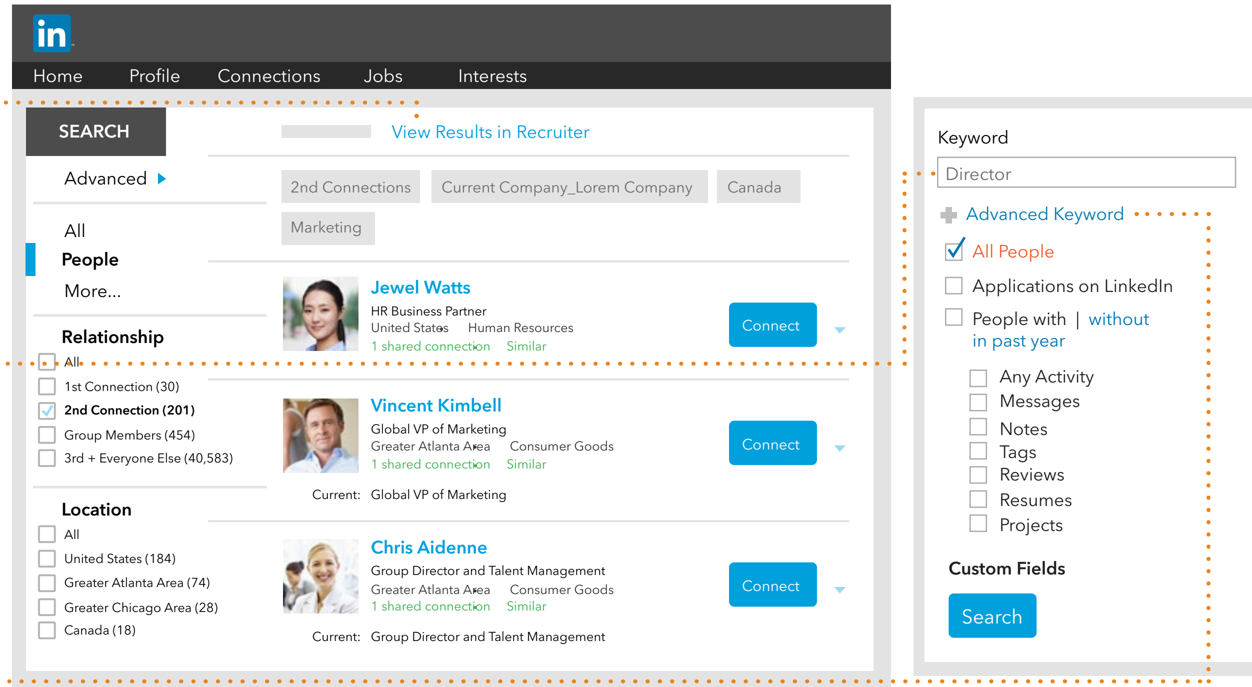
Generate New Leads

Keep tabs on targeted clients & prospects with Search Alerts in Recruiter Professional Services

Step 1: Once you've conducted a search and drilled down into your 2nd degree connections, use Recruiter Professional Services to break down the results by title. Export your 2nd degree connections into RPS by clicking the View Results in Recruiter at the top of the screen.

Step 2: You now want to refine this result down to the people you are targeting by title e.g. Hiring Manager, Team Leader, or Director. In the box on the left-hand side, under Keyword, type the titles you would like to target.

Step 3: Hit Advanced Keyword directly below the search box. A separate box will appear, click on Job Title. See page 31 for steps 4–6.



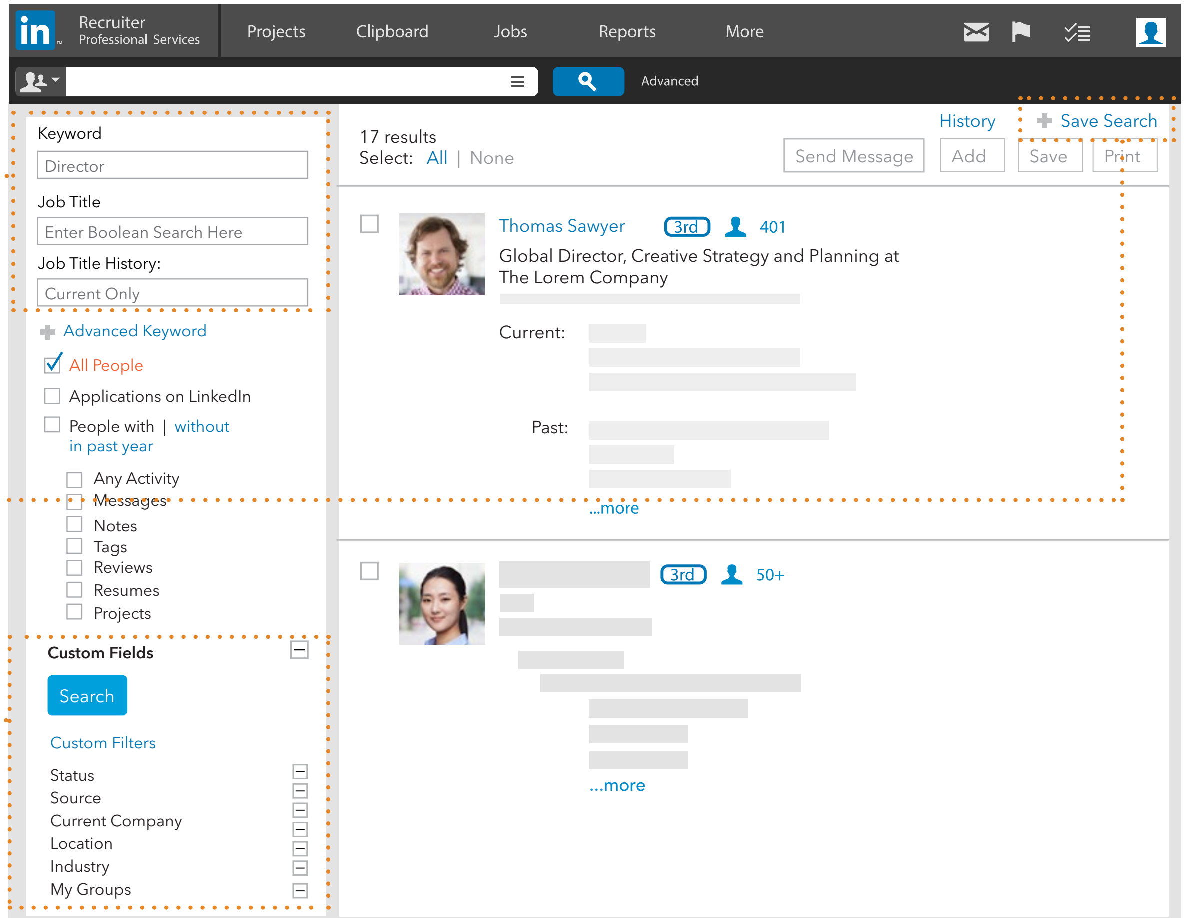
Generate New Leads

(Continued)

Step 4: Under Job Title, enter your Boolean search string and ensure you choose Current Only. Hit Search.

Step 5: Refine your results down to your region using the Location filter. You can get even more detailed and see those within the list that belong to the same Groups as you by using the My Groups filter.

Step 6: Save your search to a project and set up a Search Alert – you will be notified the moment someone new joins LinkedIn or someone existing on LinkedIn updates their profile and they now fall within your search criteria.



What's next? Anytime someone relevant joins your client's company – you can reach out to them saying you do business with their company and would love to be a contact for them in the future.

Helpful Hint #1: *If you see that someone now falls within your search criteria because they were promoted, your outreach can be a congratulatory message vs. a hard sell right off the bat.*

Helpful Hint #2: *If you click on the search bar drop-down menu and click 'See all saved searches' you can select whether you'd like to be notified by email when new people are added to your project.*

Gain Market Intelligence

Use Recruiter Professional Services (RPS) to learn who's actively hiring

This tip will help you build your own market intelligence reports over time. Open up RPS, and search for professionals who've been at their current company for less than one year. Narrow that search by locations you recruit in, industries you recruit for, the size of the companies you typically work with and so on—feel free to apply any other relevant filters. Save this search and run it on a regular basis to identify new prospects. Companies that are showing an increasing number of members in these results are likely hiring more and might need your services.

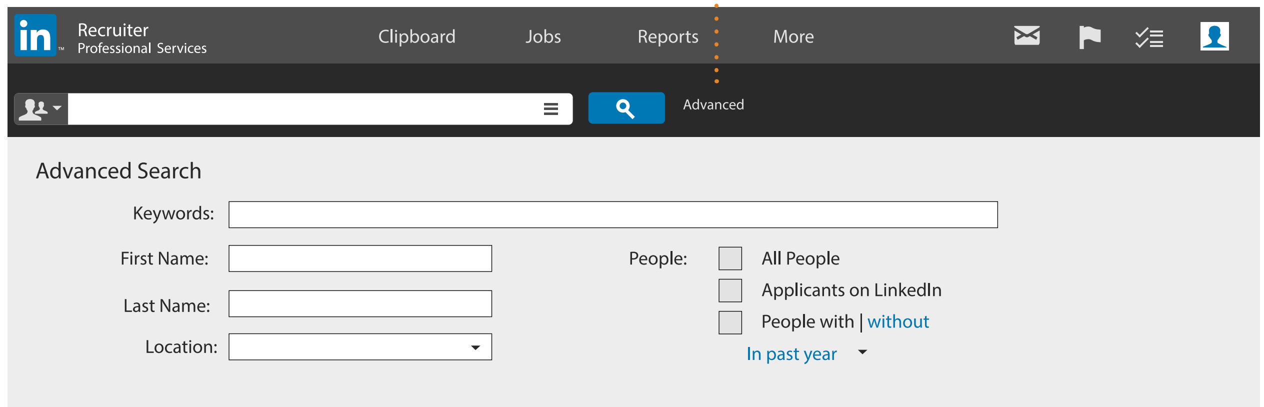
Flip to pages 33–34 for a breakdown of how to set this Search Alert up!

Gain Market Intelligence

Use Recruiter Professional Services (RPS) to learn who's actively hiring

Step 1: On the Recruiter Professional Services homepage, click Advanced Search.

Step 2: Under **Custom Filters**, scroll all the way down to Years in Current Position and click the Less than 1 year box. Click on the Company Size and choose the ones relevant to you. Click Search. See page 34 for Steps 3-5.



Gain Market Intelligence

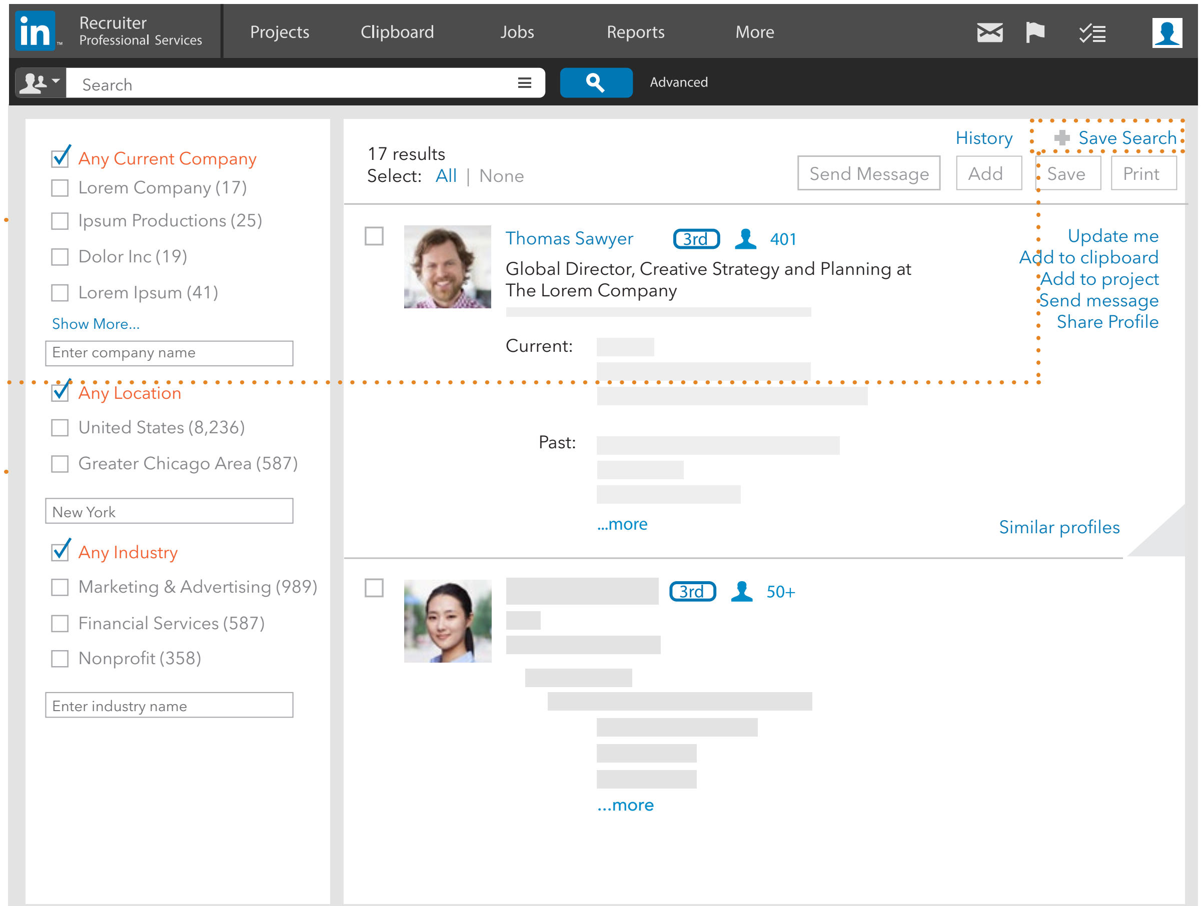
(Continued)

Step 3: Use the refinement filters to narrow by Location and Industry. Select the options that are most relevant to the area and industries you work with.

Step 4: On the left-hand side you will see the companies who have hired in the last year.

Step 5: Save your search at the top of the page to set up a Search Alert.

What's next? Keep an eye on this search over time to track new prospects and see who's hiring. Better yet, have updates on your search emailed to you on a weekly basis.



To view the execution of the tactics in this section live, check out the video below!
bit.ly/ZDEZih

Perfect Your InMail Approach

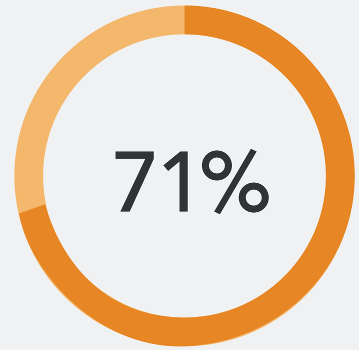
You've found them—now engage them

Through InMail, you can contact anyone on LinkedIn. The key to getting a response is having a targeted message: **48% of B2B decision-makers don't respond to sales professionals because their message is not personalized.**[13]

Here are some tips for boosting your response rates and engaging potential clients and candidates.

The 8 Golden Rules of InMail

1. **Grab attention.** Tell them what prompted you to reach out. Mention mutual connections (better yet, ask a mutual connection to introduce you).
2. **Show them you're selective.** Highlight what makes them appealing. Compliment sincerely.
3. **Be conversational and brief.** Write as if you were speaking. Keep it short and to the point.
4. **Focus on the relationship, not the sell.** Frame your message around your commonalities.
5. **Time your outreach.** Our research shows that optimal time to send InMails is Thursday between 9 and 10am in the prospect's time zone.[14] Don't send InMails on Saturdays – they're 16% less likely to be accepted than InMails sent during the week.[15]
6. **Be patient.** Don't hound. Remember, use status updates to stay visible while you wait for responses.
7. **Include a call to action.** Ask if they'd be willing to have a networking conversation vs. pitching how your firm can fill their jobs.
8. **Test and learn.** Use your InMail Analytics report* to understand the effectiveness of your outreach. Adapt your InMails and strategies accordingly.



Fun Fact:

71% of buyers are more likely to engage with a sales person if they mention specific information relevant to their current job.[16]

Share Tweet

Want more on InMail? Check out The Search & Staffing Guide to Writing Effective LinkedIn InMails: [lnkd.in/SSInMailGuide.](lnkd.in/SSInMailGuide)

*Feature available in Recruiter Professional Services. For more information, see page 16.

What are your clients looking for?

Do you know what your potential clients are actually looking for in an agency partner? We asked some of our in-house recruiter friends that very question. Here's what they had to say.

Anu Datta
Head of HR, Asia Pacific & Japan
VMware

"We look for the following:

1. Demonstrated ability to not just produce fine talent but also provide intelligence and insight around the market, the candidate pool, our brand, and compensation.
2. Willing and able to express an opinion and to help our mutual customer think outside the box when considering prospects.
3. Focus on the result we are trying to produce for the business.
4. Reference from clients AND candidates."

Miki Furnish
Talent Acquisition Manager
Carhartt

"I value the industry knowledge and insights a third-party firm can offer. We've created a questionnaire to interview potential search partners, and require references. It's a rigorous selection process and we quickly weed out the paper pushers and find the firms that will act as partners."

Melissa Thompson
Senior Director, Talent Acquisition
Citrix

"Three things:

1. Will you follow our process? There is a method behind the madness.
2. Do you truly understand our business, culture and how we hire top talent? It makes a difference. Partners that know us perform better.
3. Are you adding value as a partner? What other expertise or thought leadership does your organization provide? We value our partners and the differentiators that make them unique."

Appendix

LinkedIn Customer Spotlight

Thank you to our incredible customers for sharing their insights and best practices!

Anu Datta
Head of HR, Asia Pacific & Japan
VMware

Miki Furnish
Talent Acquisition Manager
Carhartt

Evelyn Milani
President
Avanti Recruitment Solutions

Nancy Soni
CEO and Founder
FILD

Melissa Thompson
Senior Director, Talent Acquisition
Citrix

Additional Resources

Build	Engage	Recruit
Personal Branding Checklist (https://smallbusiness.linkedin.com/professional-branding)	Content Marketing Guide for Talent Acquisition (http://lnkd.in/ContentMkgGuide)	The Recruiter's Guide to Writing Effective LinkedIn InMails (http://lnkd.in/SSInMailGuide)

Footnotes

1. Alex Hisaka, Survival of the Fittest: How Today's Enterprise Buyers Have Evolved (http://lnkd.in/dV_QnP3), (July 21, 2014).
2. Ibid.
3. Ibid.
4. LinkedIn Research.
5. Ibid.
6. Social Buyer Study, International Data Corporation (IDC), (www.idc.com).
7. Survey of 1,500 LinkedIn members who influence or make B2B purchases and are Managers or above (LinkedIn).
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11. Ibid.
12. Ibid.
13. Sachin Rekhi, LinkedIn Changes InMail Policy To Improve Quality of Messages and Response Rates (http://linkd.in/1t1DtnU), (September 25, 2014).
14. The Recruiter's Guide to Writing Effective LinkedIn InMails (http://lnkd.in/SSInMailGuide).
15. Ibid.
16. Survey of 1,500 LinkedIn members who influence or make B2B purchases and are Managers or above (LinkedIn).

Questions?

Contact the LinkedIn Talent Solutions Team at recruiting-firm-guide@linkedin.com

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 313 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.

LinkedIn Talent Solutions offers a full range of solutions to help recruiting firms of all sizes recruit amazing talent, build their brands, and grow their businesses.

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