

Sales Tip!

Using LinkedIn To Grow Your Business

This is a great video sales tip that explains in 3 steps how to use LinkedIn more effectively, and in just 3 minutes!

“We get questions all the time from clients who are frustrated because they are on LinkedIn but don't really know how to use it for prospecting and growing their business. This video will provide you with some tips for using LinkedIn to grow your business. Learn about your profile, building your network and how to use the advanced search function to your benefit.”

With Alana Nicol

(Sandler Training, Gerry Weinberg and Associates, Inc.)



Scan the QR Code below to view the video on your smart phone, or use the link in the PDF to launch the video.



<http://www.youtube.com/watch?v=xWNcPqrgvI>

1. Tips For Using LinkedIn

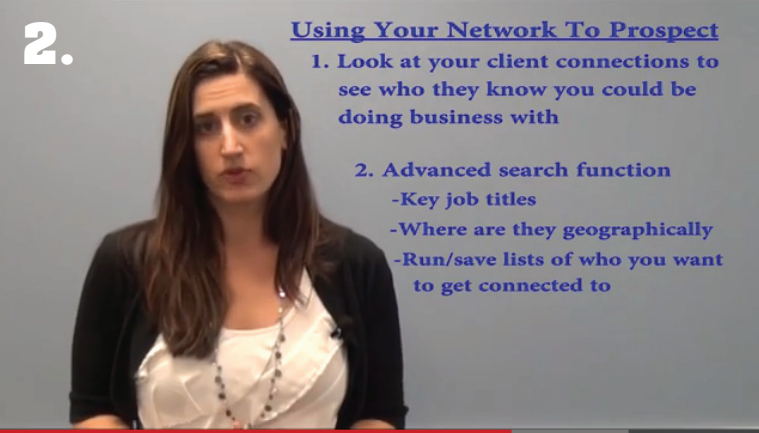
1. Have a complete profile
2. Use really good key words in your experience & summary sections
3. Build your network-quality not quantity



1:24 / 2:59

2. Using Your Network To Prospect

1. Look at your client connections to see who they know you could be doing business with
2. Advanced search function
 - Key job titles
 - Where are they geographically
 - Run/save lists of who you want to get connected to



2:02 / 2:59

3. Using Your Network To Prospect
Second Connections

- Friend of a friend
- Ask for introductions from your connections
- Ask for the introduction with an email or phone call



2:37 / 2:59

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