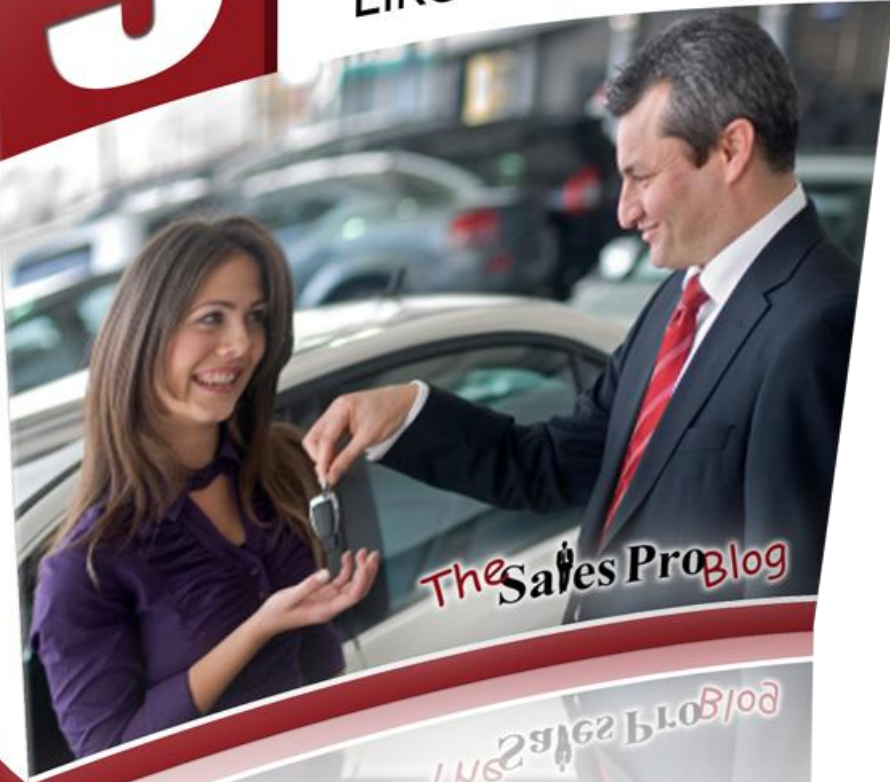




Top
9

Tips For Using LinkedIn™ Like A Sales Pro



Top 9 Tips For Using LinkedIn Like A Sales Pro

by Johnny Bravo of
The Sales Pro Blog

Are you ready to take your LinkedIn profile to the next level? If your frustrated with the lack of profile views, leads, and engagement you receive through LinkedIn, now's your chance to change that forever.

LinkedIn is the Sales Professional's ultimate social media network where industry experts can share their knowledge to help those around them become an expert in their own right.

This guide will show you how to optimize your LinkedIn profile to look like it was professionally written and allow you to put your best foot forward to everyone who sees it.

And although this guide was written for sales professionals it can be used by anyone. Any business person looking to grow their business, advance their career, or simply become a better online professional.

I've been on LinkedIn a lot longer than most and I've had my fair share of trials and tribulations' learning what works and what doesn't. But that doesn't mean you have to do the same.

This guide was created so that you can learn from my experience and make your LinkedIn profile stand out among the masses.

So sit back, relax, and get ready for my ***Top 9 Tips For Using LinkedIn Like A Sales Pro***.

Disclaimer: In no way am I, Johnny Bravo, or my site, www.salesproblog.com, associated with LinkedIn or any of its affiliates. I did not and do not receive any compensation for writing this eBook nor do I claim to have any affiliation with them besides having my own free personalized LinkedIn profile.

Unfortunately the internet and LinkedIn.com are an ever changing entity. And as much as I would like to, in no way do I guarantee any results from the below tips. They are simply actions I use and have found to work for my own personal situation.

Knowing that, I am not responsible for anything you do, say, or write on or off your LinkedIn profile pertaining to the information you receive from this eBook. Be safe and responsible with your personal information.

If at any point during this guide you have any questions please don't hesitate to contact me. You can reach on Twitter ([@salesproblog](#)) or by connecting with me on [LinkedIn](#). Or if you want to reach out to me in private you can email me directly at jbravo@salesproblog.com. Even if you don't have any questions I hope you'll stop by the site and say hi. I'd love to hear from you.

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Tip #1: Have A Professional Picture

Did you know that your LinkedIn profile is **7x more likely to be found and viewed** through search if you have a picture? ¹And that the picture takes up **19% of the time** people spend looking at your profile?

With statistics like that it's imperative that you have a clean, professional looking picture on your LinkedIn profile. And be sure to...

Make It Professional!

LinkedIn is a business social network. Your profile picture should reflect a professional individual. That means no pictures of you in Cabo, at a party, with a group of friends, or out for a night on the town.

Don't have a professional picture? That's ok because it's easier than you think to take one. Any smart phone will suffice to take a high quality professional headshot.

Simply put on a suit or otherwise professional attire, stand in front of a white or light blue background and have a friend take a head shot of you. Done!

Sales Pro Blog Tip: Don't take the picture of just your face. Instead have a little space above your head and have the top of your shoulders showing. This will help frame your face in the picture so it doesn't seem too close.

You don't need to hire an expensive photographer to take a professional headshot. Just be creative with the tools around you and you're set.

Do this right away! There's a reason this is Tip #1.



Tip #2: Make Your Headline Unique

Unfortunately it seems that 99% (*made up statistic*) of profiles have the generic headline of position and title. Ok maybe not 99% but darn close according to my research. The below example is the type of title that you should NOT do.

It does nothing for your image. It's barely informative and certainly not engaging. And in no way does it help you stand out among the 200 million current LinkedIn members.

Sales Representative at [Redacted]

Do not despair because this is one of the easiest attributes you can fix on your profile.

Instead of the above generic headline you should create a concise marketing pitch to draw people to your profile. A pitch that creates so much curiosity that they can't help but to view your profile. The secret?

Add A Call To Action!

The call to action doesn't have to be complicated. Something simple like the below will work just fine because you only have a limited space to make your case and cause them to take action.

- **"Call me..."**
- **"Email me..."**
- **"Sign up now for..."**

Call To Action: A statement that urges a reader, listener, or viewer to take an immediate action.

However if you really want your LinkedIn profile to stand out you need your viewers to make the most important decision they can on LinkedIn. You need them to read your profile. So you'll want your call to action to be a little more specific, such as...

- **"Read my profile to..."**
- **"If you ... then check out my profile"**
- **"Check out my profile to see how..."**

I hope you notice there is quite a difference between the two. First of all the action I want them to take is specific to reading my profile. Second I am telling them WHY they should read my profile. Not simply that they should.

Keep in mind that you only have a limited amount of space for your headline. *120 characters to be exact.* So make it **concise and actionable**. The ultimate goal is to entice them to read your profile.



Johnny Bravo (YOU)

Read My Profile To Learn How You Can Reduce Expenses
& Increase Rental Income Across Your Entire Real Estate
Portfolio

Greater Los Angeles Area · Computer Software

Tip #3: Your Summary Should Be Focused On “WIIFM’s”

WIIFMs are the gold of your summary. I’m sorry to break it to you but your LinkedIn profile is not about you. It’s about your readers, your prospects, and your future clients.

This is because the only question prospects and customers will want answered when they come to your profile page is how it will benefit them.

Focus your profile content on answering this question as you write your summary and supporting sections.

And no matter who you are targeting there are specific actions you need to make in order for your profile to really stand out.

Frame The Conversation: First of all you want to frame the conversation around who you are interested in helping. Talk about the problems they are facing, then comfort them by explaining they are not the only ones facing this problem and that there is a solution.

Explain How You’ll Help Them: Next you want to tell your reader exactly how you are able to help them. Whether it’s through your product or service or by helping them connect to the right person the goal is to be their champion.

Explain How You’ve Helped Others: Next tell them how you’ve helped others who are facing the same challenges they are. Explain **in detail** how you’ve helped those you’ve partnered with. This is the most important part because it validates your earlier claims.

Give real statistics about your abilities. For example:

- *Did you help a client reduce expenses in a certain area by 30%?*
- *Did you increase their sales by \$100,000 a month?*
- *Did you help them expand their business to 5 new states or countries?*

ⁱⁱGive real world examples of the value you have brought others like them. This is not the time to use weak statements. The below are statements I’ve seen multiple times on resumes.

They do nothing to build credibility with a reader. Avoid these.

- *“Helped reduce a clients monthly expenses”*
- *“Increased sales year over year”*
- *“Developed a long term fruitful marketing plan”*

Those don’t give much information and they certainly do not build trust. Remember, the focus is to build **TRUST!**

State Your Call To Action: Lastly, like the headline, you want to provide a call to action. Something that will lead them to the next action you want them to take.

Which leads us to Tip #4.

WIIFM: Acronym for “What’s in it for me?” Refers to the interest people have in knowing how they benefit from situations, decisions, and actions.



Tip #4: Hand Hold Them Through The Call To Action

The call to action is the final part of a Sales Pro LinkedIn profile summary.

As I mentioned previously you want to include a call to action in your headline that will draw them in to read your profile. Well that was only to get their attention. **The most important place to have a call to action is in your summary.**

This is the one that really matters, the one that bridges the gap from prospect to client.

But to do it correctly is where most profiles fail. They simply say “Call now...” “Email me now to...” blah blah. These are very weak call to actions that someone may or may not do.

When crafting your headline you want to avoid weak statements like that. This is even truer in your summary where you’ve started building trust and credibility. You already have them hooked, now is the time to reel them in.

To do this effectively you need to manage expectations. You want to explain in as much detail as you can what they should do and what they can expect when they do it.

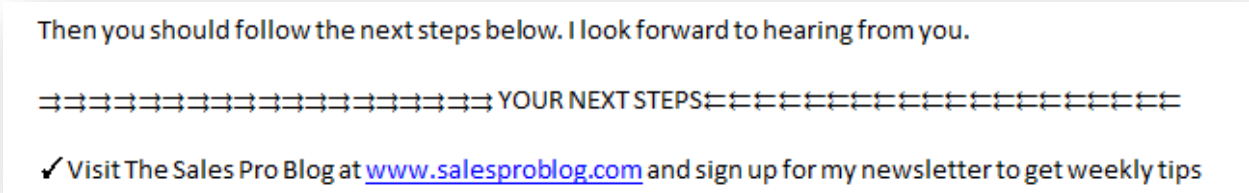
You literally want to tell them Step 1, Step 2, Step 3, etc. **Leave nothing to the imagination.**

Because of this predictability they are much more likely to continue through the steps to your desired action. There’s no fear of the unknown, they know what to expect.

Sales Pro Blog Tip: Provide a visual separation between the WIIFM statements and the call to actions. Why? So you refocus the reader’s attention on what is coming next.

People scan LinkedIn profiles. A majority of the time they will not read your profile word for word. So in order to capture their attention and keep it where you want it, you need to make it stand out.

Your separation doesn’t have to be anything crazy. A simple line or dotted line will work just fine. But I prefer a little something more attention grabbing. The below is direct from my profile.



Although it’s a matter of preference I prefer to give two options for my call to action. **(1)** Get to know me or **(2)** get to know my company. That’s it. Nothing too complicated.

Be sure to make it easy for them to contact you. Whether that’s by phone, email, or through your [website](#) give them as many options as you feel comfortable.

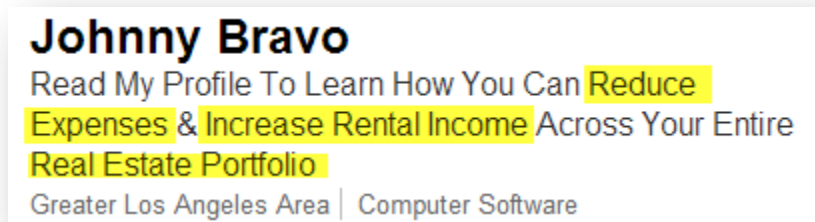
Lastly tell them again why they should follow these steps. Give them one or two last value statements to solidify in their minds that it is **easy to do** and **will benefit them greatly**.

Tip #5: Spread Keywords Throughout Your Profile

Words matter. Especially when it comes to SEO and your LinkedIn profile. So it's important to understand not only the way you use your words but which words you use.

Throughout your profile you want to use the keywords or keyword terms that your ideal prospect is likely to be searching for.

Include them in your **headline**, in your **summary**, in your **job titles**, and in your **job descriptions**. The below is an example of proper keyword term usage.



As you can see I'm using multiple keywords but not spamming the keywords in anyway. My keyword terms are **Reduce Expenses, Increase Rental Income, and Real Estate Portfolio**.

They are used once and within a proper sentence. No spam here.

DO NOT SPAM YOUR PROFILE WITH KEYWORDS

The below is **unacceptable** and should cause someone to be banned from LinkedIn. That is of course an opinion but it frustrates me when I come across a profile after searching for a term and find this.

I immediately leave their profile and return to the results to view the next person.



This is trying to game the system and in my opinion cheating. You're better than that, and as a Sales Pro you don't need these amateurish tactics to make your LinkedIn profile stand out.

That's why you are reading this eBook. Because you want to do it right!

If you're unsure of what keywords to target be sure to check out [Market Samurai](#) which is the keyword research tool I use.

It's been an invaluable tool since I began blogging. What's important is to find the terms within your industry that are searched for often, and preferably have low competition.

When you are searching for your keyword(s) think about how someone might search online for you or your product.

As I've mentioned before your profile is not about you. Try to put yourself in the shoes of your ideal prospect as you are researching your keywords.

Tip #6: Don't Rehash Your Resume

The key to writing content for your LinkedIn profile is to **write about what you have done**, not your responsibilities.

Let me give you an example. When I was helping a friend with her resume it was mainly comprised of statements like...

Generated new business by leveraging existing relationships, prospecting, conducting market analysis, selling the company's offerings, and meeting client expectations.



Ok...well duh! That is your job.

As a Sales Pro if you didn't do those things you likely wouldn't be in that position for very long.

What you do want to do is **explain in detail** what you have done for other customers or companies.

For example...

- **120% sales goal YOY 2011-2012**
- **#1 on sale team for new account sales in 2012 (20 new accounts vs peer average of 12).**
- **Conducted market analysis to expose potential threats to customer bottom line's helping them to mitigate losses by 90%.**

See the difference?

Don't simply copy and paste your resume into your LinkedIn Profile. First of all your resume shouldn't include the first example. But that's a whole different story.

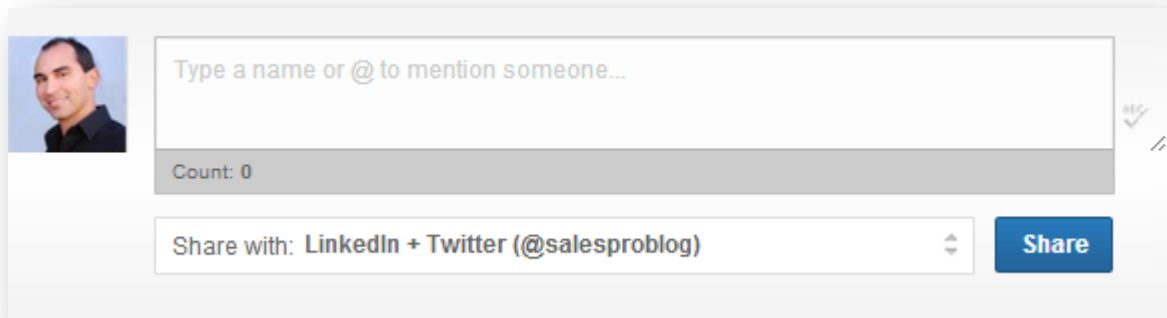
Remember your WIIFMs when you write your employment history. What did you do in your previous positions that made you invaluable to your team or customers?

Why would someone want to hire you as a Sales Pro? What do you bring to the table that no one else does?

Tip #7: Share Industry News & Intelligence

In order to use LinkedIn like a **Sales Pro** you need to be engaged with those around you.

A great way to do this is to share interesting news about your company, industry, or own [professional brand](#). This is easy to do right from your Home page or profile page.



As a **Sales Pro** I am sure you do a fair amount of reading around your industry and your prospects.

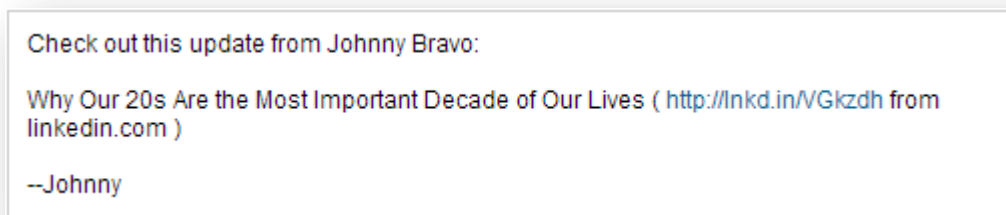
Why not share that information on LinkedIn? There must be plenty of other people who would be interested in the same information.

By sharing news stories, articles you've written, blog posts, memorable quotes you've come across, you're helping to build a community and nurture relationships.

And that is what sales is all about after all, building relationships that are mutually beneficial.

You can go a step further and share that information with specific groups or individuals. When I find something that a friend, coworker, or prospect might find interesting I reach out to them and let them know.

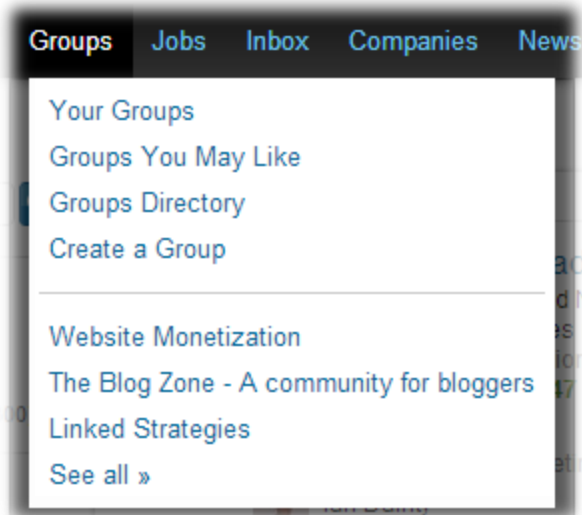
LinkedIn makes this easy to do and will send the individual a message like the below.



Again, this is a great feature on LinkedIn to use for [prospecting](#). It easily keeps you top of mind and shows that you are knowledgeable in their industry.

Tip #8: Join & Participate In Groups

Groups are a great resource to LinkedIn members. They are communities of like minded individuals sharing knowledge, experience, industry news, and sometimes open jobs.



But in order to take advantage of groups you have to be active on them.

Not only by participating in the various group discussions already available but by starting your own as well. Sharing your knowledge and experience is key to being successful in groups and establishing yourself as an [expert in your field](#).

There are **three types** of groups that you should join.

The first and most important for a **Sales Pro** is to join groups that your prospects and clients are a part of.

For example, as a property management software sales executive I have joined groups that involve property management, software, and Los Angeles based property management groups (my territory).

You want to join these groups because as you become active in them you will demonstrate your expertise in front of your target audience. And it will also keep your name in front of them whenever they are on LinkedIn or participating in those groups themselves.

The second type of group you should join involves expanding your knowledge, network, and career. For me this includes groups about B2B sales, business development, Los Angeles networking groups, marketing, and sales management or training groups.

These groups tend to include your peers and competitors which is great because you can learn from them to help develop your own career.

Lastly you should join groups focused on subjects that you enjoy. For example, I am very much into internet marketing, blogging, content marketing, online lead generation, etc. These add a little fun into my LinkedIn group portfolio and help me learn things outside my norm that I am interested in.

Also when you are part of a large group it expands your network and allows for your search results to yield better results. Not that it should be your main criteria but the larger the group the better.

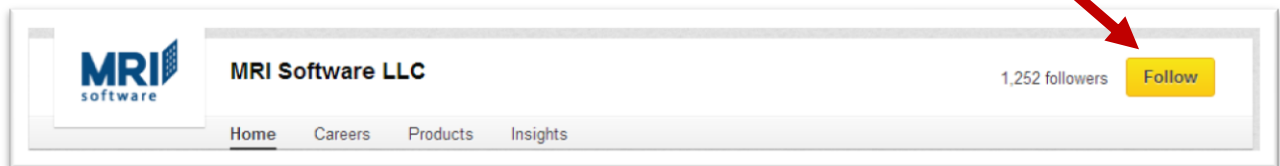
So go out, join groups, and participate!

Tip #9: Follow Companies That Interest You

Following companies is something that I rarely see individuals do when I help them with their LinkedIn Profiles.

For something that is so easy to do I implore everyone to do this.

All you have to do is go to the company page and click the “Follow” button at the top. That’s it.



Why do you want to follow companies? Well to see what they are doing and stay abreast of their activities.

This is key to my business development strategy because when I follow a company that actively uses LinkedIn I always have something to talk about. Their latest blog posts, press releases, and industry news shows up direct to my newsfeed. I don’t have to go searching for it and I may have never known about those news items had I not been following them on LinkedIn.

In addition, when you mention news relevant to them during a meeting you again are showcasing your expertise.

Be sure to follow companies that are prospects, competitors, and current customers.

You never know where an interesting news article will come from that could put you at an advantage over the competition.

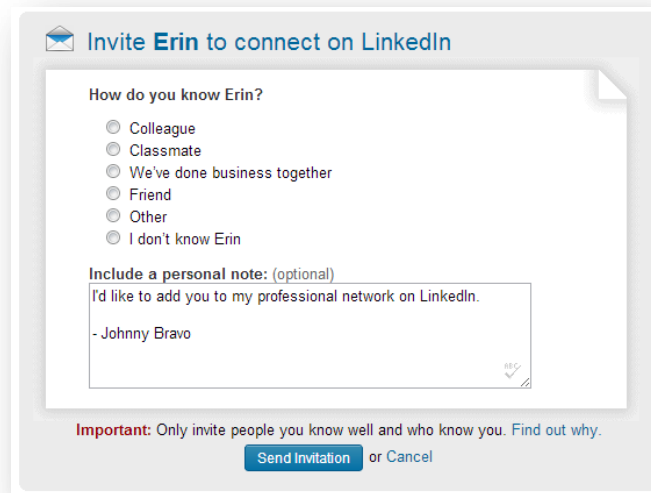
EXTRA Tip #10: Personalize Invitations To Connect

Okay I know I said there are only 9 tips in this eBook but I couldn't resist throwing one more in.

I want you to have the best possible chance of being successful on LinkedIn and I have one more tip to share that will help you do that.

As you start doing the above tips your network will begin to grow and you'll come across more and more people whom you want to connect with.

Well I can't tell you how many times I've been invited to connect with the generic LinkedIn message below.



The screenshot shows a LinkedIn invitation interface. At the top, it says "Invite Erin to connect on LinkedIn". Below that is a section titled "How do you know Erin?" with several radio button options: Colleague, Classmate, We've done business together, Friend, Other, and I don't know Erin. Underneath is a text box for a personal note, which contains the text "I'd like to add you to my professional network on LinkedIn." followed by "- Johnny Bravo". At the bottom, there is an "Important" note: "Only invite people you know well and who know you. Find out why." and two buttons: "Send Invitation" and "Cancel".

How impersonal is that? When you send invitations to connect with people **ALWAYS** personalize the message.

It doesn't have to be a long message but something simple will go a long ways to get your invitation accepted.

After all, if you're reaching out to connect with this person there is probably a reason. Did you meet them at a networking function? Mention that and something the two of you discussed. Did you see something on their profile that really stood out to them? Tell them that.

My favorite invitation is "Hi Sarah, it was great meeting you at the trade show yesterday. I'd be honored if you'd join my network.". That's it, nothing fancy. But it works.

Your accepted invitation requests will go through the roof if you make this small but important change to how you connect with professionals in your network.

Your Next Steps...?

So what now?

- Well you should go through each of the above tips and make sure you understand them completely then make the necessary changes to your own profile.

And once you've made the changes, **revisit your profile in a week** to see if there is any way for you to make it even better. LinkedIn profiles are not static. They should change constantly to reflect your accomplishments.

- Connect with me on LinkedIn. You can visit my page at www.linkedin.com/in/johnnybravo.
- If this eBook was sent to you by a friend. That's great and I'm happy to know that they thought it was valuable enough to pass along. If you're not familiar with me be sure to visit The Sales Pro Blog at www.salesproblog.com.
- If you enjoyed this eBook I'd very much appreciate if you shared it with your network. Feel free to share it on [LinkedIn](#), [Twitter](#), or any of the other social networks you prefer.

I look forward to hearing from you.

~ Johnny Bravo

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ⁱ <http://blog.linkedin.com/2012/02/14/profile-completeness/>

ⁱⁱ Pg. 6 Image courtesy of Ambro / FreeDigitalPhotos.net