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SECRETS OF SOCIAL SELLING ON **LINKEDIN**

GETTING A GREAT START WITH SOCIAL SELLING ON LINKEDIN WILL MEAN MASTERING SEVEN STRATEGIES.



1



PROFILE

Develop a compelling profile that is truly customer-focused.

5



LEVERAGE EXISTING CONNECTIONS

Give information and compliments freely, and don't hesitate to ask for referrals.

2



Build a PROFESSIONAL NETWORK

Your NETWORK is your NET WORTH, so deliberately build a network of value.

6



CONSISTENCY & DISCIPLINE

When your prospects are on line, you should be online. Consistently good beats occasionally great.

3



Connect with CONFIDENCE

Always personalize and customize. Why should they connect with you?

7



Convert SOCIAL ACTIVITY into SALES ACTIVITY

Don't just count likes and comments. These are simple vanity metrics.

4



ENGAGEMENT STRATEGY

Don't sell too early, and use tried and tested ethical influence techniques.

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SALESTRAINING