Maximizing Your Sales Potential on LinkedIn

INTELEX



Julia Guerra

Connecting and Converting





Only about 1% of LinkedIn's 260 million monthly users share posts, and those 3 million or so users net 9 billion impressions.

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The click-through rate on a piece of content is 2x higher when shared by an employee versus when shared by the company itself.

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75% of B2B buyers use social media to make purchasing decisions.

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Salespeople who regularly share are 45% more likely to exceed quota.

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Optimized Profile

https://www.linkedin.com/in/your-name



Your Name

Business Development Representative at Intelex

Canada Contact Info

Your Personal Link

Intelex Technologies ULC



Personal Branding

- What are your interests?
- What compliments have you received from friends, family and coworkers?
- What is your mission? Passion? Goals?
- What are some of your achievements?
- What are your values?
- How do you help people?

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5 Ways to Engage on LinkedIn

1. The 24 hours are the most important.
2. Add your thoughts to a repost.
3. Share posts that feature you.
4. Engage with each other’s posts.
5. Engage with potential clients’ posts.

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Olietta Bellou • 2nd
Senior Customer Success Manager @ Intelex | Custom...
4mo •

+ Follow •••

Over the last year, I had the honor and privilege to work with **Linde** and experience first hand their commitment to the health and safety of their team by leaning on the improvement of the safety culture.
I am delighted to share this case study as a mark of our partnership.

Andrew Owen thank you for your partnership and all the learnings we had.
Cheers to more! **#healthandsafety #safety #safetyculture**

Intelex Technologies ULC
19,864 followers
4mo • Edited •

We are delighted to share a NEW case study with our valued customer, **Linde**. Since implementing Intelex, Linde has seen an improvement in safety culture, communication and stakeholder visibility into safety incident rates. Take a read of the full case study below to learn more around this shift in frontline worker safety, and gain insight into the benchmarking, KPIs, reports and dashboards that now exist to help Linde easily interpret data and make informed decisions in protecting their workforce. Read full case study here: **https://lnkd.in/e8HdrUQw #safety #culture #frontlineworkers**



12 1 comment

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Lorenzo Carlo Tennant and 88 others

2 comments · 4 reposts

Reactions

+81

Like Comment Repost Send

Add a comment...

Most relevant

Lorenzo Carlo Tennant · 1st

Director, Global Business Development at Intelex Technologies ULC

1w

Supporting the community, always fulfilling. Nice work team.

Like · 3 | Reply

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Connections and Direct Messages



Hi Julia, I hope you're doing well. My name is John Doe and I'm your Strategic Account Manager over here at Marketing Software Company. My team currently supports digital marketing efforts for Fortive. I sent over an email last week, did you happen to see it? Do you have a couple of minutes to connect next week?

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Cold Outreach 1

Hi [Name], I hope you're having a good week.

I wanted to let you know that your recent [post/blog/article/video] is full of interesting interests.

I particularly resonated with [TOPIC] which is something my clients and I are also often discussing.

For my clients, who are [people/businesses/companies] like yourself, [INSERT THEIR MAIN GOAL] is a huge priority.

What I specialize in is helping [IDEAL CLIENTS] with their [INSERT PROBLEM AREAS YOUR IDEAL CLIENTS HAVE].

I thought you might be interested in finding out how I helped [INSERT PAST CLIENT] start [SEEING THE RESULTS THEY WANTED] in [TIMELINE].

Is this something you'd be interested in getting more information on?

If so, I'd love to discuss this further.

If not, that's perfectly fine, but I'd be remiss if I hadn't reached out.

[YOUR NAME]

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Cold Outreach 2

Message 1

Hi [NAME] How are you? My name is [insert your name].

I hope you don't mind me direct messaging you but when I came across your profile, I found your content very interesting.

I particularly resonated with [TOPIC].

Have you always been interested in [topic]?

Message 2

I hope I'm not being too forward but you may have seen from my profile that I'm a [YOUR TITLE] and that I support businesses like yourself... [the solutions you offer to their pain and the results].

I've actually worked with [name drop a type of business you worked with and the result they saw].

Is this something you'd be interested in learning more about?

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Pitchslapping

- Inadequate Research
- Lack of Personalization or Context
- One-sided Communication
- Pushy Sales Tactics
- Excessive Follow-ups

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Types of Content to Post

- If you’re ever at a work event, post a picture.
- Share stories of successful projects, testimonials or certifications.
- Conduct polls.
- Share inspirational quotes.
- Work/life balance stories.
- Milestones and anniversaries.

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What Not to Post

- Avoid political or religious opinions.
- Inappropriate content: offensive, discriminatory or harmful.
- Negative comments about current or former employers or coworkers.
- Confidential company information.

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Thank You



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When Marketing & Sales are Aligned

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