



WELCOME!

WEBINAR

FROM CONNECTIONS TO CONVERSATIONS: HOW TO USE LINKEDIN TO CLOSE SALES

JUNE 14 @ 11:30 AM EST



ELIZABETH CARTER
ACCOUNT MANAGER

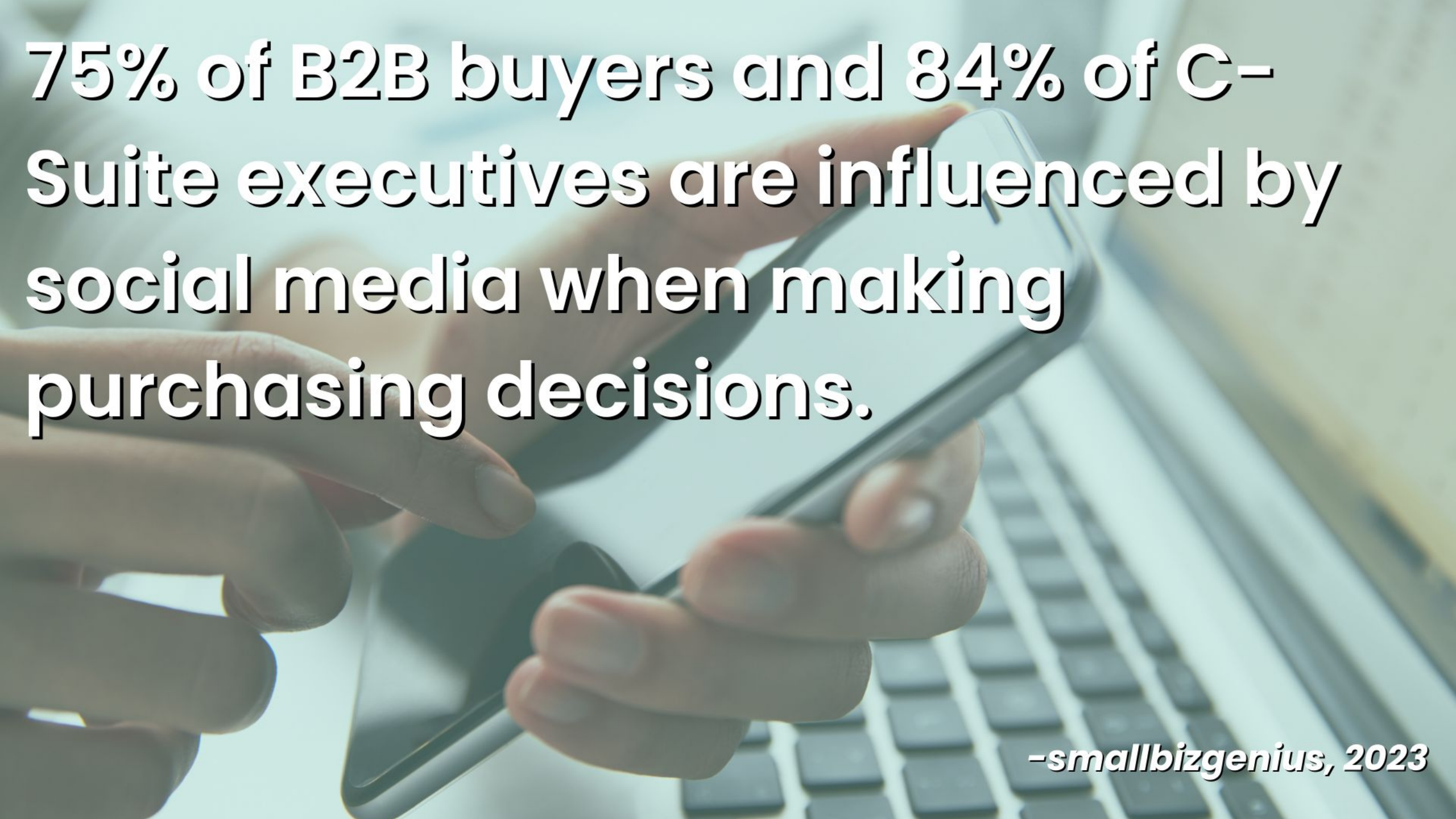
Social Selling

“...a strategic method for sellers to connect and build relationships with prospects through social networks.”

LinkedIn Sales Solutions, 2023

-Hubspot, 2022

**Salespeople who use social
selling close 40%-50% more
new business than those who
don't.**



75% of B2B buyers and 84% of C-Suite executives are influenced by social media when making purchasing decisions.

-smallbizgenius, 2023



**One in three B2B salespeople says
social selling has increased the
number of leads they work with.**

-CSI Insights, 2023



5 Reasons Why Sales People Should Use Social Media

According to Socially Savvy, 2022

1. Speeds up the relationship-building process



Examples:



Emily Hauber replied to their own comment on this



Makenzie Morris • 2nd

Marketing Manager at Junior Achievement of the Hea...

2mo • 🌐

+ Follow

How do you stay organized at work? I manage several different things (website, social media, constant contact emails, etc.) that I need to keep calendars/plan for and I just can't seem to find a way to track and keep it all organized that I like. Any suggestions??

12 comments



Like



Comment



Repost



Send



Add a comment...



Most relevant ▼



Emily Hauber • 1st

Director Of Communications | Marketing at CITY Laundering ...

2mo • ...

Asana 100%

Like



2

Reply



4 Replies



Cynthia Kay • 2nd

Media Production Company Owner, Author, Speaker and ...

2d • 🌐

+ Follow

There is a famous saying by E.E. Cummings.

"It takes courage to grow up and become who you really are."

A group of young entrepreneurs are getting a jump start. If you want to be inspired, please take a few minutes to read this. #entrepreneurs

<https://lnkd.in/gzVcWdtP>



The Importance of Being a Passionate Entrepreneur - Cynthia Kay

cynthiakaybiz.com • 4 min read



Rebecca Dutcher and 24 others

1 comment



Like



Comment



Repost



Send



Add a comment...



Most relevant ▼



Rebecca Dutcher (She/Her) • 1st

Founder of RED66 Marketing, a digital-focused agency: web ...

1d • ...

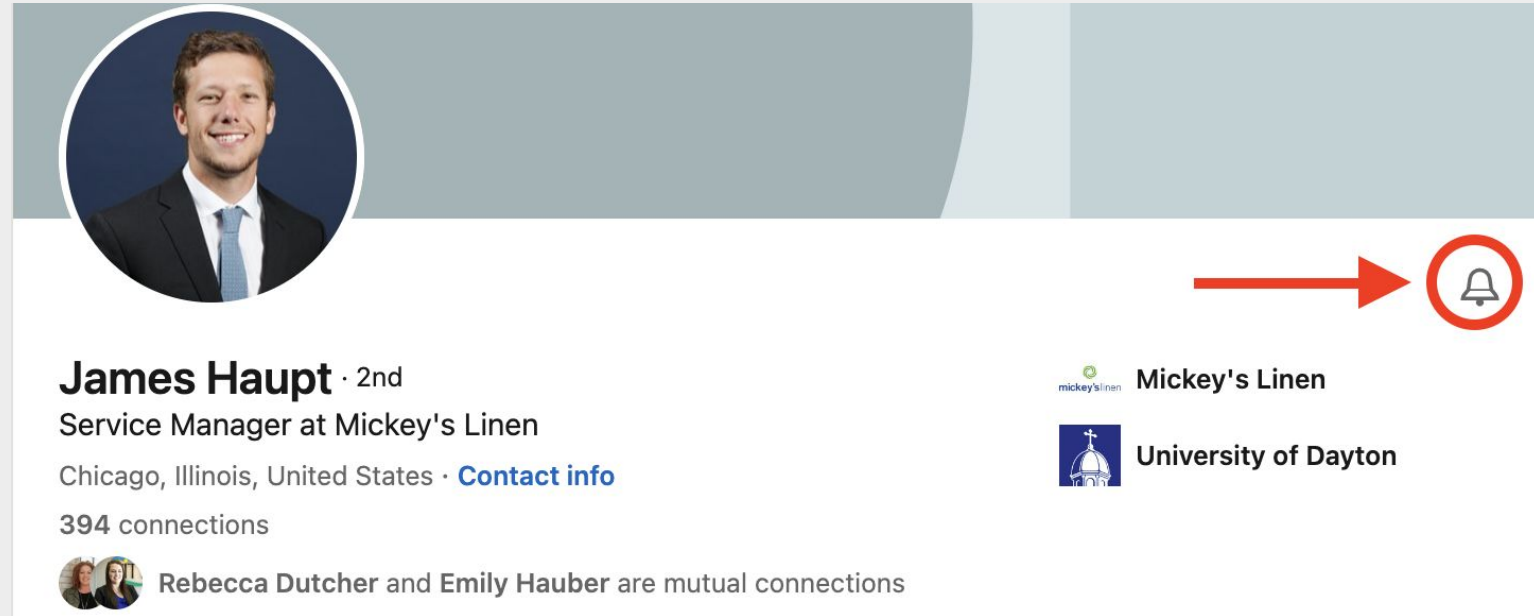
What a great way to find and share inspiration!

Like

Reply

Pro Tip:

1. Create a list of the main decision-makers that have LinkedIn accounts at the top organizations you'd like to work with.
2. Go to each of their LinkedIn profiles and click the bell icon to get notified every time they post on LinkedIn.
3. After they post, be one of the first people to engage and leave a thoughtful comment.



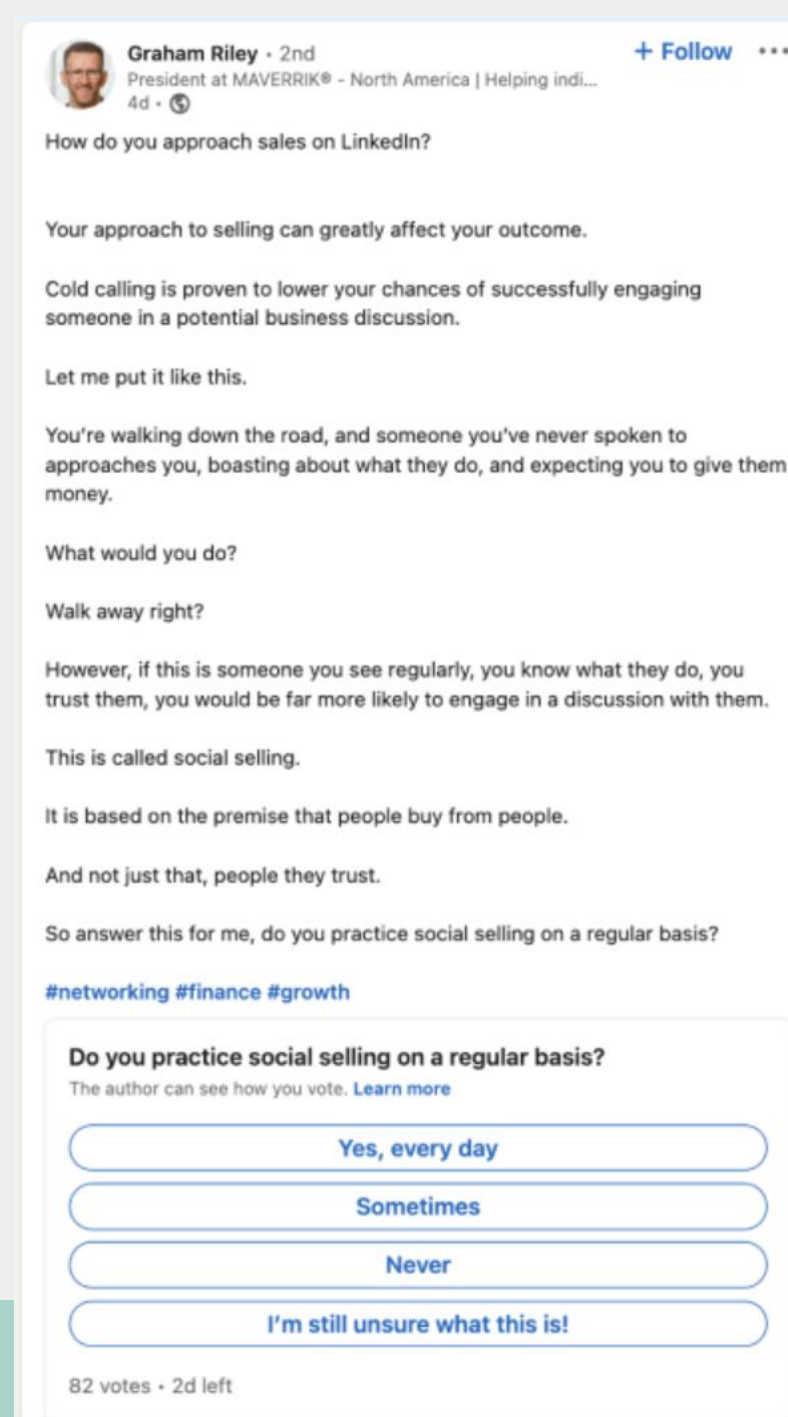
**2. Allows
salespeople to
be more
tapped into
their target
markets than
ever before**



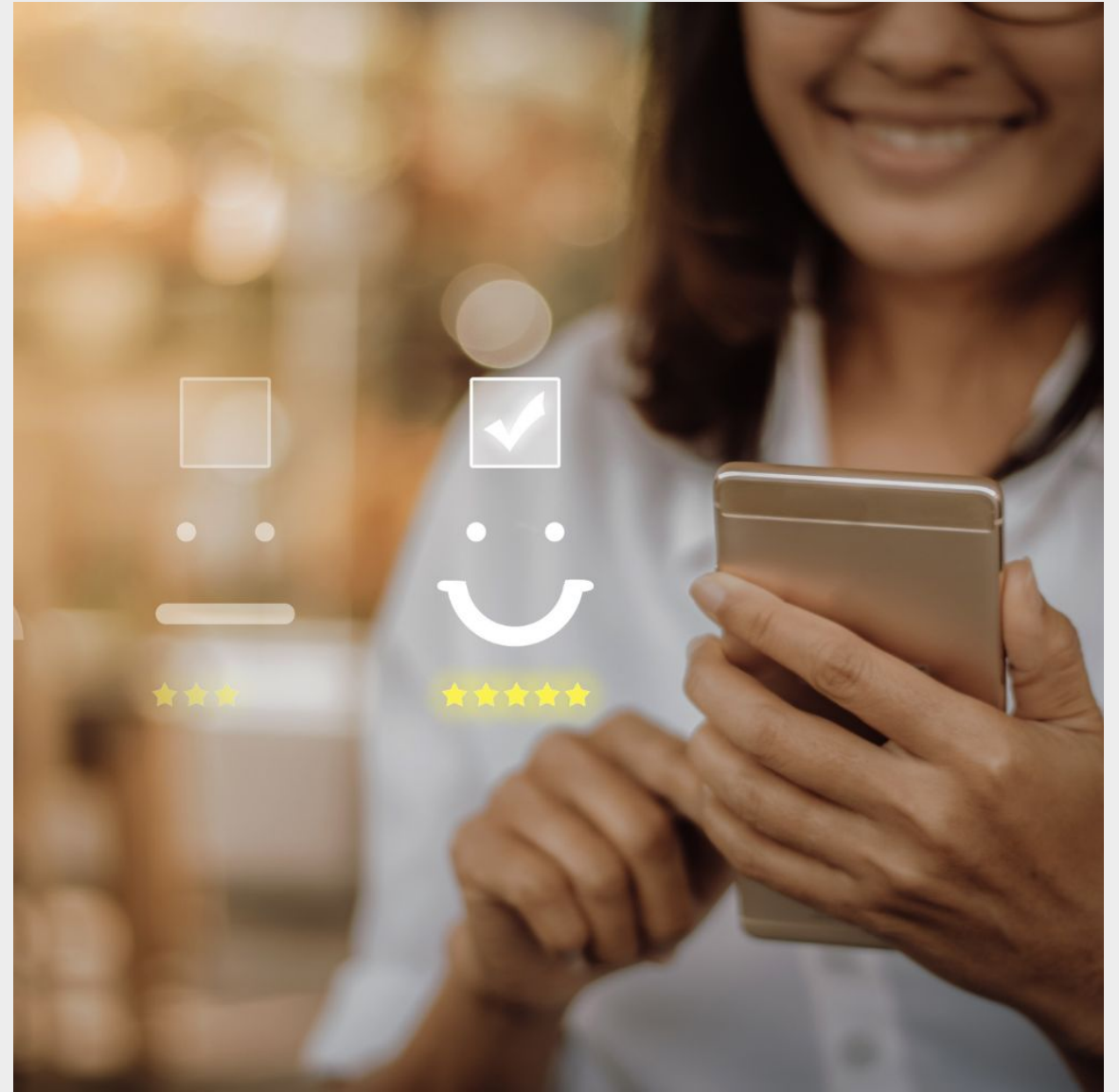
Pro Tip:

Stuck on what types of content to share? Here are a few ideas:

1. Pose a question to your audience.
2. Write a thought leadership post that shares valuable insights.
3. Post a tutorial or how-to that addresses a pain point your prospects face.
4. Share an inspirational story that will resonate with your audience.



3. Helps build trust with current and potential customers and employees



Examples:



Brian Jaimes
KC Sales Manager at Ace ImageWear

Followers 665

Message



Brian Jaimes reposted this



Ace ImageWear
591 followers
2w •

If you've never tried a local [#uniform](#) company, your business could be missing out on countless advantages! Read our [#blog](#) to learn more about how we deliver the benefits of a local business to our customers with tailored service programs.



The Perfect Uniform for Everyone

You Need It, Ace Has It - No Matter the Industry!

A Perfect Uniform for Every Industry

aceimagewear.com • 2 min read

  Brian Jaimes and 20 others

2 reposts

 Like Comment Repost Send

Be the first to comment on this



Brian Jaimes
January 5 •

This is a win, win, win, and makes me happy! Local using local! We use Ted's for our trash service at our house. Ace ImageWear uses Ted's for our company trash service.

Great job on the installation guys and Chad good work on the sale!

Ace Install at Ted's Trash!





Ace ImageWear
January 5 •

New install alert! Give a warm welcome to one of our newest accounts; Ted's Trash! We are so excited to have Ted's Trash a part of the Ace ImageWear KC family. ... [See more](#)

MARKETING

Examples:



Jeff Peterson • Following

Sales Manager at Spin Linen Management
9mo • 🌐

Great times last night at Too Many Cooks in the Kitchen, supporting the mission of the Omaha Restaurant Association.

Thanks to all who came out and helped and the great staffs at Pitch and Embassy Suites.



Jean Marie Arellano • 2nd

Founder & CEO at Vanity Fur 🐾🐾
3mo • 🌐

[+ Follow](#) ...

This really is a MUST READ! But only if you ever thought of running a business but you thought it wasn't doable. YES YOU CAN!



Sara Waskow • 3rd+

Matching People to Business Ownership | Franchise O...
3mo • Edited • 🌐

[+ Follow](#)

6 Myths About Franchising You Need to Know About

It's time for another edition of Mythbusters – but this time, for the franchising industry. FranNet of DFW & Oklahoma has compiled a list of 6 myths we hear from our entrepreneurial clients all the time. Now you can see right through them as well: <https://bit.ly/3Y78OoH>

[#mythbusters](#) [#franchising](#) [#dfwfranchiseexperts](#)



4. Allows for deeper engagement with customers



Examples:



Peter Brown • 1st
General Manager | 4th Gen Executive
8mo • Edited •

Last night we had a retirement party for Tom, who started with us as a route service representative in 1987. During his 35 years as a route rep, he trained hundreds, had a great impact on many, and even brought his son into the business, Jim, a route representative with us for 15 some years. Pictured is Mickey's 3rd and 4th generation, father and son, Tom and Jim, another father and son combination that's contributed to our successs for decades. [#mickeyslinen](#)



111

2 comments



Jeff Peterson • Following
Sales Manager at Spin Linen Management
3mo •

Great times this week in Vegas for the 2023 [#cscnetwork](#). Such a wonderful group of facilitators, friends and colleagues to hang out with and learn from. Can't wait for next year. 🙌



You and 55 others



1 comment

5. Helps generate leads

- Businesses that prioritize social selling are **51% more** likely to reach their sales quota
- 56% of salespeople utilize social media to find potential prospects

LinkedIn Sales Solutions, 2023
Hubspot, 2022



Case Study: Pivotal Blueprint

"My new client found me online and checked out my social media pages before we even met. After we talked, she said I was exactly what she was expecting and was excited to work with me!"

-Barb Reimbold, Certified EOS Implementer



Barb Reimbold • 1st
Certified EOS Implementer™ | Business Coach | Owner
6mo • 🌐

Last week on the lake... The Local Element!

What makes the [The Local Element Real Estate Agency](#) stand out from the rest? They are a collaborative, locally-focused real estate brand with systems, support, training, and innovative marketing to take that goal from vision to reality. Their focus is on showcasing and celebrating the communities they are a part of, because after all, their clients and agents are their friends and neighbors!

These ladies rocked their annual planning session! Looking forward to all 2023 has to offer you.

Want to learn more about The Local Element? Check out their site here!

<https://bit.ly/3HojJ98>

#onthelake #eos #annualsession #realestate



Barb Reimbold • 1st
Certified EOS Implementer™ | Business Coach | Owner
4mo • Edited • 🌐

At the start of every session, we talk about our healthy rules!

How many rules is the [RED66 Marketing LLC](#) team breaking in this picture? 😊

#healthyrules



👍👍👍 19

2 comments



-Hootsuite, 2023

**96% of B2B
marketers use
LinkedIn for
organic social
marketing.**



**78% of social
sellers outsell
peers who
don't use
social media.**



***-LinkedIn Sales
Solutions, 2023***

***-LinkedIn Sales
Solutions, 2023***

**31% of sales reps using social selling
reported closing deals worth over
\$500,000 without a single in-person
meeting with the buyer.**

Tips for Optimizing Your LinkedIn Profile for Sales



1. Use a professional profile photo



John Gallagher · 2nd

Gallagher Uniform, President

Battle Creek, Michigan, United States · [Contact info](#)

500+ connections



Gallagher Uniform



Michigan State University

2. Add value to your About Section

Pro Tip – Answer the following questions:

1. Who do you help?
2. How do you help them?



Verndon Samuel
Sales Leader

About

With over 20 years of leadership experience in Enterprise Sales and Account Management, I have become an expert at attracting and retaining top accounts, driving sales & revenue growth B2B/B2C, closing high-value deals and building powerhouse sales teams.

I pride myself as a competitive, motivated, and results-driven executive who believes the world is full of untapped business opportunities. I became involved in senior-level sales and account management by building and managing beneficial relationships with customers in assigned territories or markets.

Through my person-centered approach and servant-based leadership style to sales, I've delivered actual results which translated into real revenue. My career achievements include Multi-Year Top Manager Recipient, President's Club Winner, #1 Ranked Sales Employee in multiple positions, and Founding Board Member of Telemedicine Gurus.

Specialties: Enterprise Sales, Account Management, Customer Acquisition, Relationship Management, Sales Strategies, Negotiation, Staff Training, and Mentoring.

3. Include your contact information



Julian Moberly

Sales Executive Fiber 1 at AT&T

About

Fiber Acquisition Executive with AT&T based in the Houston Texas area. I have a passion for helping my clients evolve their business and meet their goals. Telecommunications professional focused on expanding clients technology and security to become a leader among their competition. Results driven professional with a track record of great leadership and leading results.

I want to expand my professional network.

Let's connect—

Julian Moberly

Phone number: 713-235-0197

email: jm034e@att.com

4. Add keywords to your summary

Top keywords for CSC members include:

- uniform rental
- linen rental
- B2B
- local business
- where you're located
- key products/services

Cory Bracy · 2nd

Sales Manager at Gallagher Uniform

Battle Creek, Michigan, United States · [Contact info](#)

252 connections



Rebecca Dutcher, Emily Errington, and 3 other mutual connections

Connect

Message

More



Gallagher Uniform



Western Michigan University

About

Gallagher Uniform is a 5th generation, family business that began in 1893.

As a local, independent laundry, who beats the national chains every day, the Gallagher's promise you Exceptional Service with honesty & integrity.

We are Michigan and Indiana's leading Rental Uniform provider, driven by a passion for Technology and Innovative uniform programs.

G-Trak, our online garment tracking system, is proven and accurate. It manages your garments efficiently & effectively, saving your company time and money.

5. Customize your URL

To change:

1. Sign into your LinkedIn
2. Click "View Profile"
3. Click "Edit public profile and URL" (pencil icon)
4. Make desired edits and save

*Note: The URL can't have caps or spaces

Contact Info



Your Profile

linkedin.com/in/jelenacerovic



Websites

skylead.io/ (Company)

skylead.io/blog/ (Portfolio)

Email

Best Practices for Salespeople on LinkedIn





1. Keep your profile updated and post on a regular basis

2. Keep your experience section up to date and include details

Experience



Vacation Rental Owner, Co-Host, & Property Manager

Airbnb · Full-time

May 2018 – Present · 5 yrs 2 mos

- Manage bookings, inquiries, and guest communication via various channels such as Airbnb, VRBO, and Booking.com
- Ensure properties are clean, maintained, and presented in the best possible condition for guests
- Coordinate with cleaners, maintenance personnel, and other contractors to ensure a seamless guest experience
- Respond to and resolved any guest issues or complaints in a timely and professional manner
- Maintain a high occupancy rate and achieve excellent guest reviews
- Support primary hosts with managing listings, calendars, and pricing
- Implement and maintain systems and processes to improve efficiency and guest satisfaction



Account Manager

RED66 Marketing LLC · Full-time

Nov 2021 – Present · 1 yr 8 mos

Remote

- Build and maintain strong, long-lasting customer relationships and act as the main point of contact for all client matters.
- Successfully manage deadlines and multiple projects by maintaining efficient communication, prioritizing, and delegating tasks via Asana.
- Oversee and maintain clients' online presence and create marketing strategies to meet client goals and objectives.
- Work with clients and internal teams to develop strategic marketing plans and ensure KPIs are being met.
- Present reports to clients on digital advertising campaign performance on a monthly basis.
- Create valuable and engaging content for client websites, emails, newsletters, press releases, along with print and digital ads.
- Stay on top of accounts and make sure they're receiving services that are within their budget and meeting their needs.
- Collaborate with marketing agencies and vendors to coordinate brand awareness, brand products, and marketing efforts.



Owner

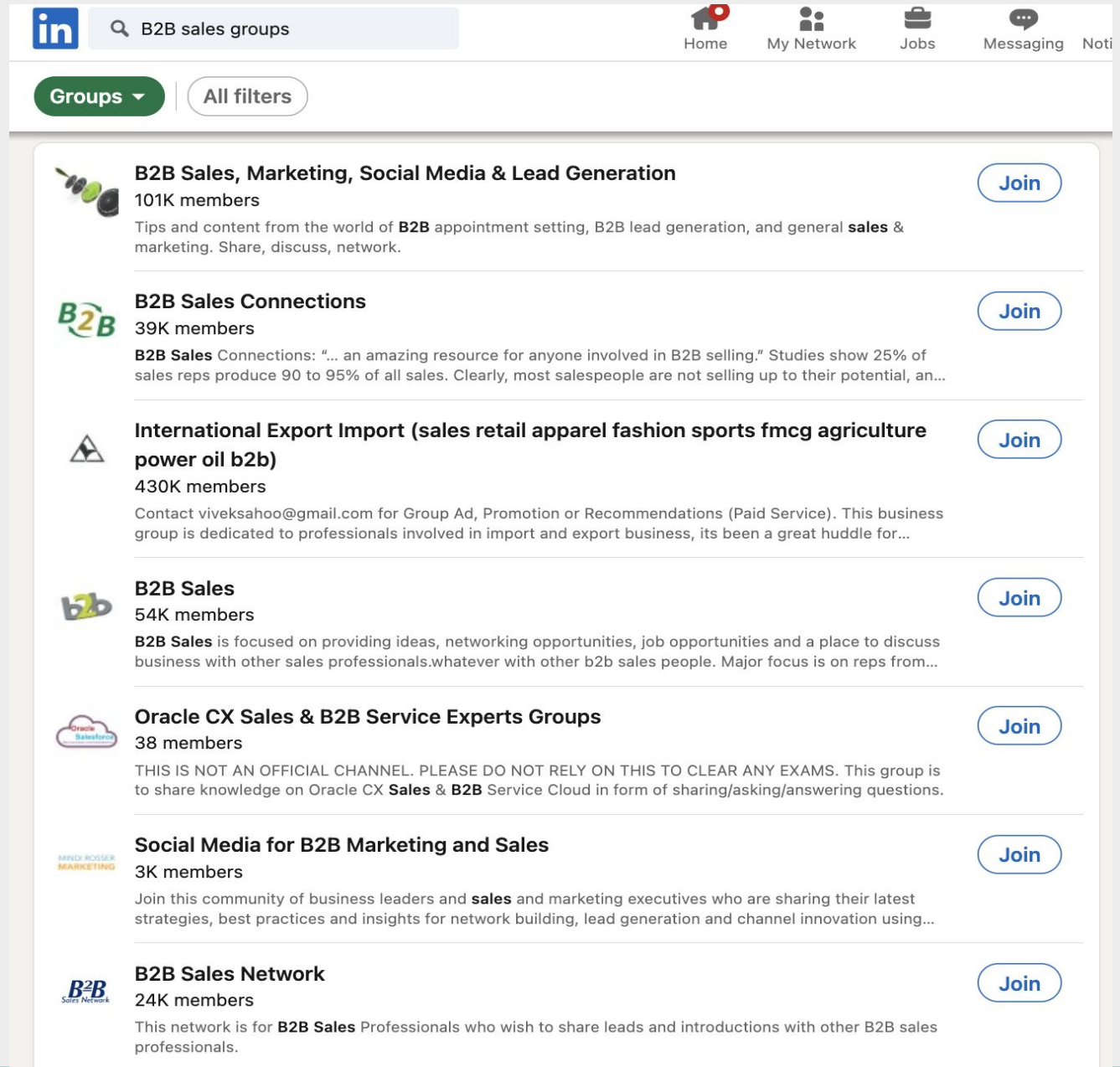
Chic Travel Boutique

Dec 2017 – May 2022 · 4 yrs 6 mos

- Speak with clients in person, via e-mail and over the phone to discuss their domestic and international travel plans and provide relevant information in regards to methods of transportation, cultural standards, currency exchange, and travel regulations.
- Conduct research and prepare meticulous travel itineraries complete with pricing, accommodation, airfare, transfer, tour and any additional information needed for each trip.
- Communicate effectively with clients, travel suppliers, & OTAs throughout the entire travel process.
- Make all necessary booking arrangements and keep detailed financial records in order to pay suppliers.

3. Follow people in your industry

*Pro Tip: Join LinkedIn Groups to connect with others that have the same interests or in the industries you're selling to



The screenshot shows the LinkedIn Groups search results for the query "B2B sales groups". The interface includes a top navigation bar with the LinkedIn logo, a search bar containing "B2B sales groups", and navigation links for Home, My Network, Jobs, Messaging, and Notifications. Below the search bar, there are tabs for "Groups" (selected) and "All filters". The results list several groups, each with a profile picture, name, member count, description, and a "Join" button.

Group Name	Members	Description
B2B Sales, Marketing, Social Media & Lead Generation	101K members	Tips and content from the world of B2B appointment setting, B2B lead generation, and general sales & marketing. Share, discuss, network.
B2B Sales Connections	39K members	B2B Sales Connections: "... an amazing resource for anyone involved in B2B selling." Studies show 25% of sales reps produce 90 to 95% of all sales. Clearly, most salespeople are not selling up to their potential, an...
International Export Import (sales retail apparel fashion sports fmcg agriculture power oil b2b)	430K members	Contact viveksahoo@gmail.com for Group Ad, Promotion or Recommendations (Paid Service). This business group is dedicated to professionals involved in import and export business, its been a great huddle for...
B2B Sales	54K members	B2B Sales is focused on providing ideas, networking opportunities, job opportunities and a place to discuss business with other sales professionals.whatever with other b2b sales people. Major focus is on reps from...
Oracle CX Sales & B2B Service Experts Groups	38 members	THIS IS NOT AN OFFICIAL CHANNEL. PLEASE DO NOT RELY ON THIS TO CLEAR ANY EXAMS. This group is to share knowledge on Oracle CX Sales & B2B Service Cloud in form of sharing/asking/answering questions.
Social Media for B2B Marketing and Sales	3K members	Join this community of business leaders and sales and marketing executives who are sharing their latest strategies, best practices and insights for network building, lead generation and channel innovation using...
B2B Sales Network	24K members	This network is for B2B Sales Professionals who wish to share leads and introductions with other B2B sales professionals.

4. Share content you or your business created



Marilyn McCarty • 1st

Marketing Professional + I love the arts! A seasoned writer, event ...
2mo • 🌐

Do you use uniforms in your business? Consider Kleen Kraft Services!
Local, independently owned and operated family-business since 1952 :)



KLEEN KRAFT SERVICES

199 followers

3mo • 🌐

[+ Follow](#)

Ever wonder what happens to your uniforms between the time we collect the dirties and deliver clean ones back to your door? Here's a peek behind the scenes at Kleen Kraft's laundering plant. E ...see more



Behind the scenes at Kleen Kraft. Taking care of your uniforms.

👍 3

5. Start organic conversations

From: **Corey Dull** <corey@brkthru.com>
Date: Wed, May 3, 2023 at 3:39 PM
Subject: #66 on the Lions
To: rebecca@red66marketing.com <rebecca@red66marketing.com>

Hey Rebecca,

How many kids did you intimidate being the 1st girl to play football back in the day!?! That's super cool! I was on the lions website and seen there's a guy [Ross Pierschbacher](#) who wears #66....I feel like you two need to do a jersey swap this season!

Hope your week is going well! I'll be brief, but I wanted to reach out and see if there's mutual interest in chatting.

[Brkthru](#) was founded to be the alternative choice for agencies using a digital media partner. With 70% of our company being media buyers, strategists, and SEM specialists, we take the weight of digital off your back.

We have no minimums, no long-term contracts, and no oversight fees. Although our partnership is custom to your needs, the service-orientated approach will always remain the same.

Is there time next week to have a capabilities call? I'd love to see if we're a fit.

Best,



Corey Dull

Sr. Business Development Specialist

[Learn more about me](#)

517.358.7119

brkthru.com

Quick Tip: Dos and Don'ts

Dos:

- Have a solid personalized hook – find something you have in common.
- Ask questions, show that you genuinely care.
- Be prospect-oriented. Everything you say must serve the prospect and their business.

Don'ts:

- Don't sell in your Connection Request Message
- Don't use the same pitch on everyone.
- Don't talk about yourself right away. Your lead will for sure check the LinkedIn profile of you and your company, so make sure it sells for you.

How To Know It's Working

Some basic metrics you can track include:

- # of profile views
- # of views on posts/shares
- Engagement rate
- # of followers
- # of new connections
- Connection acceptance rate
- Connection conversion rate
- Number of opportunities

LinkedIn Pulse, 2021



How To See Analytics On LinkedIn

The image is a screenshot of a LinkedIn profile page for Barb Reimbold. The top navigation bar includes the LinkedIn logo, a search bar, and tabs for Home, My Network, Jobs, Messaging, Notifications (with a red badge showing 9), and Me. Below the navigation bar, the profile header shows Barb Reimbold's name, title (Certified EOS Implementer™ | Business Coach | Owner), and a profile picture. The left sidebar contains sections for 'Who's viewed your profile' (114), 'Impressions of your post' (233), 'Access exclusive tools & insights' (Network Smarter, Try Premium Free), and 'My items'. Below this, a section titled 'Barb Reimbold - Certified...' shows 'Page notifications' (4) and 'Page visitors' (0). A red arrow points to a link labeled 'See visitor analytics' which is circled in red. The main content area shows a post by Grace VanDenBrink, Executive Assistant at Know Honesty, with the text 'The core of it all is curiosity.' - Barbara Rapaport. Below the text is a photo of a stage with a pink curtain and a sign that says 'ATHENA'. The right sidebar features 'LinkedIn News' with four articles: 'Inflation slowest in two years', 'Sales slump chills Instant Pot maker', 'Small biz leads on 4-day workweek', and 'Overstock wants Bed Bath's IP'. Below the news is an advertisement for Barb Reimbold, titled 'Get the latest jobs and industry news', featuring her profile picture and the University of Michigan logo, with the text 'Barb, explore relevant opportunities with University of Michigan' and a 'Follow' button.

in Search

Home My Network Jobs Messaging Notifications 9 Me

For Business Network Smarter, Try Premium Free

EOS ENTREPRENEURIAL

Barb Reimbold

Certified EOS Implementer™ | Business Coach | Owner

Who's viewed your profile 114

Impressions of your post 233

Access exclusive tools & insights

Network Smarter, Try Premium Free

My items

EOS ENTREPRENEURIAL

Barb Reimbold - Certified...

Page notifications 4

Page visitors 0

See visitor analytics

Start a post

Photo Video Job Write article

Sort by: Top

Grace VanDenBrink • 1st

Executive Assistant at Know Honesty

9h •

"The core of it all is curiosity." - Barbara Rapaport.

Thank you Grand Rapids Chamber for another insightful and SOLD C ...see more

ATHENA

LinkedIn News

- Inflation slowest in two years
Top news • 6,540 readers
- Sales slump chills Instant Pot maker
6h ago • 693 readers
- Small biz leads on 4-day workweek
6h ago • 9,126 readers
- Overstock wants Bed Bath's IP
4h ago • 1,548 readers
- Netflix mulls entering the golf game
18m ago • 7,403 readers

Show more

Ad

Get the latest jobs and industry news

Barb, explore relevant opportunities with University of Michigan

Follow

How To See Analytics On LinkedIn

Barb Reimbold • You
Certified EOS Implementer™ | Business Coach | Owner
5d • 🌐

Saying no to someone can be hard.

We often tend to overthink and over explain when saying no, c ...see more

FORMULA FOR SAYING NO

*According to Inc. Magazine:

Appreciation + The No + Well-Wishes

👏 + 🚫 + 🤝

Tap the link to see examples and learn more!

CERTIFIED EOS IMPLEMENTER
BARB REIMBOLD

Hilary Dolbee and 2 others

Like Comment Repost Send

432 impressions [View analytics](#)

Post analytics

Barb Reimbold posted this • 5d



Saying no to someone can be hard.

We often tend to overthink and over explain when sayin ...show more

Discovery ?

434

Impressions

Engagements ?

Reactions

3 →

Comments

0 →

Reposts

0 →

Video performance ?

165

Views

162

Viewers

131.7

Minutes viewed

A background image showing a person's hands typing on a laptop keyboard. A white coffee cup and a glass of water are visible on the desk. The image has a teal overlay.

Social Media (LinkedIn, specifically) is a great tool to:

- **Nurture leads**
- **Identify more prospects**
- **Connect with current customers**
- **Close more deals**

Questions?

Thank you!



@red66marketing



elizabeth@red66marketing.com