



Leveraging LinkedIn for Increasing Sales

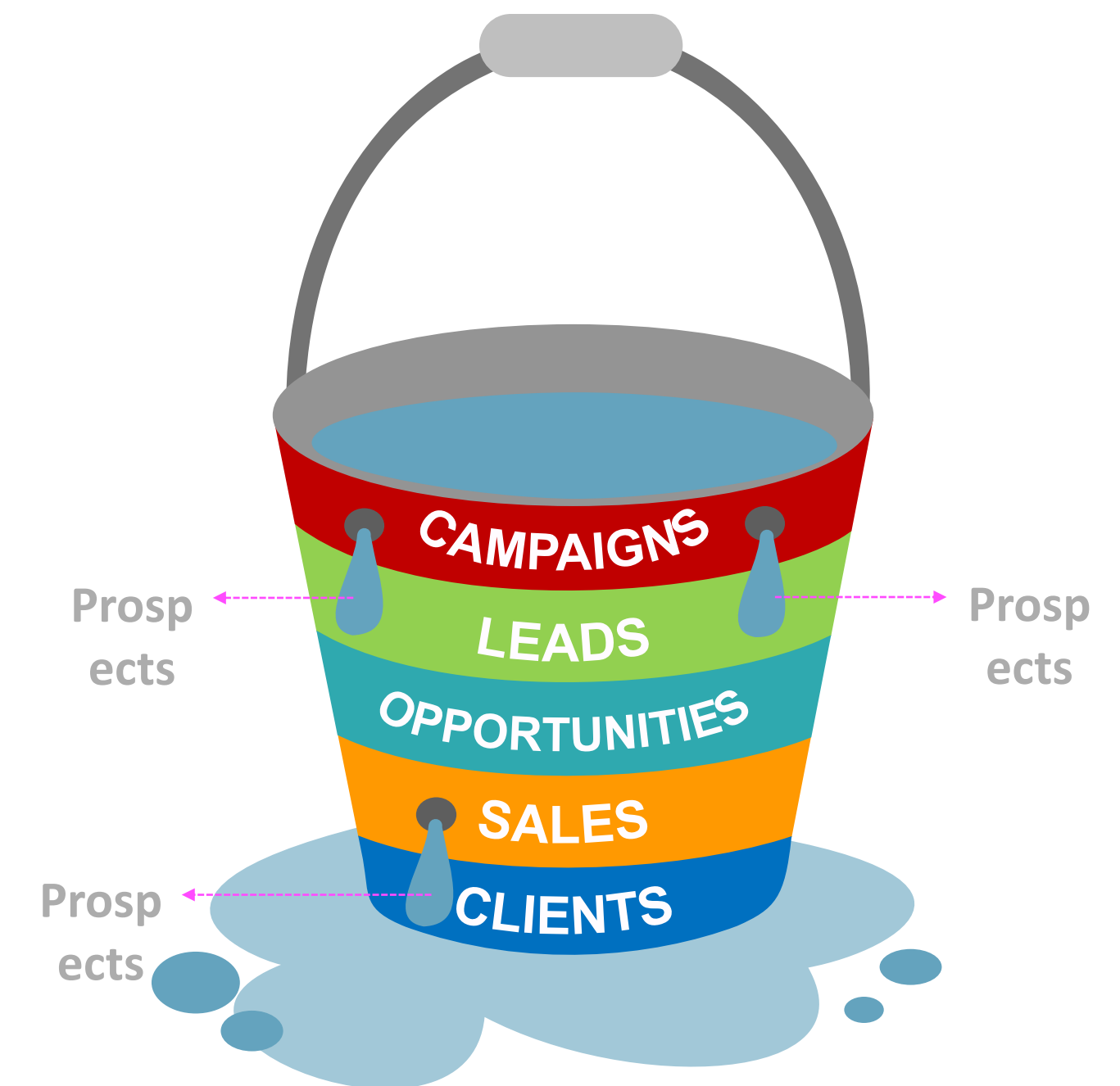
Madhu Chadha

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mchadha@wsitopwebdesigners.com

Agenda

- Introduction to WSI
- Why you need to use linkedin
- Learn how to make your profile stand out
- Detailed plan to increase your sales
- Summary and Action Steps



Contact me to get slides for this webinar

Email: mchadha@wsitopwebdesigners.com

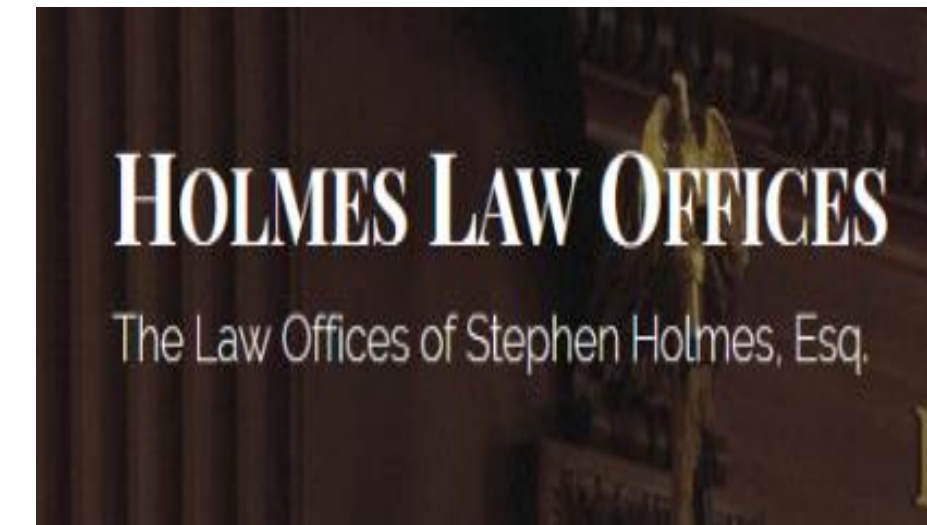
WSI- We Simplify The Internet

- **WSI**

- Founded in 1995
- 1,100 Digital Marketing Consultants
- 81 Countries Worldwide
- Global Clients across all industries
- Access to experts in all areas of technology

- **Madhu Chadha**

- WSI Certified Digital Marketing Consultant
- 20 years Digital Marketing and Business Experience
- Helping Clients Grow their Business across many industries



A Range of Powerful Services

Online Leads and Sales

- ✓ National SEO
- ✓ E-Commerce SEO
- ✓ Local SEO
- ✓ Paid Search (PPC)
- ✓ Website Conversion Optimization

Online Brand Credibility, Reputation, and Exposure

- ✓ Responsive Website Development
- ✓ Content Marketing Strategy and Implementation
- ✓ Website Architecture Consulting

Customer and Prospect Communication

- ✓ Content Marketing Strategy Consulting
- ✓ Content Marketing Implementation
- ✓ Social Media

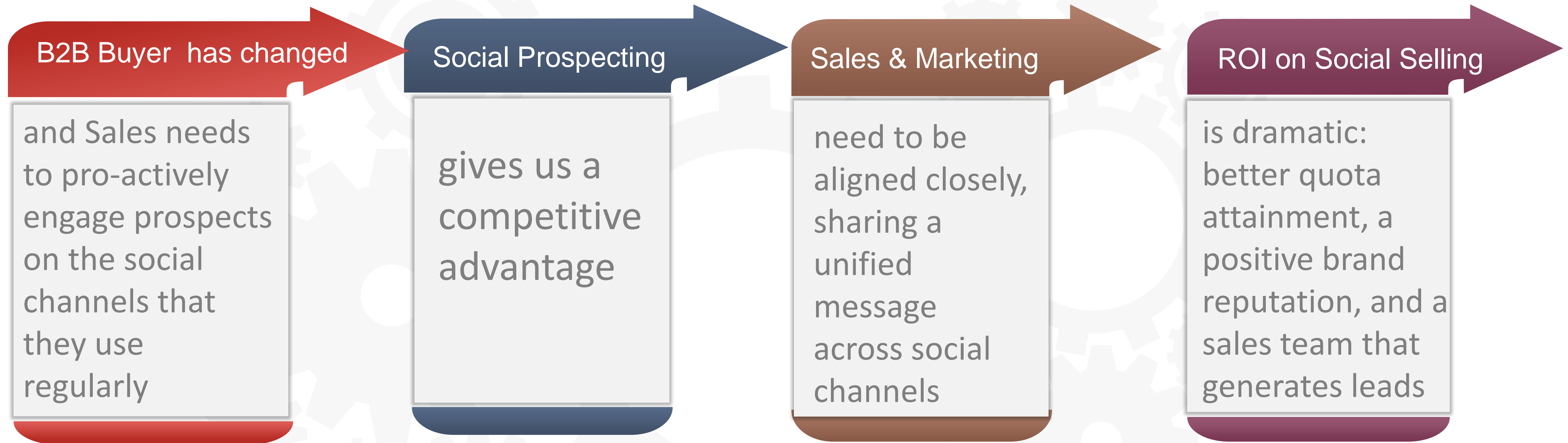
Problem: Cold Calls are Ineffective

Sales Dilemma:

- Their potential buyers are more informed
- Cold calling is effective only 3% of the time
- Sales still need to generate between 70% and 85% of their own leads



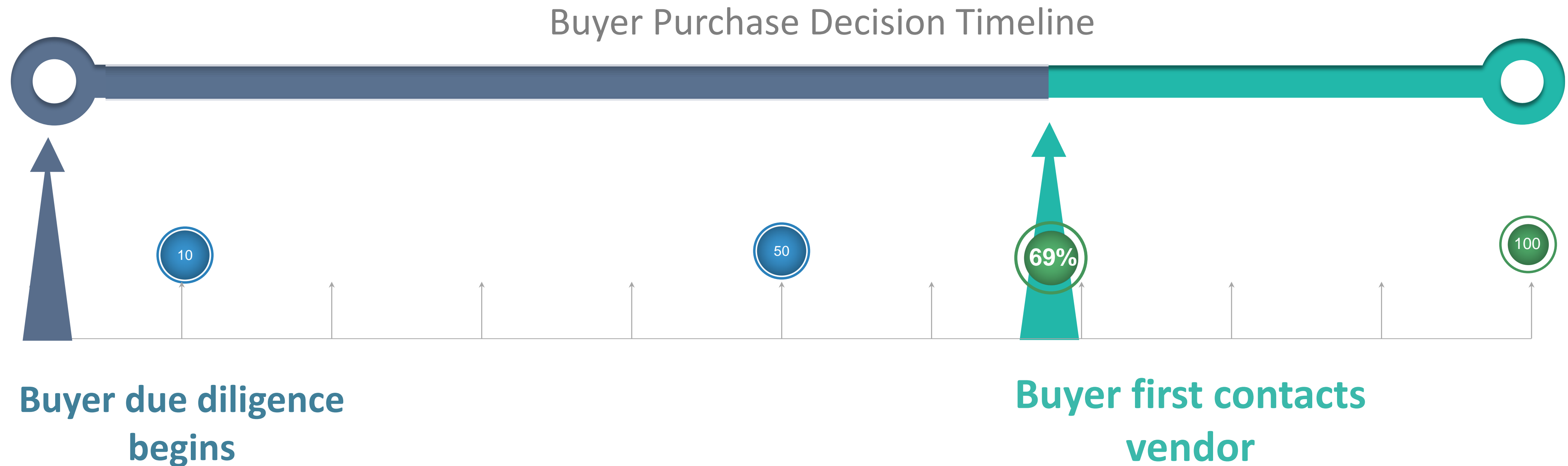
Disruption in the Sales Process



“Reps using social selling techniques realize 66% greater quota attainment than those using traditional prospecting means.”

–Sales Benchmark Index

The Changing B2B Buyer



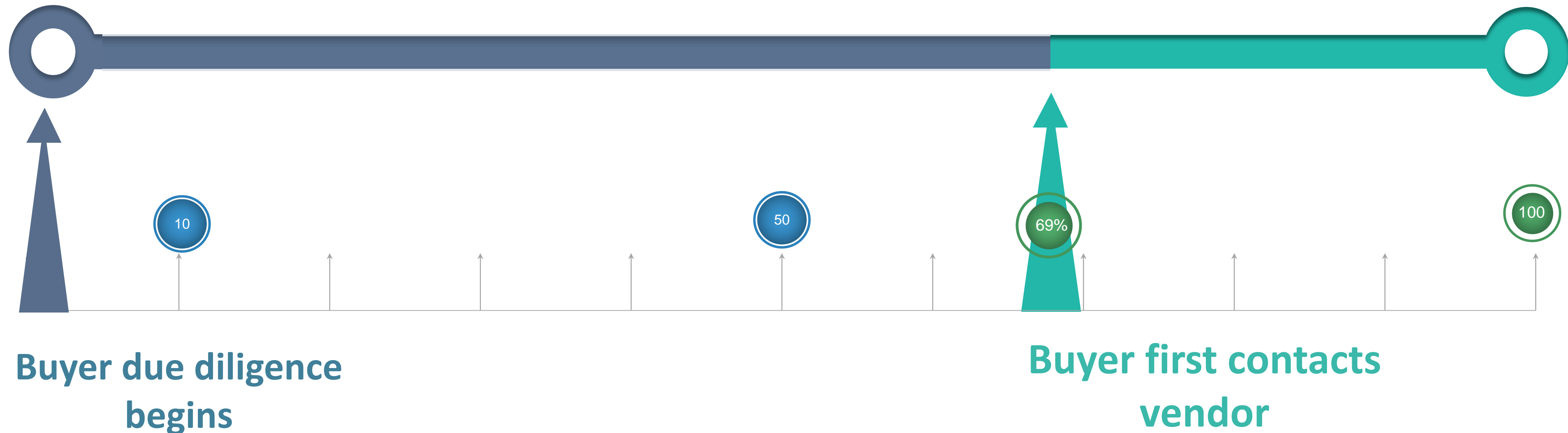
The Opportunity

Choice #2:

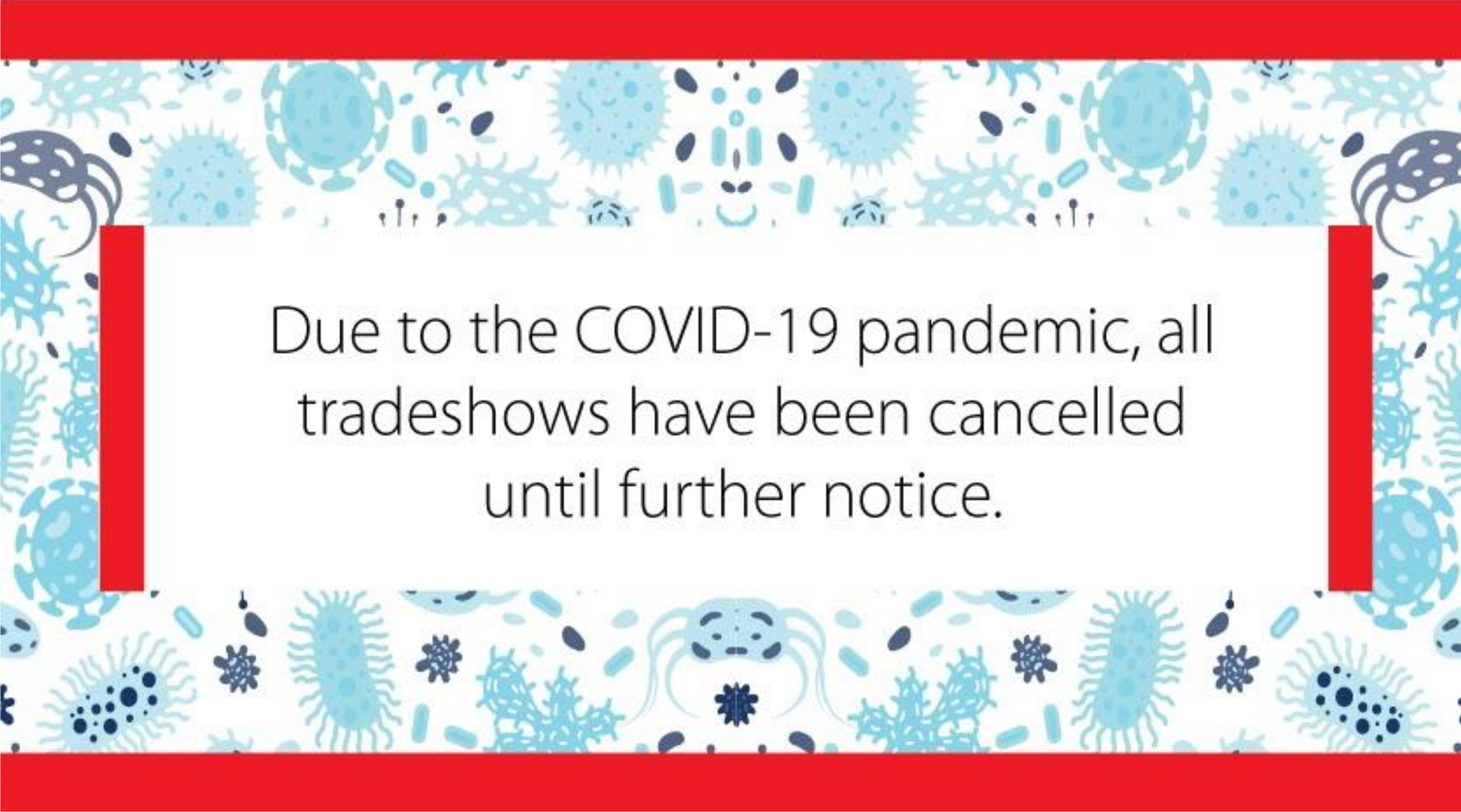
Put effort into the first 69%
Low competition
Little price friction

Choice #1:

Fight with everyone else for the
business



Then 2020 happened.....



Due to the COVID-19 pandemic, all
tradeshows have been cancelled
until further notice.

Why LinkedIn ?

- 63M decision makers
- 30M Company Pages
- LinkedIn accounts for 80% of B2B leads from social media
- Visitor to lead conversion 3X vs. other channels
- Voted most trusted network



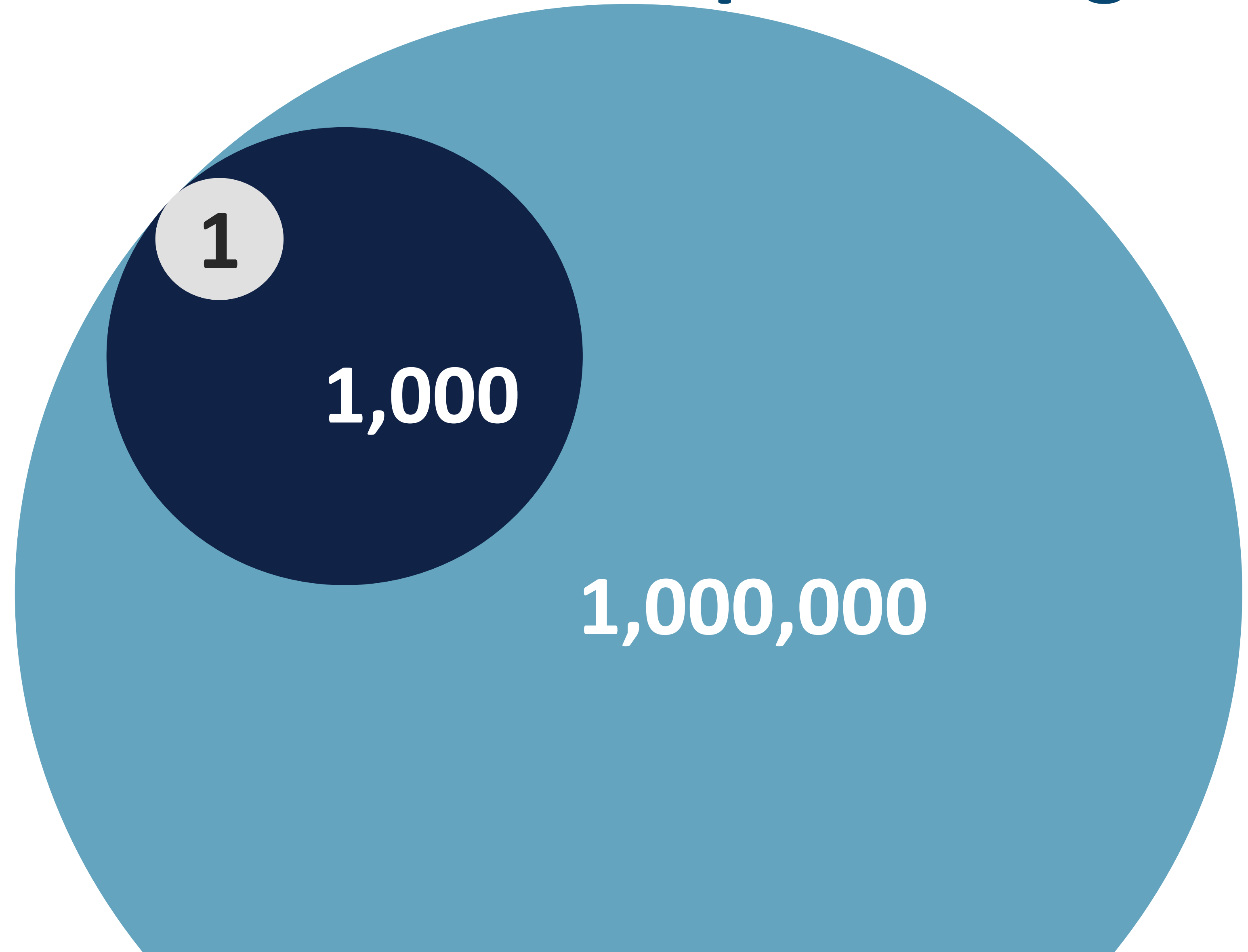
Why LinkedIn?

McKinsey
& Company

B2B leaders that commit to further digitizing their go-to-market models should derive **competitive advantage in the form of more—and more loyal—customers** than their slower-moving peers.

LinkedIn-Scalable Relationship Building

- Time Efficient
- Informed
- Broad visibility
- Free
- 24x7



Exercise: LinkedIn Social Selling Index

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Social Selling Dashboard



Madhu Chadha

★Develop & grow your business through strategic digital marketing ★
Lead generation ★Creative content ★
Social media

Top 1%

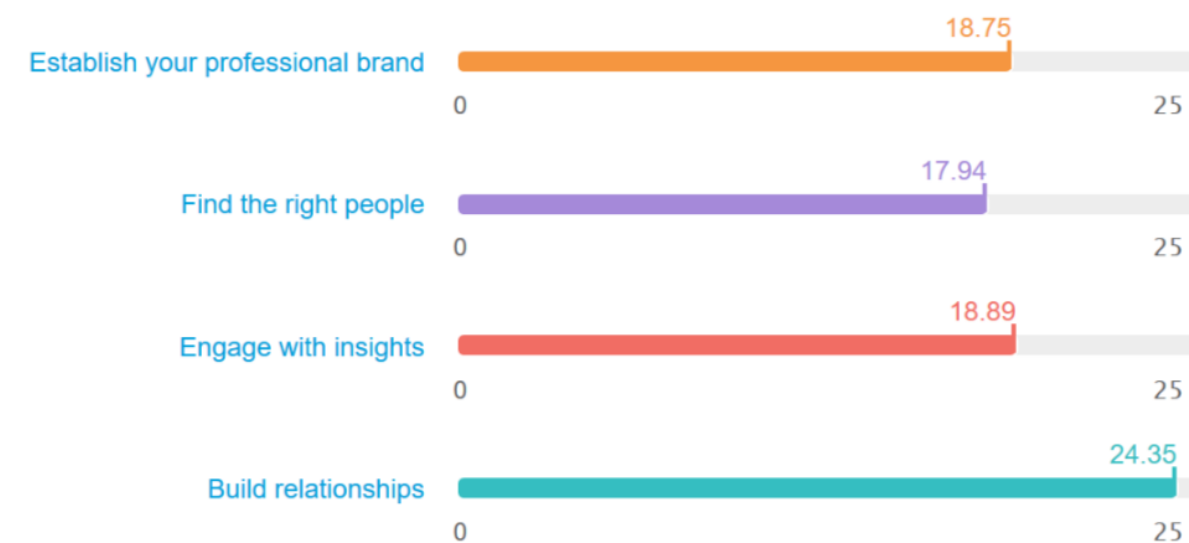
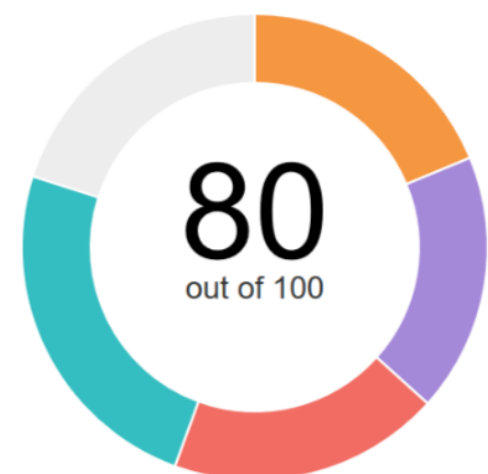
Industry SSI Rank

Top 1%

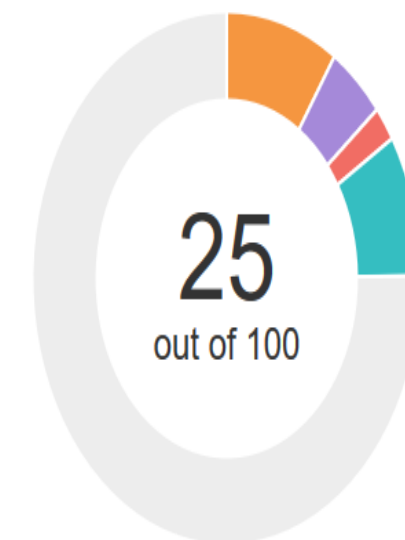
Network SSI Rank

Social Selling Index – Today

Our Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



People in your Industry

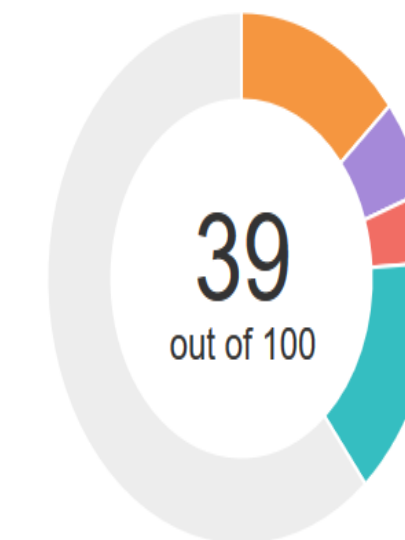


Sales professionals in the Internet industry have an **average SSI of 25.**

You rank in the **top 1%**

⊖ Unchanged since last week

People in your Network



People in your network have an **average SSI of 39.**

You rank in the **top 1%**

⬆ Up 1% since last week

<https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index>



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Exercise: Social Selling Index

Google social selling index

All News Images Videos Books More Settings Tools

About 254,000,000 results (0.25 seconds)

The Social Selling Index (SSI) | LinkedIn Sales Solutions
<https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi> ▼
Sales Navigator can boost your **Social Selling Index** by 20% ... **Social selling** leaders create 45% more opportunities than peers with lower SSI. ... 78% of **social** sellers outsell peers who don't use **social** media.

People also search for

linkedin sales portal	linkedin tool
linkedin ranking	linkedin sales leads
linkedin corporate sales	linkedin selling

Get Your Score: LinkedIn Makes the Social Selling Index Available for ...
<https://business.linkedin.com/.../get-your-score-linkedin-makes-the-social-selling-inde...> ▼
Aug 3, 2015 - The **Social Selling Index** (SSI) has been an important tool for sales professionals who want to go beyond social selling activities and measure ...

Exercise: Social Selling Index

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The image shows the LinkedIn Sales Solutions Social Selling Index landing page. The main headline reads "Measure your sales success with Social Selling Index" and "Sales Navigator can boost your Social Selling Index by 20%". Below this, there are two buttons: "Learn more" and "Get your score free". The "Get your score free" button is circled in orange. To the right, a tablet displays the "Social Selling Dashboard" for Noah Gold, VP of IT at SolarSlash. The dashboard shows a "Social Selling Index - Today" score of 62 out of 100, represented by a donut chart. The score is 62 out of 100.

<https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index>

Exercise: Social Selling Index

Social selling leaders get better results



Social selling leaders create 45% more opportunities than peers with lower SSI.



Social selling leaders are 51% more likely to reach quota.



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

"Social selling is taking out the pitching component of sales. You're creating conversations about your product and services which organically can produce sales conversations."

<https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index>

LinkedIn Sales: 5 Easy Steps

**01****IDENTIFY PROSPECTS**

That you would like to engage
Update your Profile

02**CONNECT WITH PROSPECTS**

Preferably asking a colleague for a referral

03**OBSERVE**

The prospects on Social Media




04**USE CONTENT**

To engage with the prospect and build rapport

05**SEAL THE DEAL**

Build trust then ask for the deal

1. Identify Prospects: Persona Exercise

 Persona Profile		Designed For:	Designed by:	Date:
  <p>Who is s/he?</p> <p>Kathy & bob</p> <p>Small business owners 10 or more employees</p>	<p>How s/he finds us</p> <ul style="list-style-type: none"> Google search Referral Social media 	<p>Pain Points</p> <ul style="list-style-type: none"> Their website is not coming on first page of google Losing business as they don't have responsive site 		
	<p>What s/he wants to know</p> <p>They want to know how we can help them get on first page of google and get more leads</p>	<p>What s/he doesn't want</p> <p>They don't want to lose business to competition</p>		
	<p>Why s/he buys from us</p> <p>We will help them get qualified leads from their website</p>	<p>What can we do</p> <ul style="list-style-type: none"> Build a mobile friendly new site Keyword research Optimize their site 		

Build your Personal Brand / Profile

You want an All-Star profile – increases reach 50%



- Professional Profile Photo (Size 400X400)
- Add a custom background photo to your profile (Size 1584 x 396)
- For the Target Persona (Make it buyer centric, focus on how not what)
 - Professional Headline
 - Featured section
 - Summary
 - Recommendations
 - Call to action

Professional Headline & Summary

Madhu Chadha
 ★Develop & grow your business through strategic digital marketing ★ Lead generation ★Creative content ★ Social media
 Phoenix, Arizona

WSI- Optimized Web Solutions
 WSI Ontario Canada
 See contact info
 See connections (500+)

WHAT I DO: I'm an experienced digital marketing strategist and consultant, bringing social media, online content, website development and more together to achieve measurable, meaningful results for my valued clients. HOW I DO IT: Digital marketing is about being current, innovative and creative to ...

WHAT I DO: I'm an experienced digital marketing strategist and consultant, bringing social media, online content, website development and more together to achieve measurable, meaningful results for my valued clients.

HOW I DO IT: Digital marketing is about being current, innovative and creative to deliver on goals for growth and sales, brand development, online reputation and customer services. By developing targeted strategies in line with your business goals, I deliver solutions that take on your challenges through multiple online spaces to transform them into valuable opportunities and high ROI.

MY SKILLS: SEO, content marketing, social media marketing, website development & maintenance, website content, video marketing, PPC, digital marketing consulting, and creative content development.

WHY IT WORKS: With the right digital marketing strategy, your brand, services and products will be placed in front of the right people, at the right time. This targeted approach brings consumers and brands together to realize new opportunities for sales.

I CAN ASSIST YOUR BUSINESS: Expert digital marketing solutions will benefit any business in any industry by:

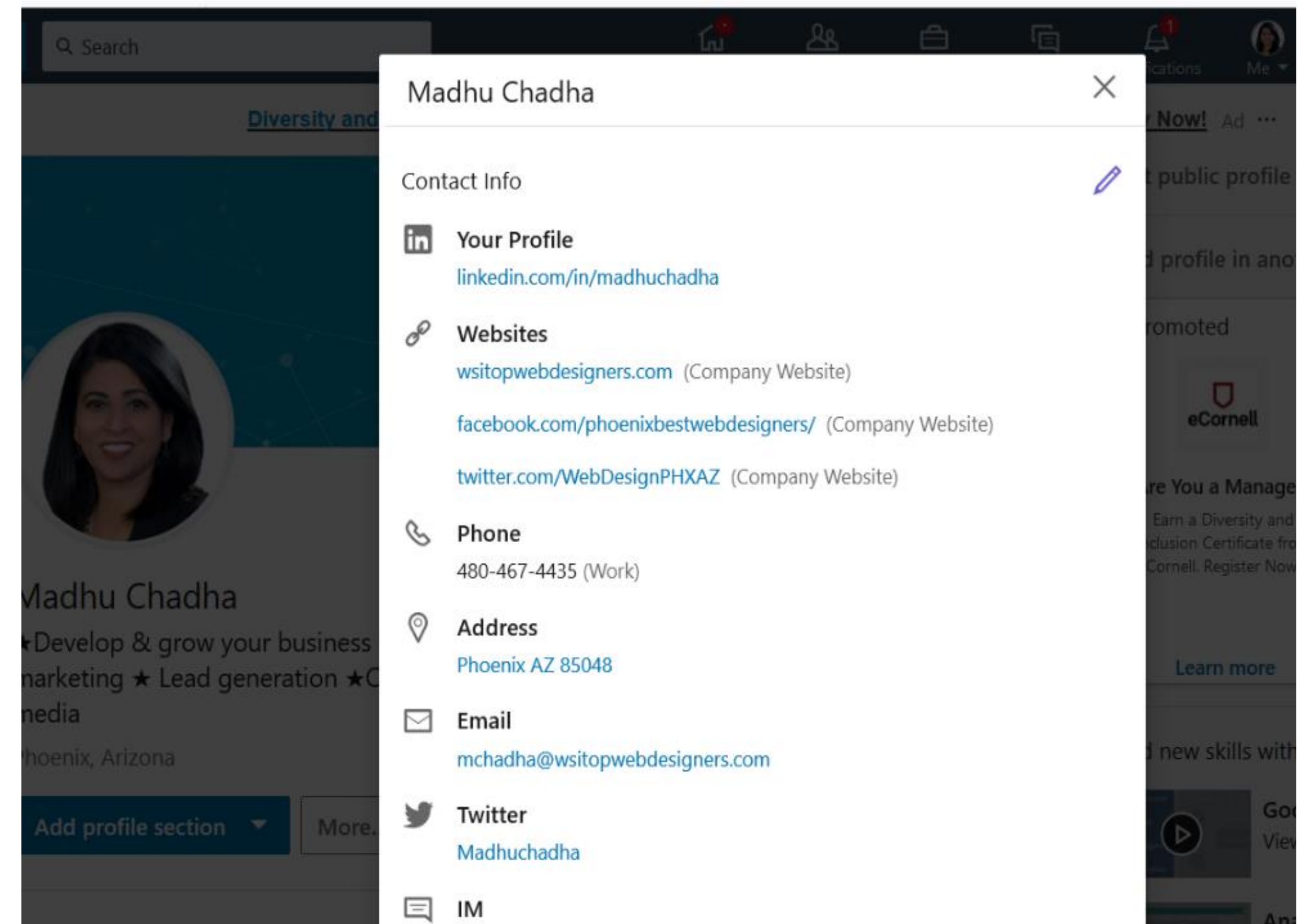
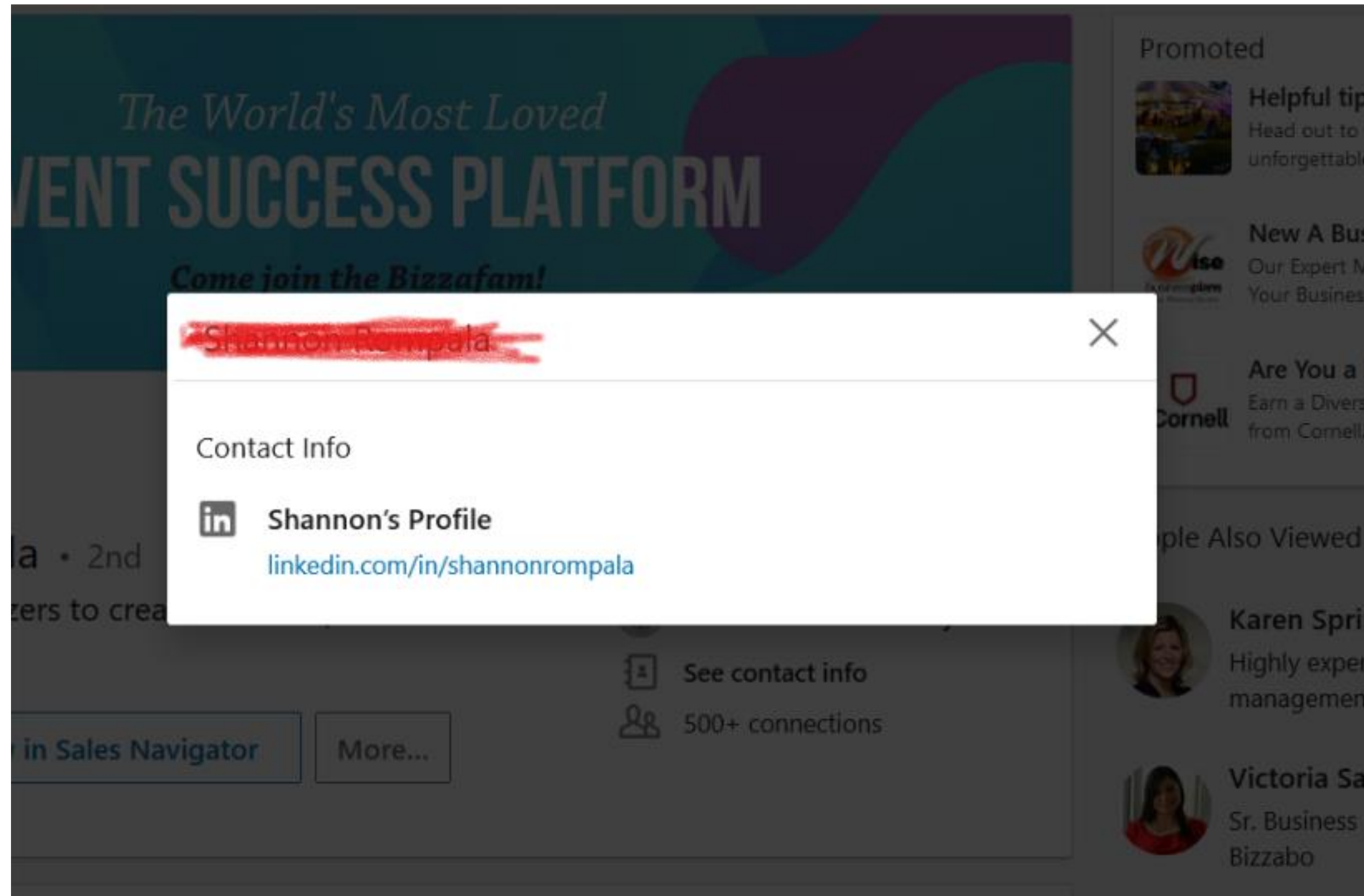
- Generating high quality sales leads and website traffic
- Creating a great customer service experience
- Engaging and informing customers
- Expanding the reach of your products and services
- Growing your business and reputation
- Developing a professional, high-impact online presence for your brand

LET'S TALK ABOUT WHAT I CAN DO FOR YOU:
 Would you like to discuss digital approaches to driving leads and sales for your business? Please call me at 480-467-4435, or email me at mchadha@wsitopwebdesigners.com

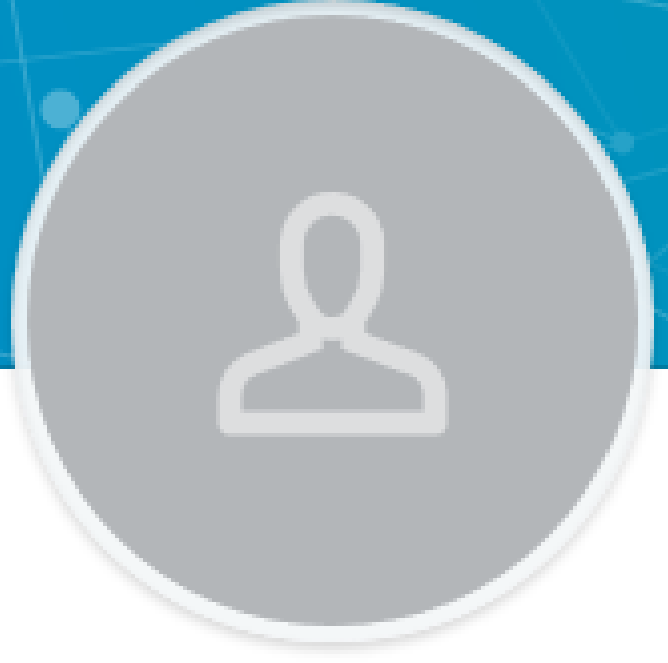
Although our clients are located throughout the US, we primarily serve businesses in Phoenix AZ (Chandler, Tempe, Gilbert, Mesa, Scottsdale). Our office is in Phoenix, AZ. We are proud member of Ahwatukee Chamber of Commerce and Chandler Chamber of Commerce.

CALL TO ACTION

Contact Info Missing



Examples profiles- Bad/Good



Writer/Editor
Bronxville, New York


[Connect](#) [View in Sales Navigator](#) [More...](#)



Inspirational Speaker, Women's Weight Loss Expert, Personal & Spiritual Transformation, Meditation & Mindfulness Teacher
Greater Atlanta Area

[Connect](#) [View in Sales Navigator](#) [More...](#)

Examples profiles- Bad/Good



John S. Timmons 2nd


Digital Ad Agency, Reputation, Video, SEO, for Movers, Real Estate, Veterinary, Dental, Chiropractor, Optometry, Author, LION 13K

Caldwell, New Jersey

[Connect](#) [View in Sales Navigator](#) [More...](#)

Internet and Digital Advertising, Marketing, Reputation Management, Video Production, Media Authority, SEO, Movers, Real Estate, Food Truck, Spa, Salon, Social Media, Lead Generation, SMS and Mobile Text

KPS Ventures, Inc
See contact info
500+ connections



Kyle Timmons • 1st

Empowering small business productivity and creativity by providing a place for small businesses to thrive and succeed.

Phoenix, Arizona Area

[Message](#) [View in Sales Navigator](#) [More...](#)

Office Evolution Arizona
University of Nebraska-Lincoln
See contact info
See connections (500+)

After over 20 years of providing mediation services to a wide variety of clients, Kyle retired from the mediation business and now owns and operates Office Evolution franchises in the Greater Phoenix area of Tempe, Scottsdale, Chandler, Mesa and surrounding communities. Office Evolution delivers Executive Office Space, co-working and work spaces, meeting rooms, etc. to help entrepreneurs and start-ups grow and succeed with their small business. With an emphasis on customer satisfaction, customer service, flexibility, and entrepreneurship, Office Evolution is the Small Business go-to for start-ups and small businesses wanting to professionalize and expand their business allowing the member to focus on their business rather than managing logistics, screening phone calls or working at the local coffee shop.

Making quality connections

- 1. Start with friends and family
- 2. Alumni (great tool within LinkedIn)
- 3. Co-workers – past and present
- 4. Review who LinkedIn suggests
- 5. Anyone you meet in person
- 6. Use search function

Set a goal for
weekly
connection
requests

2. LinkedIn Basic Search – Free version

- Search People
- Search companies
- Send connection request
- **Let's go over the message scripts in the next few slides**

Paid tool--Sales Navigator Tool

- Sign up for Free 30 day subscription to Sales Navigator Tool
- Get more than 100 connections in 30 days.

Linkedin Connection requests- Messages

Connection Requests- Your first message will be to invite your targeted audience/persona to your network

Dear First name

I am building my network with like-minded people in the marketing industry.

I would appreciate you connecting with me on LinkedIn.

Kind regards

Madhu

Dear First name

I am building my network with local business owners in my area.

I would appreciate you connecting with me on LinkedIn.

Kind regards

Madhu

* Modify these message scripts to suit your style and campaigns. They are a guide to help you create your own.

Follow up Message

Sending a follow-up message is key to starting conversations as well as just being polite.

Dear Firstname

Thanks for connecting with me on LinkedIn

Regards Madhu

Message Type: Accepting a Request

Accepting a connection request

When someone invites you to connect, use the opportunity to find out more about them and ask them how you can help them.

Dear Firstname

Thank you for inviting me to be a part of your network.
If I can help you in any way, just let me know.

Feel free to use me as a resource for any information regarding digital and social media marketing.

Kind regards
Madhu

3 and 4: Observe and Share Content

- Live Demo

Message Type: Are You Interested in our services?

Interest Messages – For website audit

The key to prospecting on linkedin is not to be pushy or needy. Just find out if they are interested in the services that you provide.

Write a interest message for each service that you offer.

Complimentary Website audit

At WSI we realize that it is not always obvious to determine if your website is performing optimally.

We have cutting edge software that can quickly highlight areas for improvement.

Would a no-obligation complimentary website audit be of interest to you?

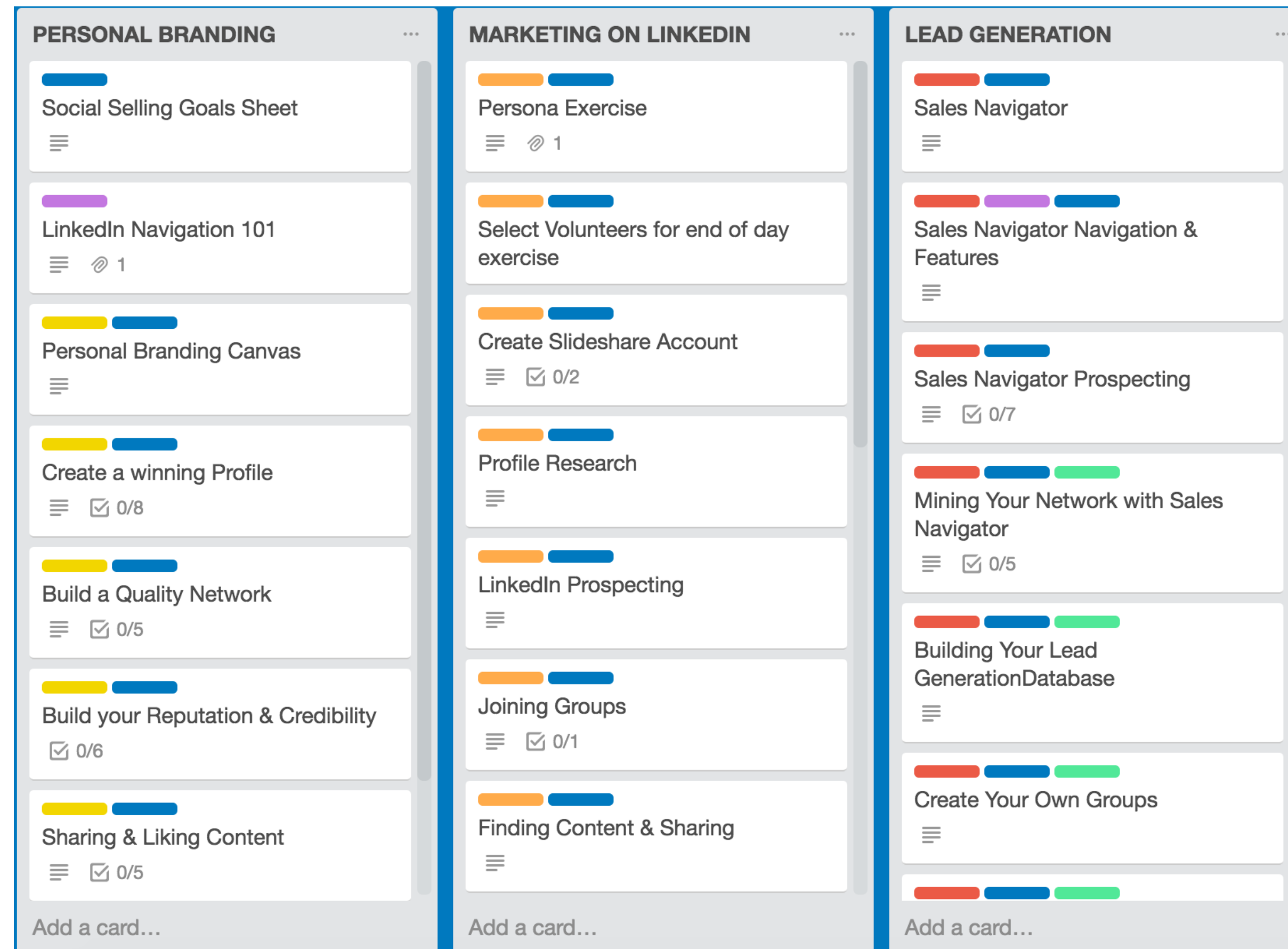
Kind regards
Madhu

Develop an action plan

- Develop your Strategy
- Build persona of targeted audiences
- Enhance your profile
- Share content and observe
- Get your messages ready for connecting

Linkedin workshop Session (3-4 hrs) \$500

Individual Consulting \$100 per hour



Questions

FREE OFFER 

Checklist for creating an all star LinkedIn profile

Contact--Madhu Chadha
480-467-4435
mchadha@wsitopwebdesigners.com

