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Optimizing Your LinkedIn Profile

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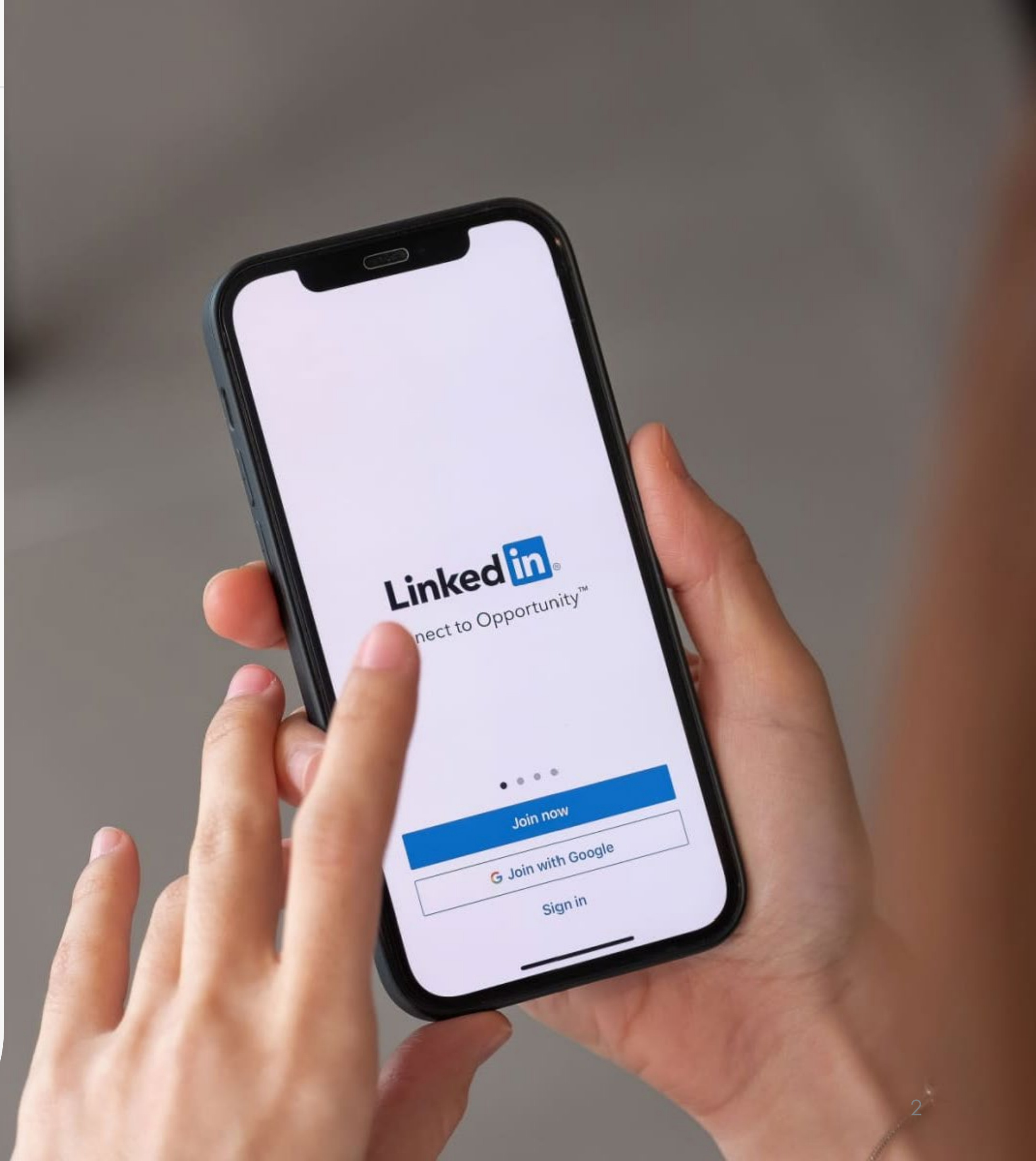


Why having an effective LinkedIn Profile for Sales Professionals Matters

49%

49% of buyers research sales professionals on LinkedIn

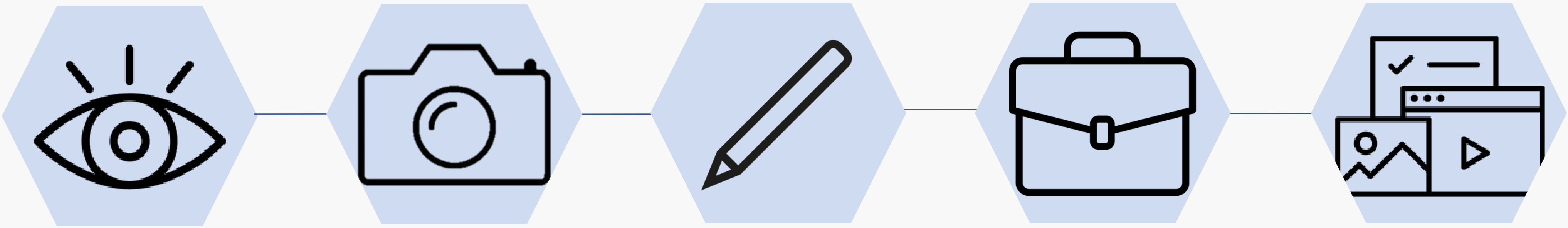
92%

92% of B2B buyers will engage with sellers known as industry thought leaders prior to closing a sale

50%

50% of buyers avoid sales professionals with incomplete sales profiles

5-Step Formula to Optimizing your LinkedIn Profile



Step 1
Visibility & Searchability
Make your profile visible and easy to find

Step 2
Visual Presentation
Upload professional photos

Step 3
Compelling Content
Craft a compelling headline and personal summary

Step 4
Professional History
Add your work experience and skill set

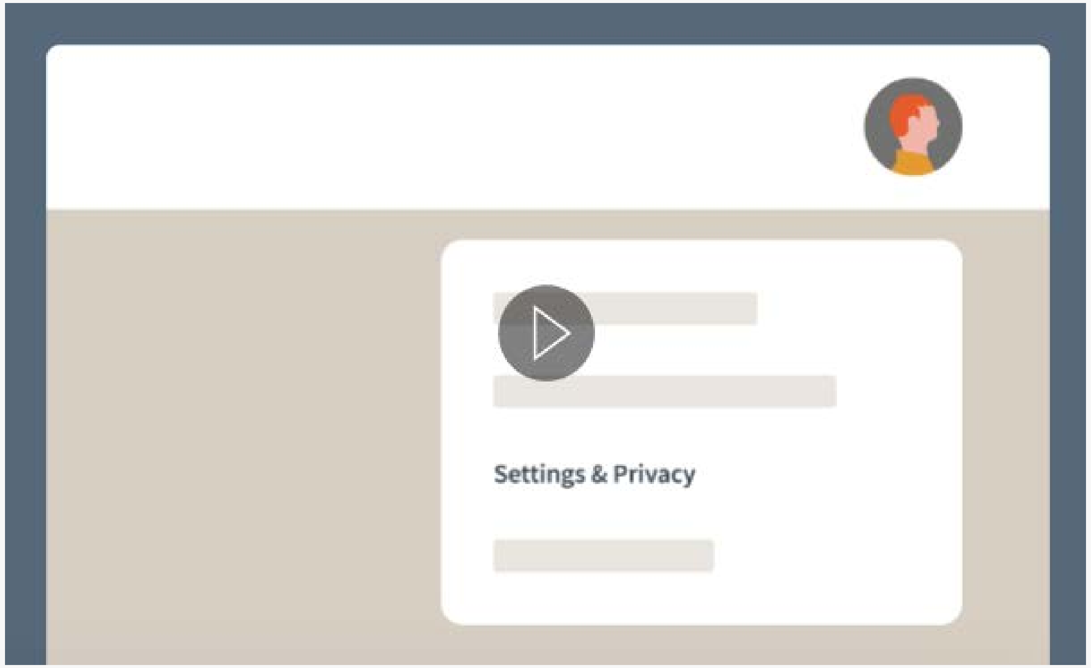
Step 5
Social Proof
Gather rich media, and recommendations

Make Your Profile Visible & Easy to Find

Searchable, **public profiles on LinkedIn get far more views.** Make sure your audience can get to know you. With a private profile, users can only see a snippet of your information.

Making your profile public:

1. Click the **Me** icon at the top of your LinkedIn homepage
2. Select **Settings & Privacy**
3. In the Privacy section, click **Edit your public profile**
4. Under **Edit Visibility**, turn On your profile's public visibility



Pro Tip! *On the same page, create a custom URL. You can use your first and last name, or first initial and last name, so prospects can easily find you.*

Upload a Professional Profile Photo

Think of how you **dress and act when you meet a client in real life.** Your profile photo should be representative of the way you'd appear in a face-to-face sales meeting.

Tips for choosing the right profile photo:

- High-resolution, 400x400 pixels is the perfect fit
- Close-cropped headshot that shows your face clearly
- Neutral background or work setting
- Be the only person in the picture
- Wear what you'd wear to work
- Take the photo in soft, natural light

Upload an Effective Background Photo

A carefully chosen background image can tell potential clients who you are and what you're about.

Tips for choosing the right background photo:

- Cropped to 4000x4000 pixels to fit the space
- Focus on authenticity and credibility
- Make sure that important details aren't covered by your profile photo

Photograph your workstation

Represent your Industry/Trades

Make the most of company branded photos

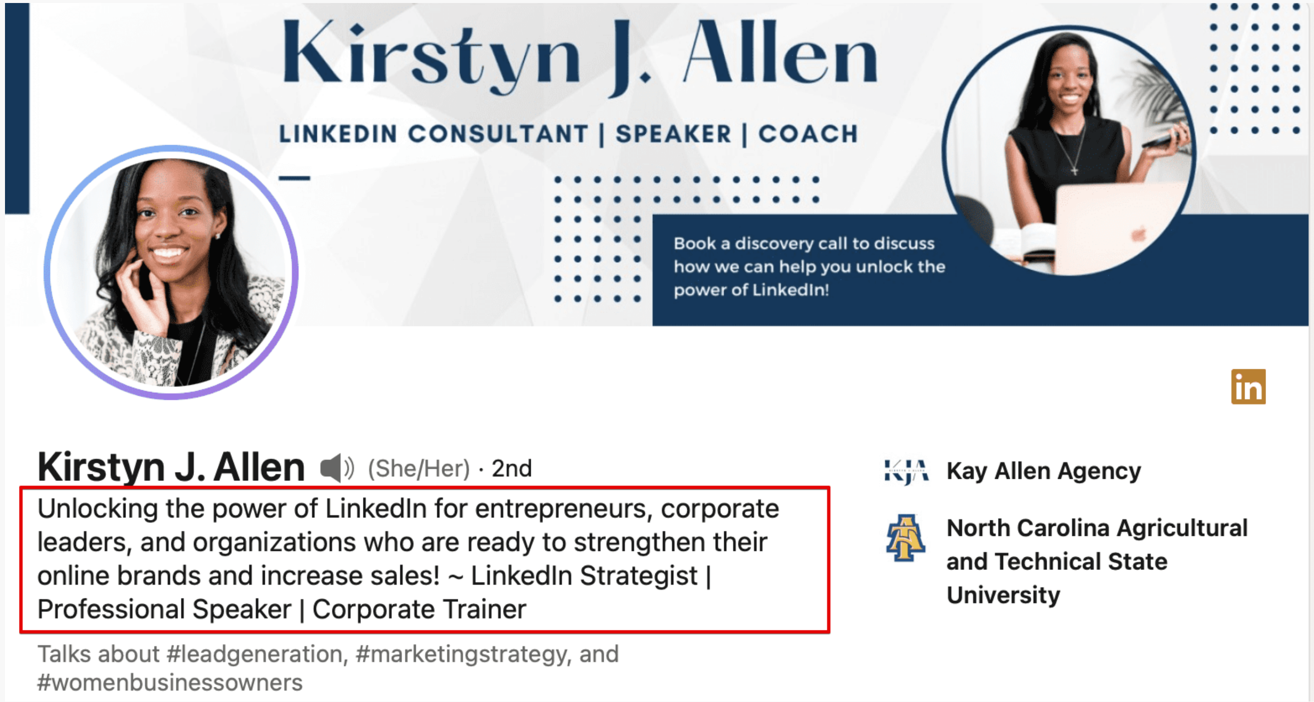
Crafting Your Headline

A well-crafted headline works with your profile picture and background image to capture attention – and it's often the difference between a prospect staying to find out more or clicking away.

Use your headline as a showcase for:

- What you do and who you do it for
- The value you offer buyers
- What differentiates you
- Proof that you can deliver on your promise

Highlight your value.
Imagine telling a potential client how you **can provide value for them** and write from there.



Create a Personal Summary

Your summary is your '30-second pitch'.

Use the "About" space to differentiate yourself from other sales professionals with what you do, how you help your clients, and how to get in touch with you.

Summary writing style:
- Write in first-person
- Avoid bullet points
- Write in full sentences
- Craft with personality and clarity

Passion Intro

A sentence about what motivates you professionally and what that means for customers.

"I love helping small business owners realize their dreams."

Background

One or two sentences summing up your career to date.

"For 15+ years, I've consistently prioritized the financial health and growth of my clients."

Company

One or two paragraphs about what solutions you offer, and how they've solved industry or customer problems in the past.

"I find value-added financial solutions for SMBs."

Call to Action

How to best get in touch with you.

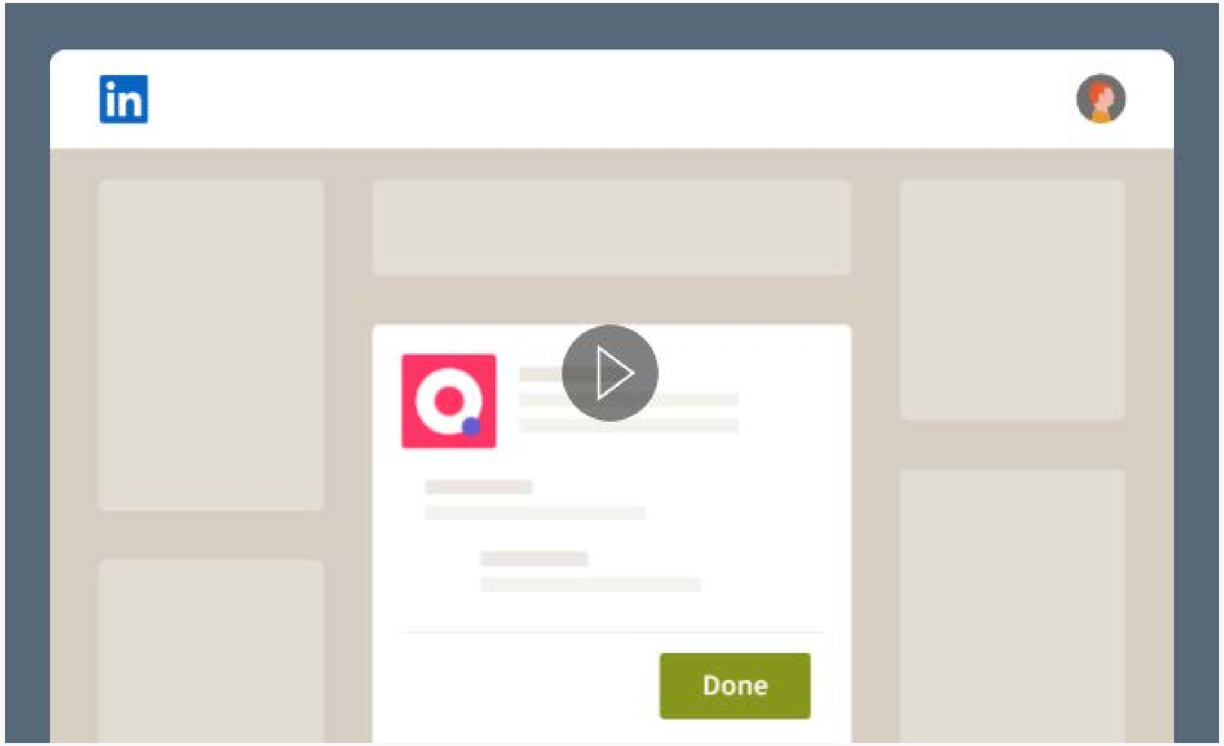
"Let's turn your challenges into a success story. Reach out to me through LinkedIn or send an email."

Add Your Work Experience

Use this section to demonstrate what you can do for clients. **Remember, this isn't a resume for an employer**. Keep your work history relevant to potential clients.

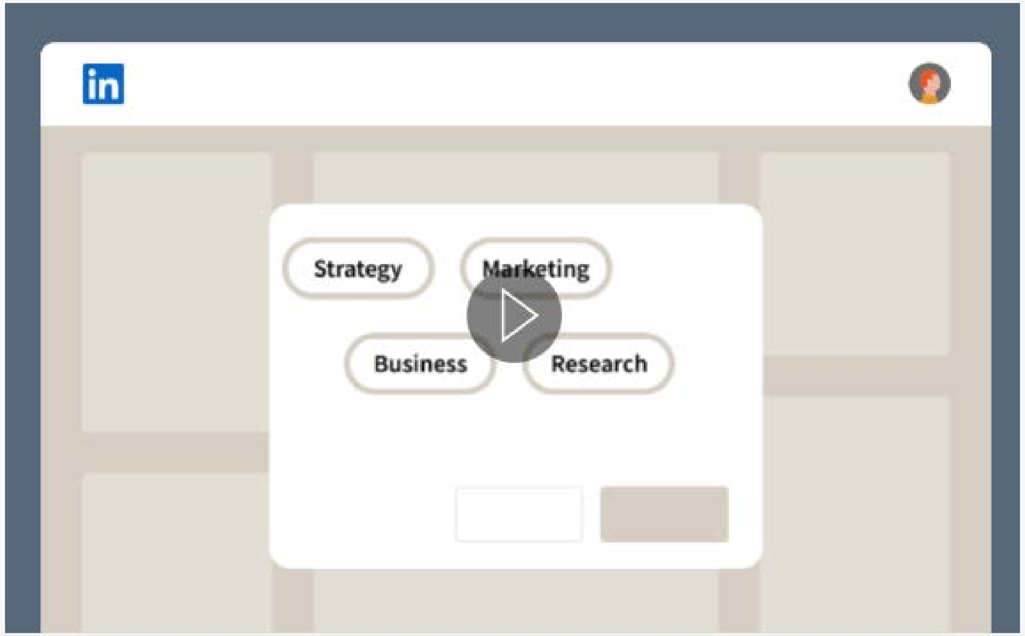
Include details to help distinguish you from other sales professionals:

- Have you helped multiple clients achieve a significant business goal?
- Do you help others come together to solve tough problems?
- Do you have a trusted team to assist with the experience?
- Do you remain involved with prospects at every stage?



Include Your Work Skills

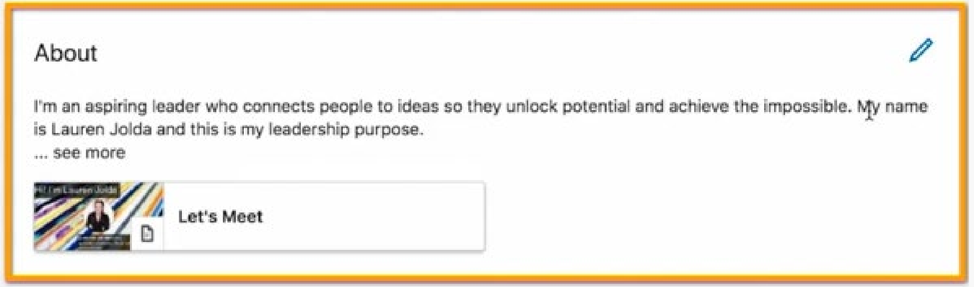
Adding specific and relevant skills on your profile is a great way to showcase your abilities to potential clients. Those skills can be validated by **skill assessments**, and by 1st-degree connections with **“endorsements".**

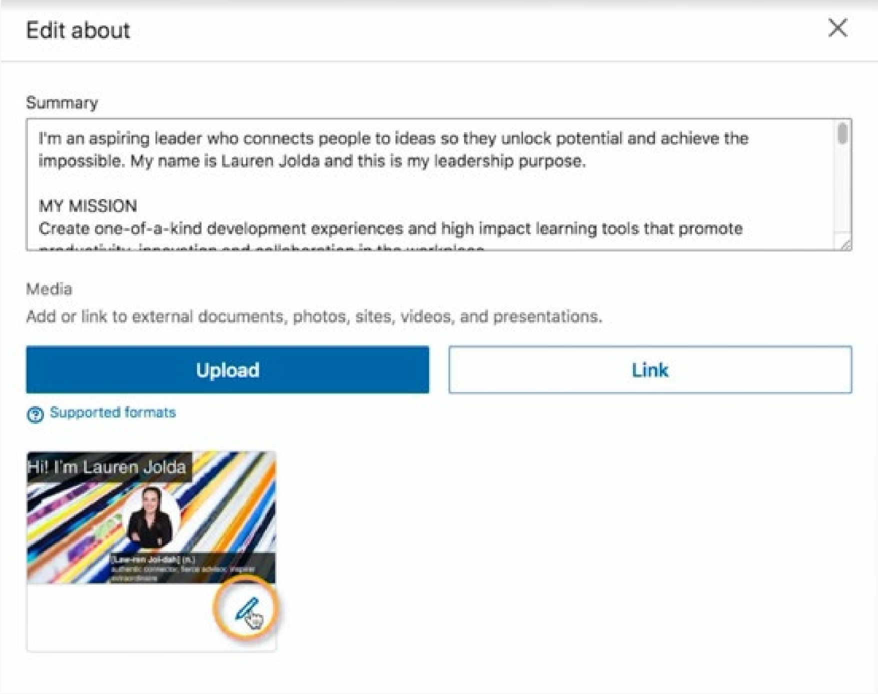


Pro Tip! *LinkedIn lets you take online tests to help demonstrate the level of your skills to your audience and display a Verified Skills badge on your profile.*

The Purpose of Rich Media

An effective way to grab your prospect's attention is by adding **multimedia content to your profile,** such as links to a portfolio, videos, presentations or infographics.

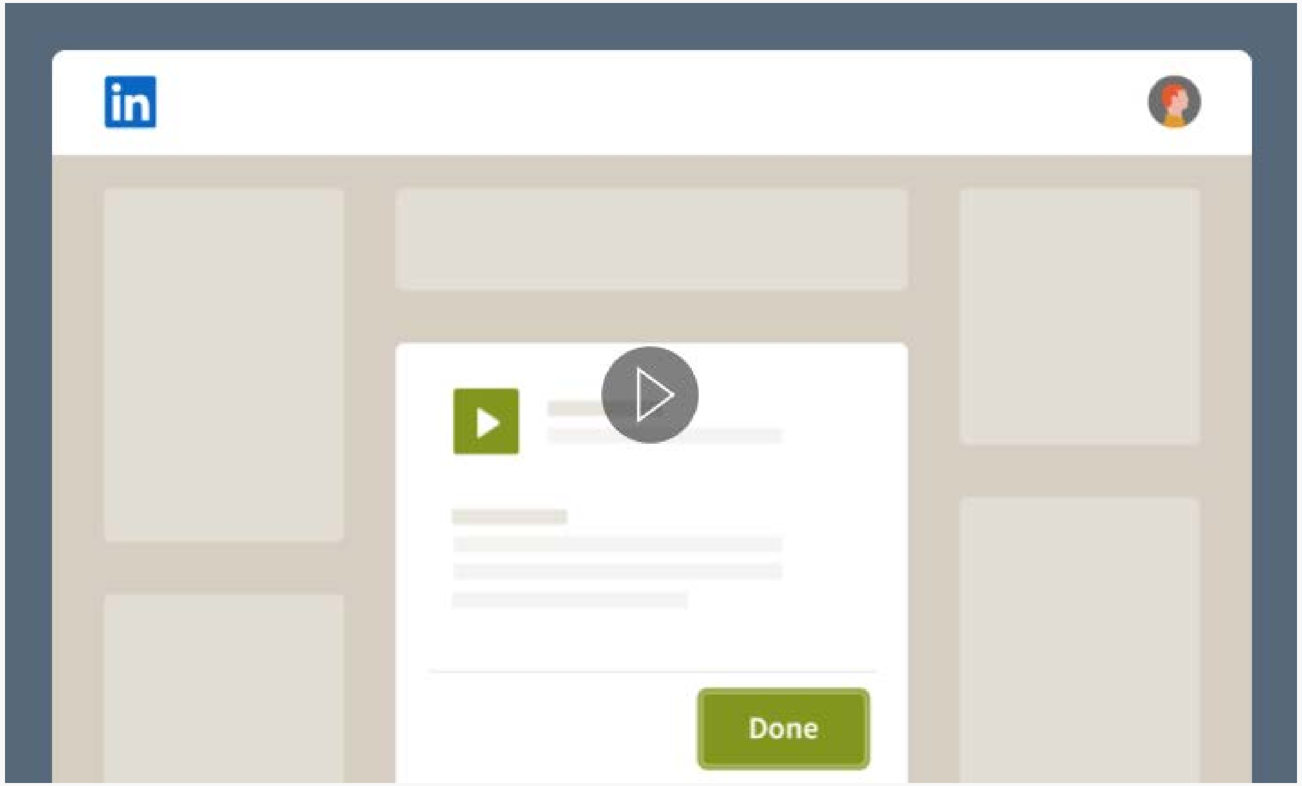




You want to supply content that can help to **connect your prospect into our existing sales funnel.**

How to Add Rich Media to Your Profile

1. **Open the About** or **Experience Pop-up** depending on where you want to upload the item.
2. **Scroll to** the bottom of the box.
3. **Click** “Add Media”.
4. **Enter the URL** for the item you are uploading and click ‘ok’.
5. Your item should now populate in a new pop-up.
6. **Complete the information** adding an enticing title and add to the description. Include a call-to-action within the description.



For more help on adding Rich Media, check out [THIS LINK]

More Tips on Adding Rich Media to Your Profile

Enhance your Summary

Add awareness-type content: interviews about your company or videos dealing with industry issues.

Support Your Experience

Add detail about specific solutions, including presentations or videos where you directly help clients achieve their goals.

The '2 and 5' Rule

Limit yourself to around five pieces of media content for your personal summary and two for your experience.

Double Your Exposure

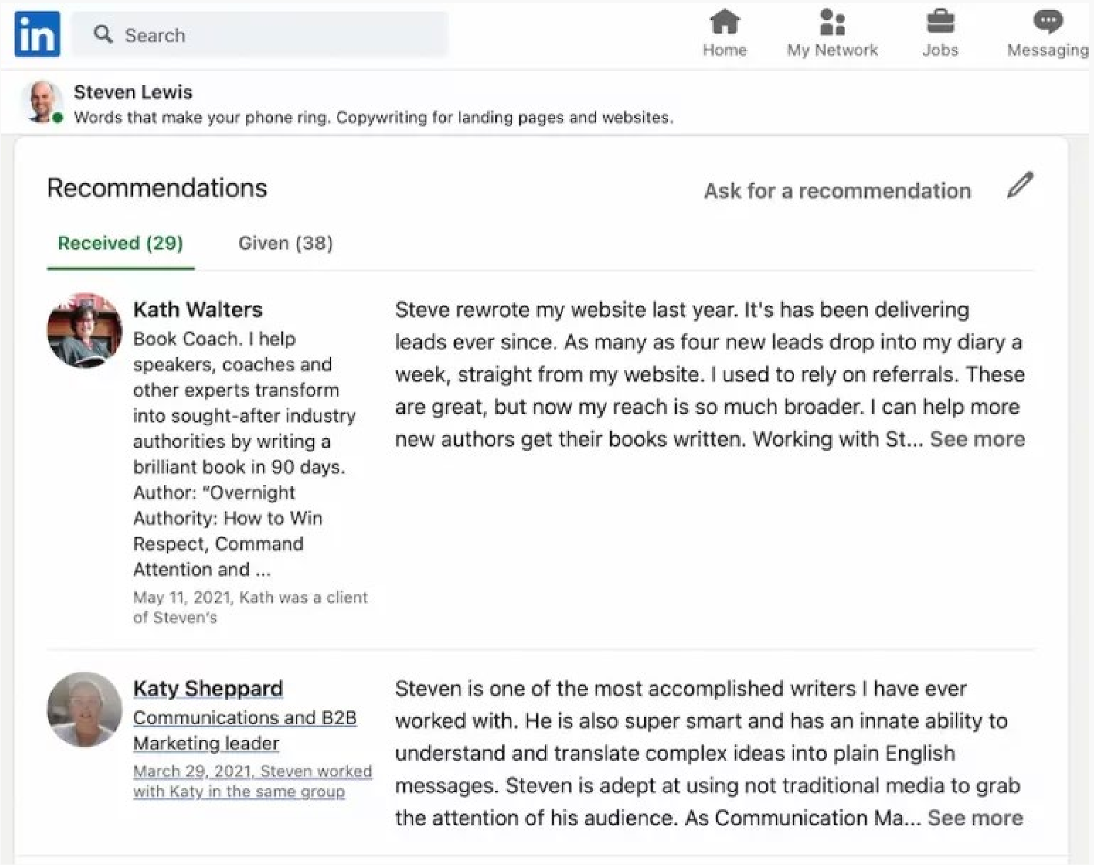
You should share these rich media assets in your feed, as well as your summary.

Gather Recommendations

LinkedIn recommendations from satisfied clients can give you immediate credibility. In just a few simple steps, you can gather them on your profile.

How to request recommendations:

1. Click the **Me** icon at the top of your LinkedIn homepage
2. Select your profile by clicking your **Profile picture**
3. Scroll down to the Recommendations section and click **Ask for a recommendation**
4. In the **Who do you want to ask?** field, type a name
5. Select the name from the dropdown that appears (must be connected with you already)
6. Fill out the **Relationship and Position** at the time fields
7. Click **Next**
8. Personalize the text in the message, and then click **Send**



General Guidelines & Tips For Your Profile

Do's

- Use titles like "**B2B Strategist**" or "**Growth Consultant**" in your profile
- Illustrate how your sales strategies have added **long-term value** to businesses
- **Highlight relationships built** and client loyalty achieved
- Explain instances where you've successfully navigated through market changes or challenges
- Use **terminology** and jargon that **resonate** with your **target clients**
- Show **understanding** and **expertise your client industry**

Don'ts

- Use **Aggressive Sales Language** that overemphasizes closing deals and securing wins:
  - Use titles like "**Sales Representative**" in your profile
  - Use language that might be perceived as **too money-centric** *(e.g. "typical quota of 500K in sales per quarter")*
  - Depict clients merely as **revenue generators** *(e.g. "averaging 30 conversions a month")*

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Questions?