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Manufacturer Focused, Value Driven Solutions

CREATING AN EFFECTIVE SALES PROFILE ON LINKEDIN

Connected with Impact Washington

Why it Matters

In our ongoing quest for qualified leads, we search, research, size up, and scrutinize. We examine the digital clues at our disposal and then ask ourselves, is this prospect worth my time?

What we tend to overlook, is, prospects do the exact same thing to us. They evaluate our credibility, experience, connectedness, approach, demeanor, and any other factor that helps them answer: Is this person and their company worth my time?

When prospects pull up your LinkedIn profile, one of two things will happen: They will gain confidence in you, or they won't.

The purpose of this guide is to give you advice on getting your LinkedIn profile to perform meaningful work, even when you're not on LinkedIn.

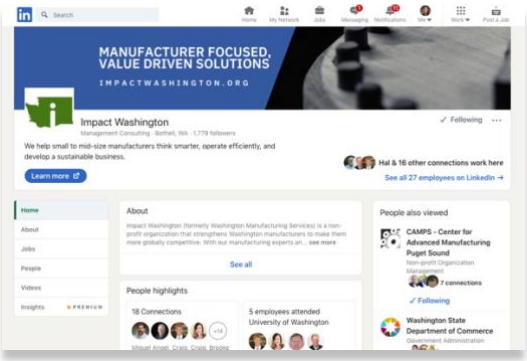
Ways to Optimize Your LinkedIn Profile to Meet Your Sales Objectives

LinkedIn profile optimization boils down to a basic concept: Present the digital version of you that will be useful and meaningful to the prospect you hope to attract.

According to International Data Corporation, 75% of B2B buyers and 84% of C-level executives use social media when making purchase decisions. They're looking for ideas, answers, and a trusted partner to take them where they need to be. Will they find what they're looking for in your profile?

Remember, your LinkedIn profile isn't a resumé — it's your online reputation. It can make the difference between prospects responding and passing you over.

Since 49% of buyers research sales reps on LinkedIn, and 50% avoid reps with incomplete profiles, making a strong first impression has never been so important. 92% of B2B buyers will engage with sellers known as industry thought leaders.



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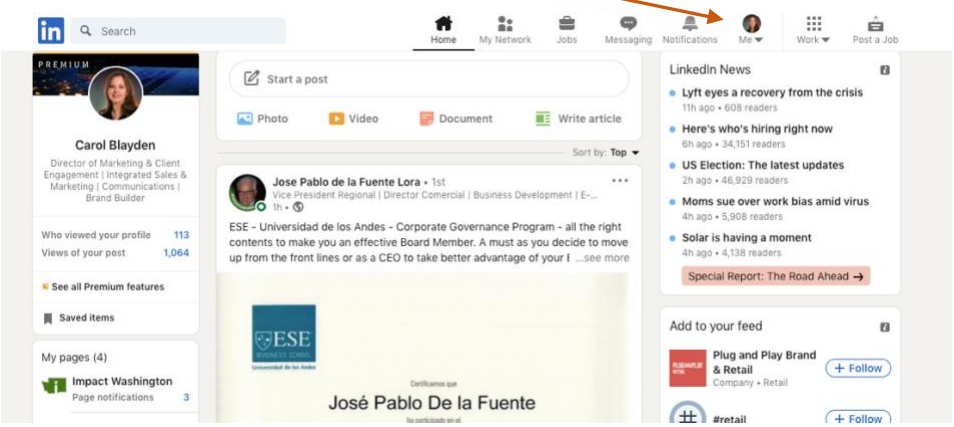
Optimize your LinkedIn profile with these ten steps to generate more leads and opportunities for dialogue.

STEP 1: Make your profile visible and easy to find

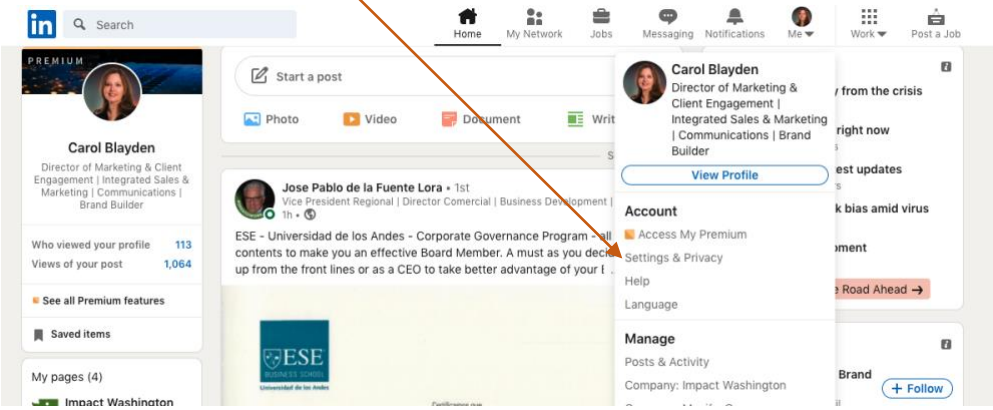
The first step in getting more profile views is to make sure your profile is visible to people searching for you.

To change your settings from anonymous to public, from your profile page:

Click the 'Me' icon at the top of your LinkedIn homepage



In the Account section, select 'Settings & Privacy'



In the Privacy section, click 'Edit' your public profile

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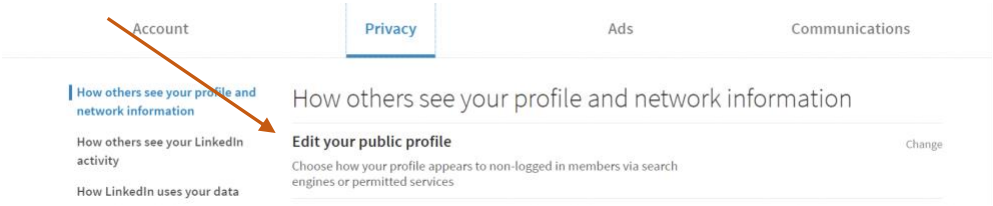
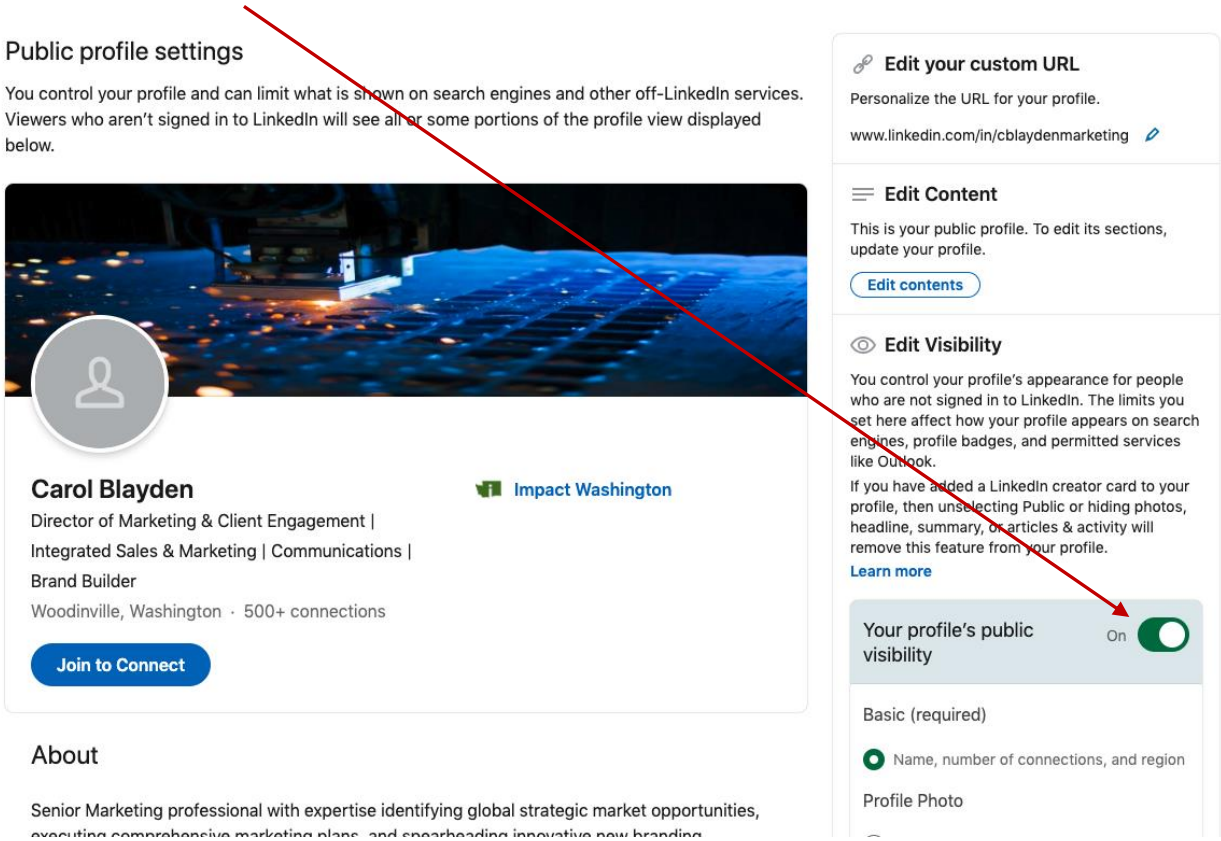
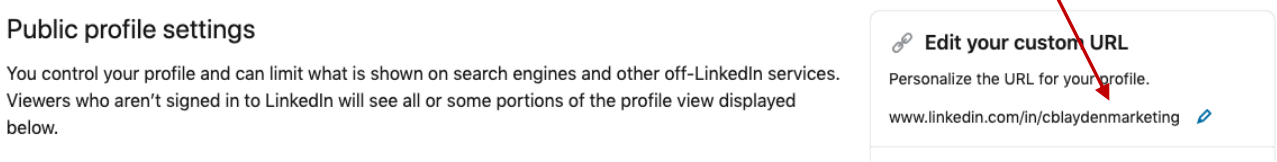
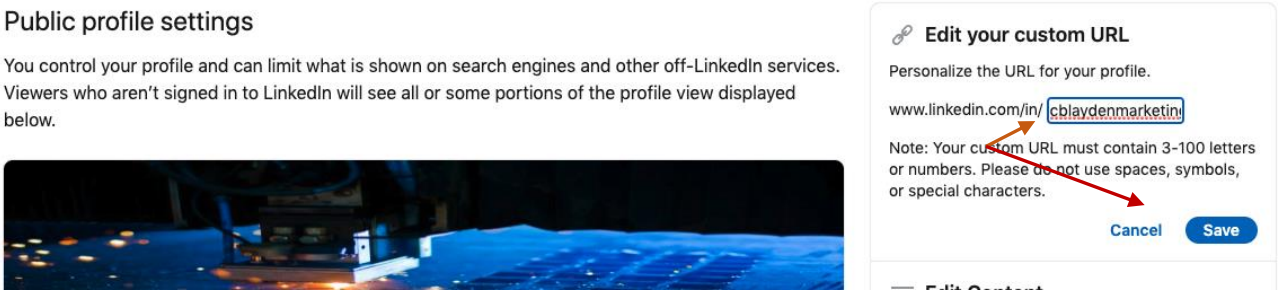


Under Edit Visibility, turn 'On' your profile's public visibility



On the same page, take this opportunity to personalize the URL for your profile. Make your custom URL your first and last name, or first initial and last name, so prospects can easily find you.





A public profile means that people who search for you on LinkedIn can see your full profile information. If your profile is set to private, prospects will only see a snippet of it.

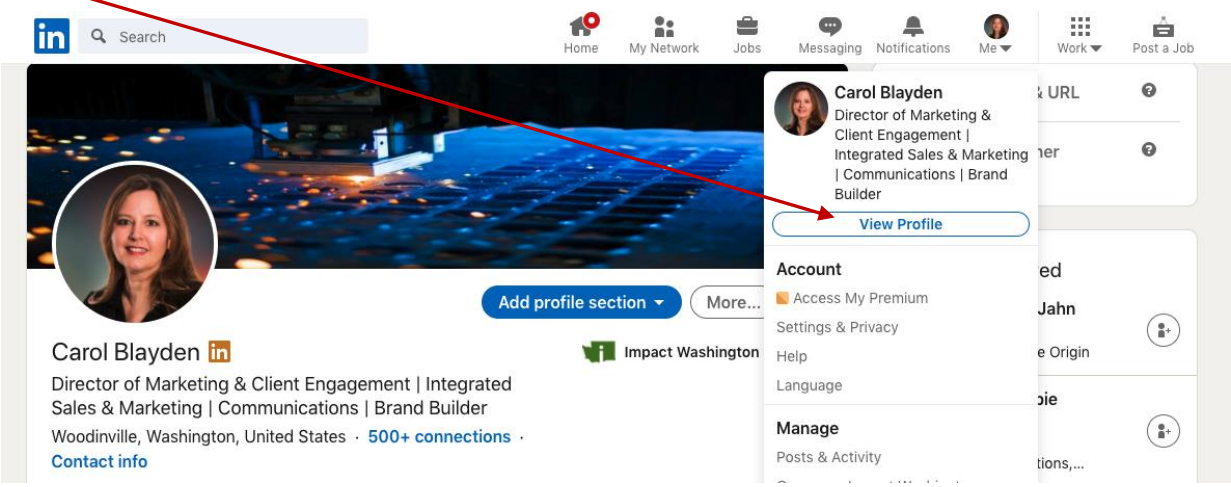
STEP 2: Upload a Professional Photo

Did you know that you can make your profile seven times more likely to be found in searches by adding a profile photo? However, it's essential that you convey the right impression with your choice of photo. Think of how you dress and act when you meet a client. Your profile photo should be professional, friendly and representative of the way you'd appear in a face-to-face sales setting, so it leaves a favorable first impression with potential clients.

It's best to upload a profile photo that is:
• High-resolution and cropped to 400x400 pixels to fit the space • A close-cropped photo that shows more of your face
• In front of a neutral background
• Of only you – no friends, children or pets

Updating Profile Picture Guide:

Step 1



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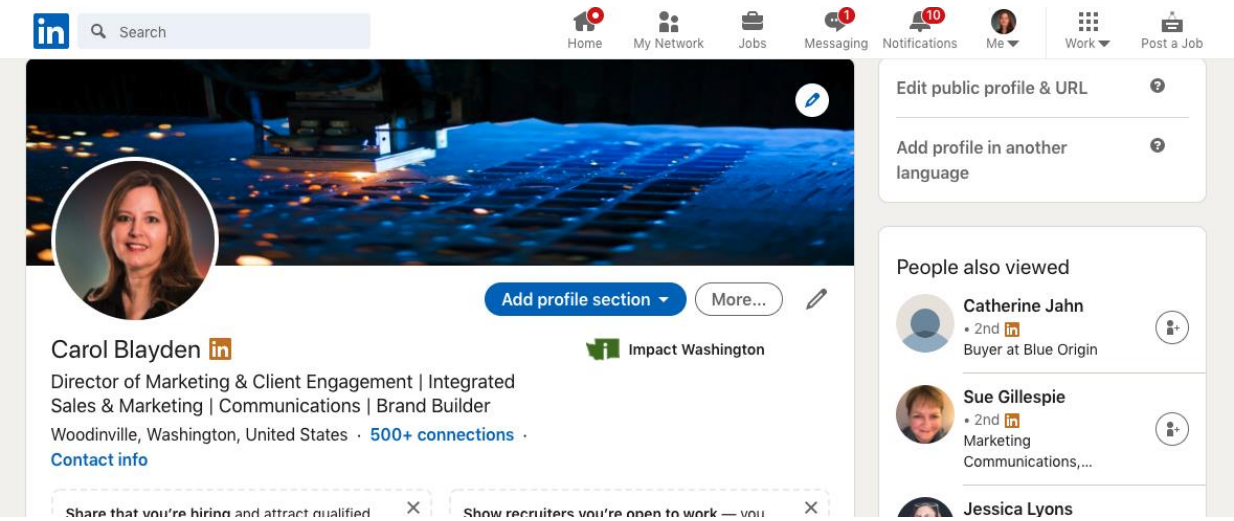

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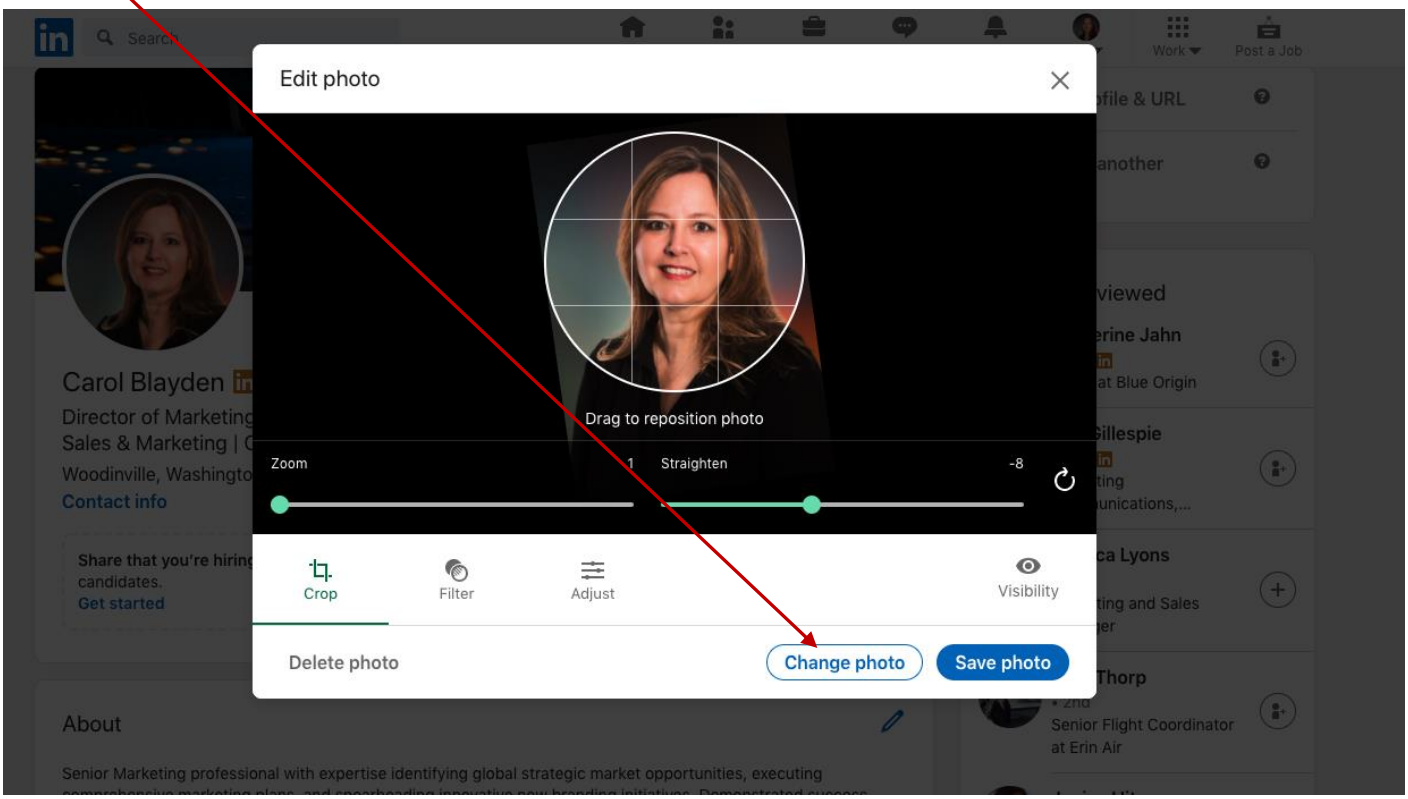

STEP 3: Write a Compelling Headline

The default LinkedIn headline is automatically pulled from your work history and lists your current position and company. While this information may be useful for prospects, your job title alone doesn't tell a very compelling story.

A well-crafted, attention-grabbing headline can mean the difference between a prospect checking out the rest of your profile or clicking away. Since it is one of the first parts of your profile prospects will see, it needs to get them interested in seeing more.

The headline introduces your summary section, which is your space to showcase:

- 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 • Ways to contact you

Imagine telling a potential client what you do in terms of how you can provide value for that person and their company and write from there.

Tip - To boost rankings on Google, include words in your summary that our prospects use when searching. You can base these on your own discussions

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Updating Headline Guide:

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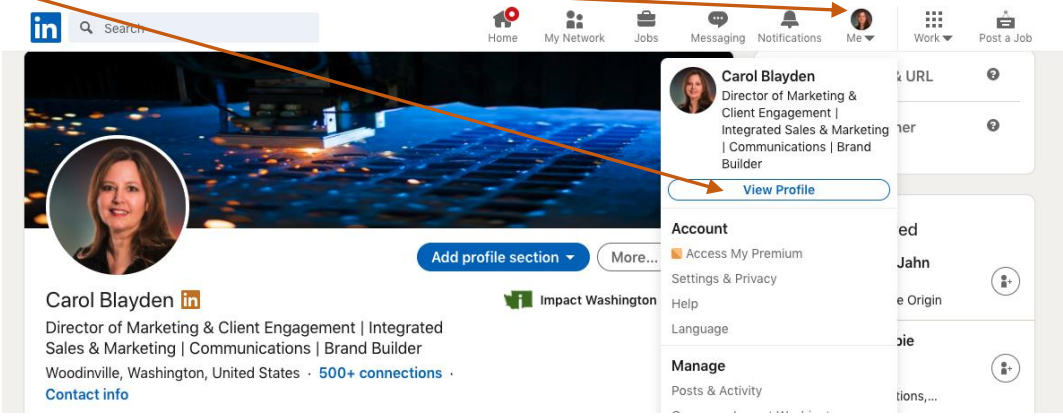

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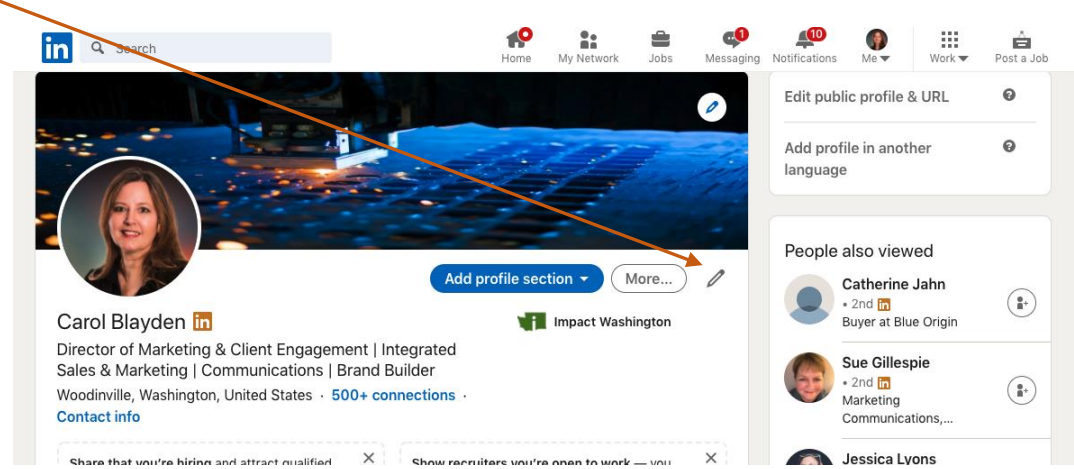

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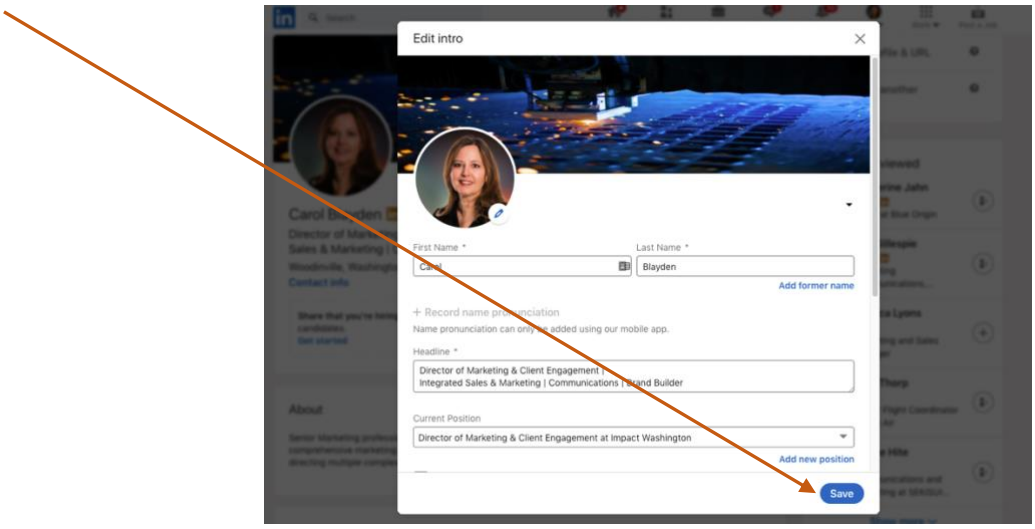

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STEP 4: Include a Personal Summary

Your summary is the place where you can put your value on full display. While saying that you exceeded your sales goals is impressive, you don't want prospects to think you are only interested in selling to them. Use this space to differentiate yourself from other sales professionals in the industry and showcase the unique skills that speak to your ideal client.

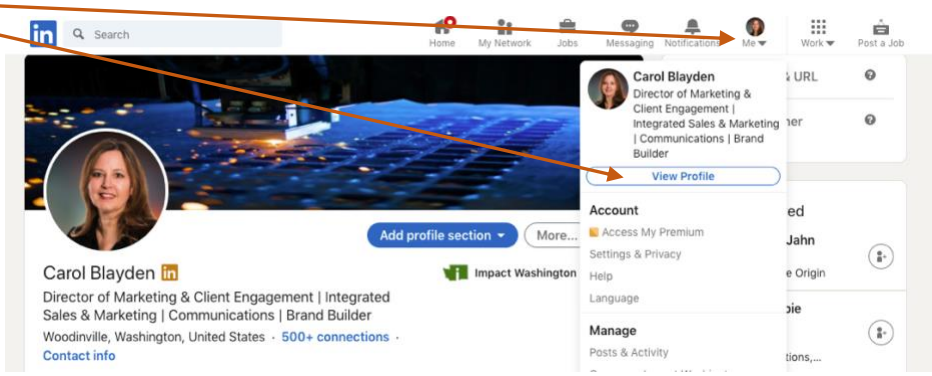
Think about this as your "30-second pitch": Focus on what you do, how you help your clients, and the best way to get in touch (your call to action). Write in the first person, avoid bullet points, and make the skills and experience you talk about directly relevant to your current job. Most importantly, write with the client in mind. Concentrate on answering the question, what's in it for my ideal client?

Follow this structure to turn your summary from a simple resumé into a reputation-building asset:

PASSION - A sentence about what motivates you professionally and what that means for clients.
BACKGROUND - One or two sentences summing up your career to date.
COMPANY - One or two paragraphs about what solutions you offer, and how they've solved industry or client problems in the past.
CALL TO ACTION - Contact details and best channels to get in touch – the same things that are on your business card.

Updating Personal Summary Guide:

Step 1



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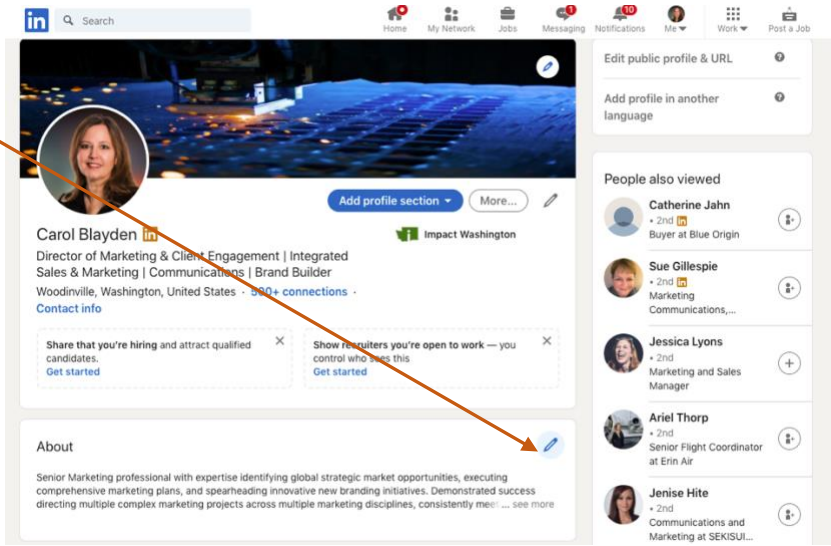

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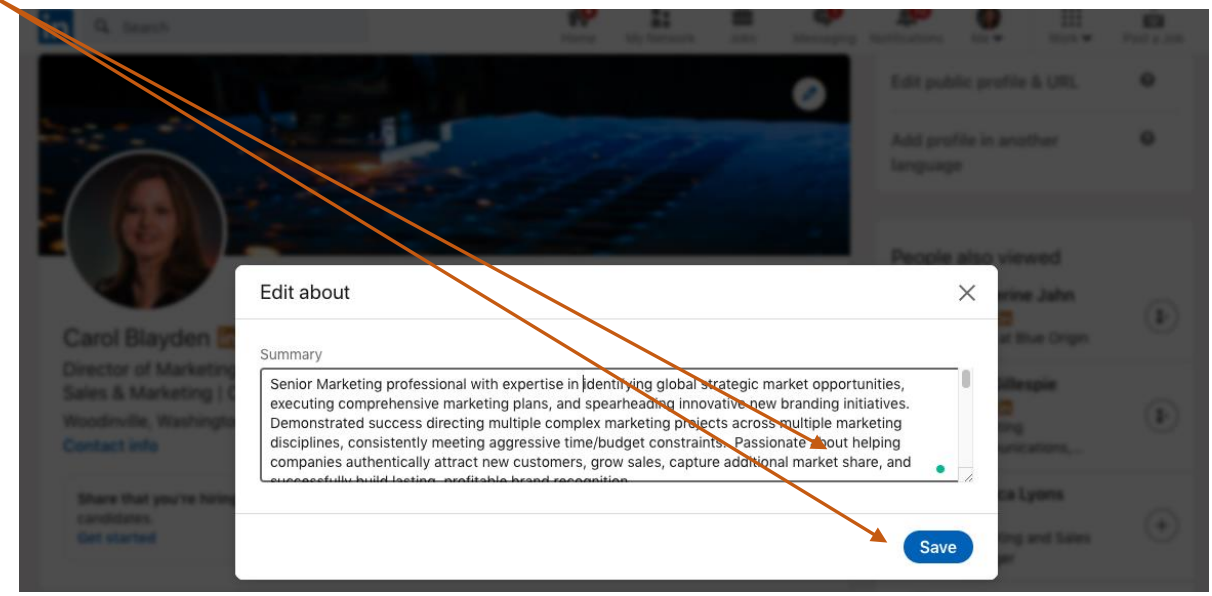


STEP 5: Add your Work Experience

As with the summary, use the Experience section to demonstrate what you can do for clients. There's a tendency to think of work experience in resumé terms—your skills, accomplishments, and day-to-day tasks for each job. But you're not out to impress a potential employer (hopefully), so it's a good idea to keep your work history relevant to the solutions you have provided for NJMEP clients.

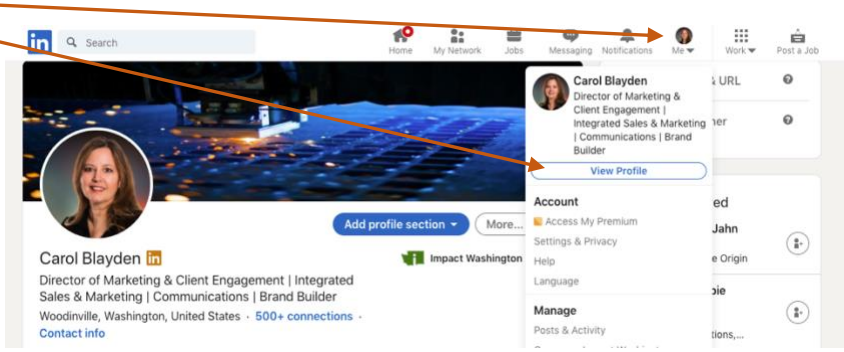
The key is to balance a buyer focus with your personality, so your profile is distinct from other sales professionals in the industry. Possible ways you can convey this include describing how you:

- Have helped multiple clients achieve a significant goal
- Help others come together to solve tough problems
- Remain involved with clients at every stage – even after the project implementation
- Spend time when you're not helping clients, including charitable organizations you support

Try scheduling a monthly or bi-monthly reminder to re-evaluate your headline and summary as even small changes can impact your personal lead generation efforts.

Updating Work Experience Guide:

Step 1



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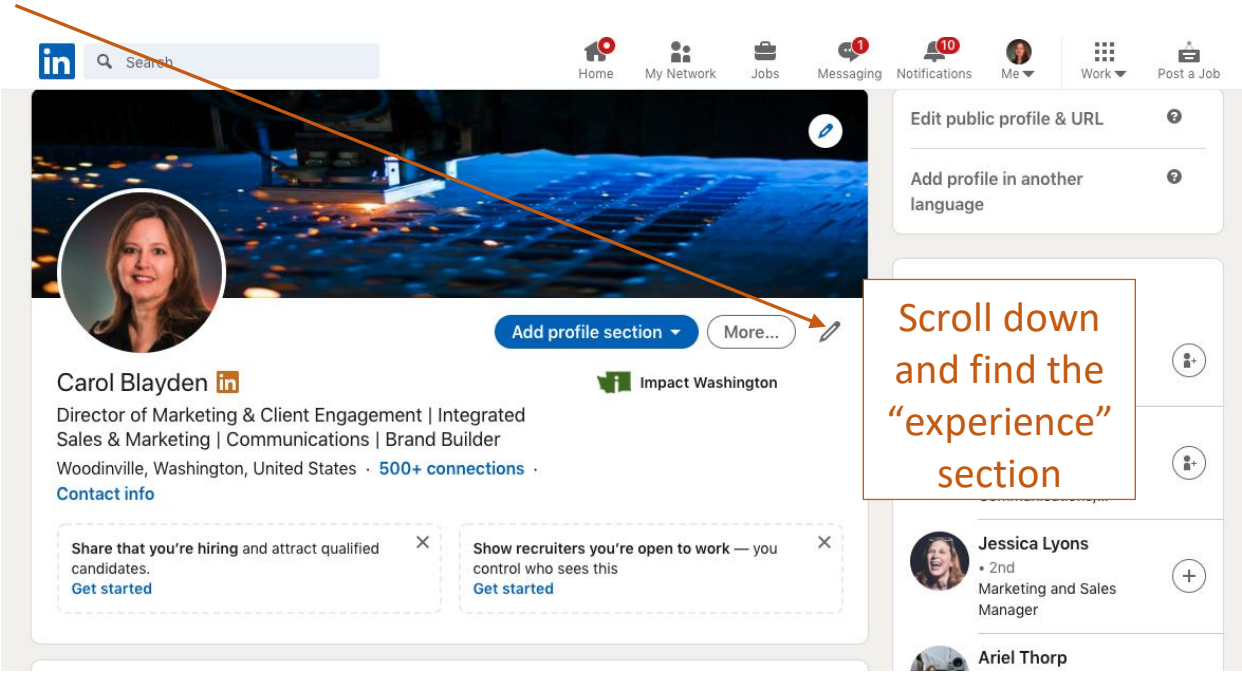

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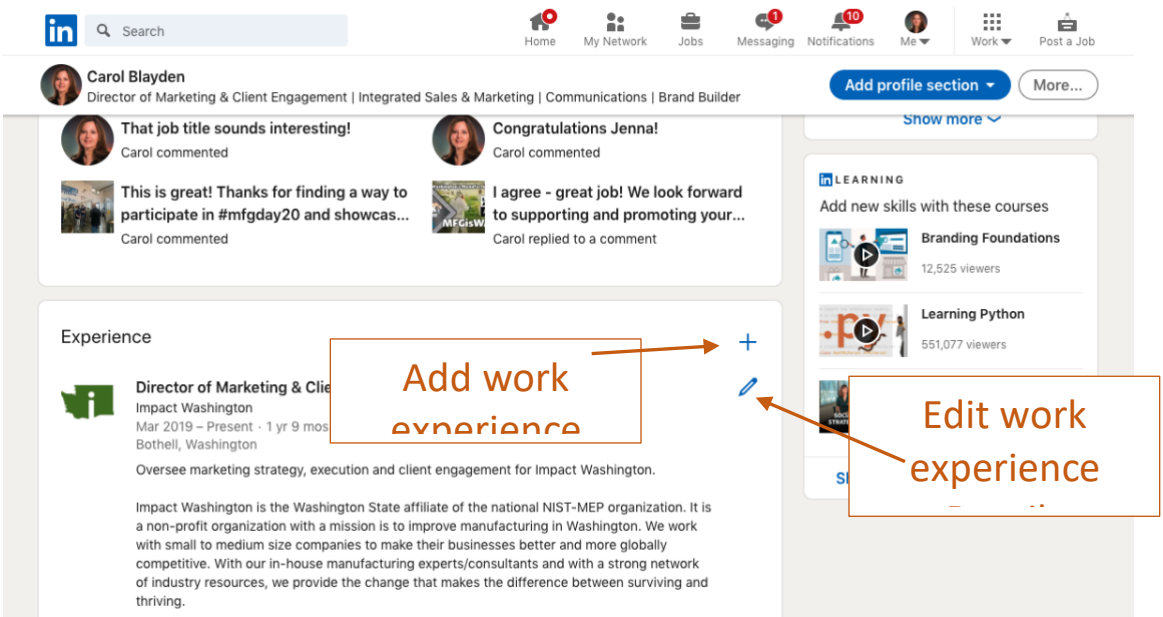

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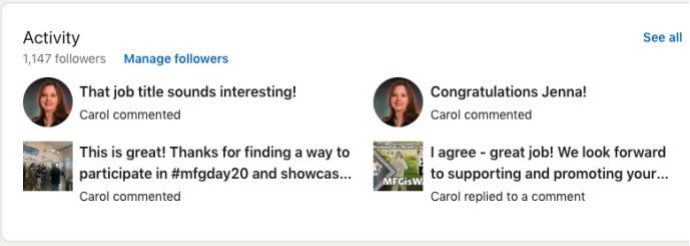
STEP 6: Articles and Activity

This section is a brief recap of your personal activity on LinkedIn. If you publish on the LinkedIn platform, post an update, or interact with the content of others, that activity will appear in the LinkedIn feeds of your connections. These actions can contribute to solving the problems of others, and how you introduce your own solution into discussions, as well as promote upcoming Company events.



When you share a status update on LinkedIn, it appears in the stream of your followers and is quickly buried under the updates from all of their other connections. When you create a Published Post, however, it appears at the top of your profile, just above your Summary. In fact, your most recent two posts appear. If you include a great image with the posts, they really add a great element front and center.

STEP 7: Add Rich Media

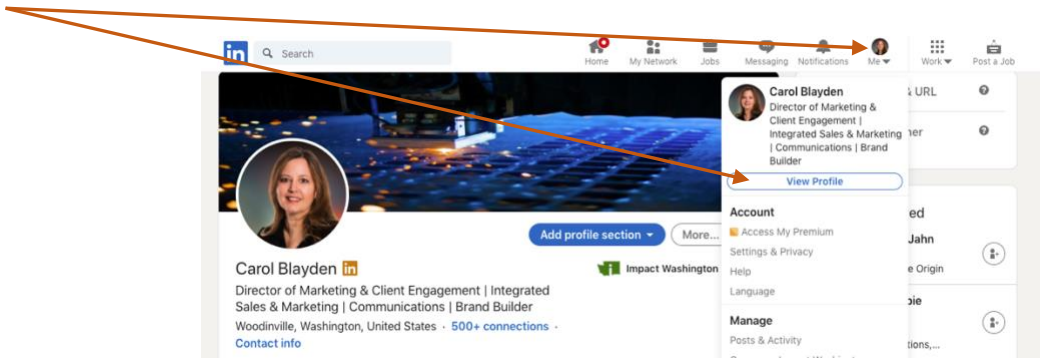
An effective way to grab a prospect's attention is by adding multimedia content to your profile. Pertinent links, videos, SlideShare presentations and infographics go a step beyond simply telling your prospects what you can do by actually showcasing your value.

The following are two areas to which you can add rich media:

• Enhance your Summary with awareness-type content: C-level interviews about your company or videos dealing with industry issues

Adding Rich Media to Summary Guide:

Step 1



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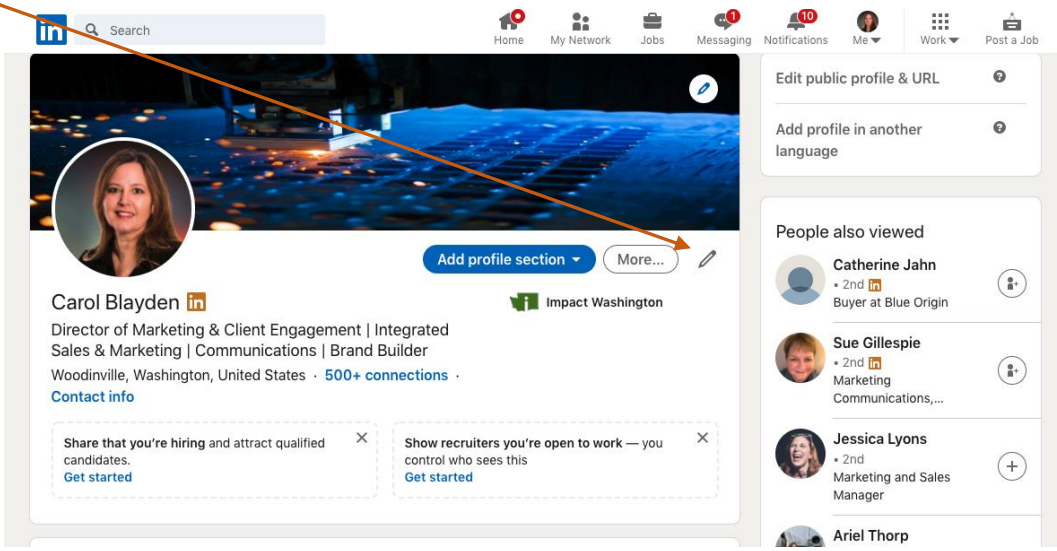

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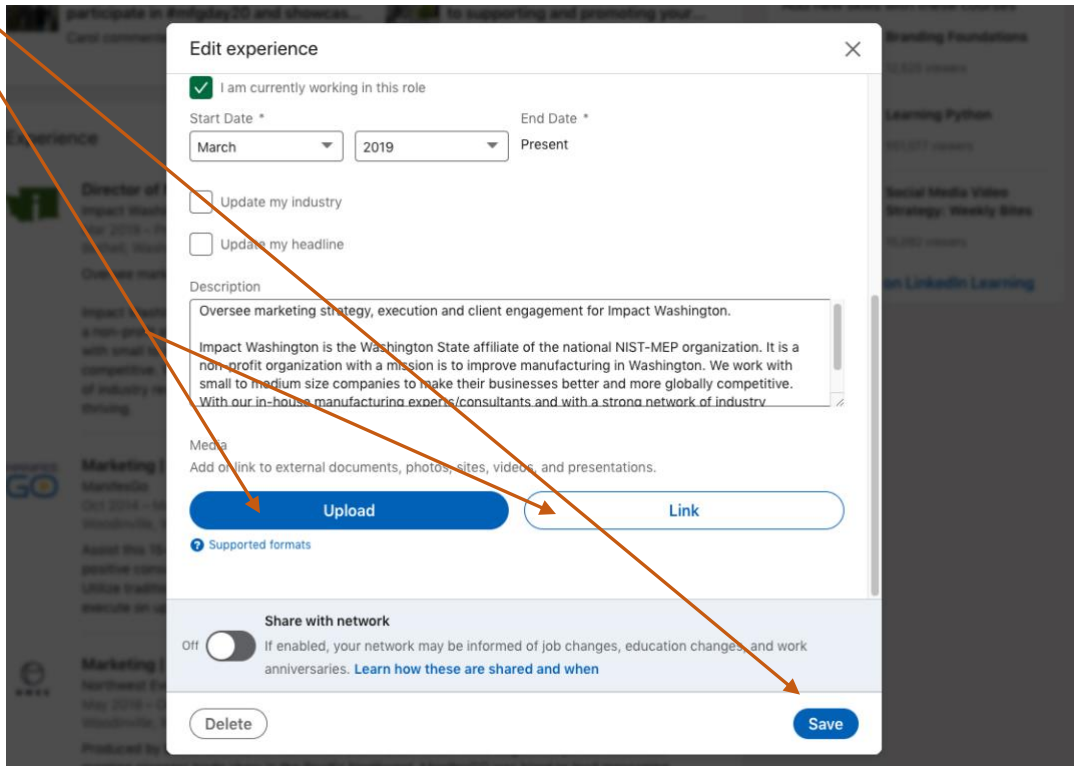

Support your experience with greater detail about specific solutions, including presentations or even videos where you directly address clients, help them overcome challenges and achieve their goals

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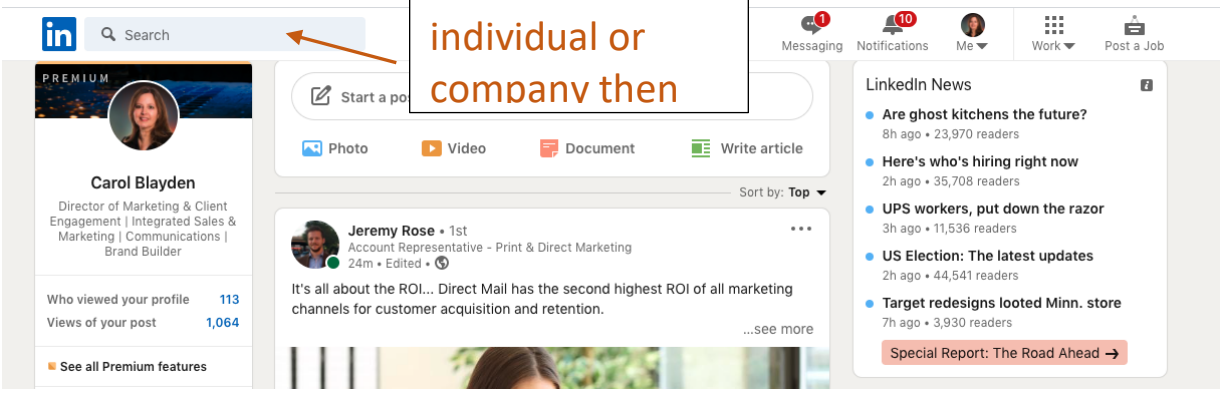
Limit yourself to around five pieces of media content for your summary and two pieces of media content for your experience. Make it a habit to review content in these sections every two months in case there is new and relevant content to be added.

STEP 8: Add Connections

Your network reflects the quality of your professional relationships. Be thoughtful about making connections. The invitations you issue should convey your interest in connecting, and the value you intend to offer. Personalize each connection request by giving the recipient a compelling reason to accept.

Step 1

Search for individual or company then



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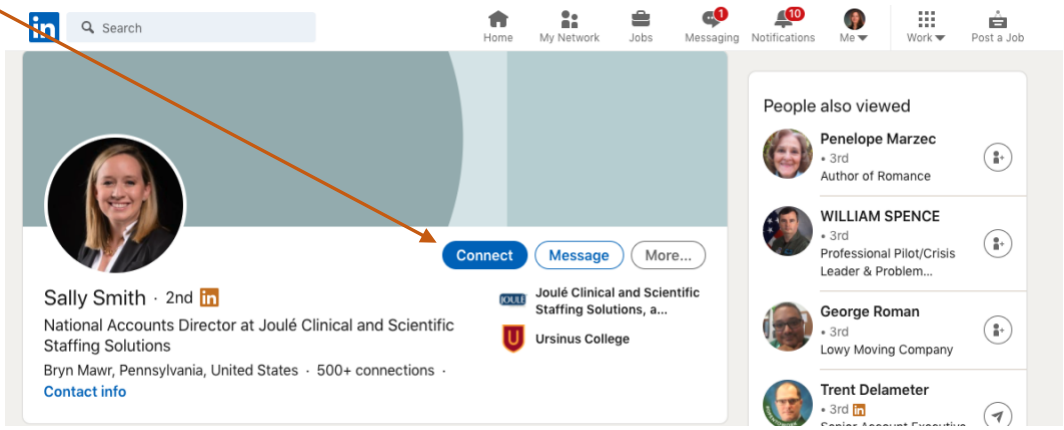

Step 3

If you don't know someone well, consider adding a personal note why you'd like to

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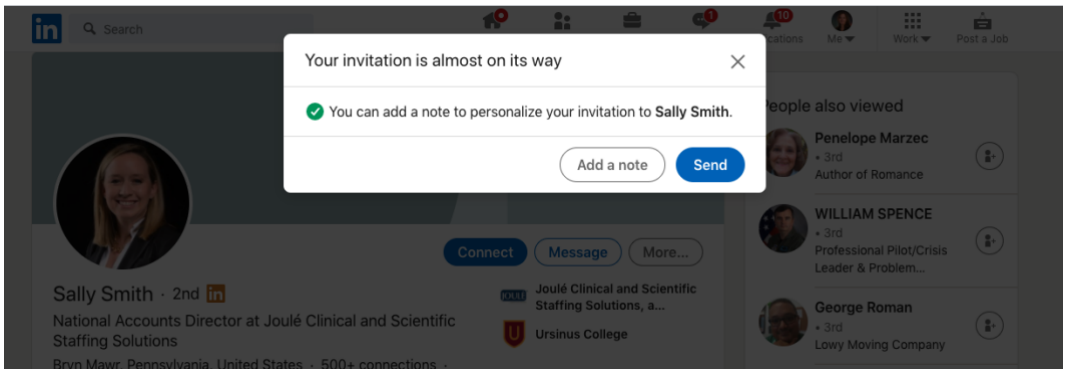
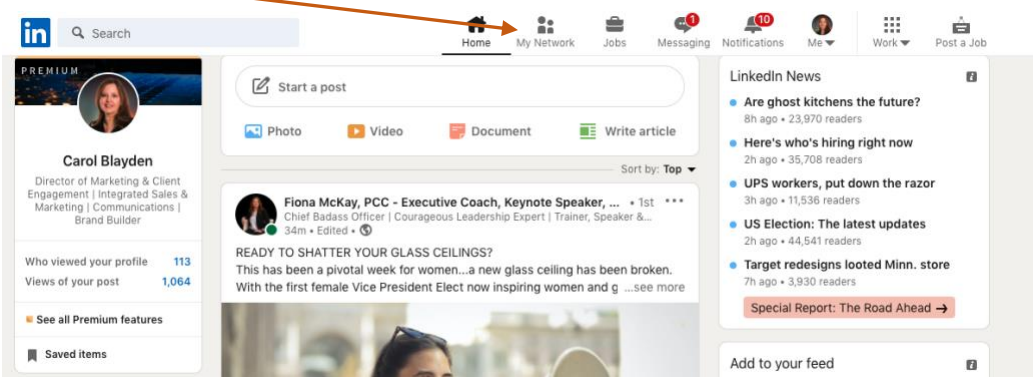


STEP 9: Review Group Memberships

Take a moment each month to review the LinkedIn Groups that you're a member of. Are they offering you valuable discussions and connection opportunities? Are you in groups that are appropriate for your business and industry? And have you joined the maximum 50 groups? Make sure that viewers of your profile can see the groups that you're in.

Review Group Memberships Guide:

Step 1



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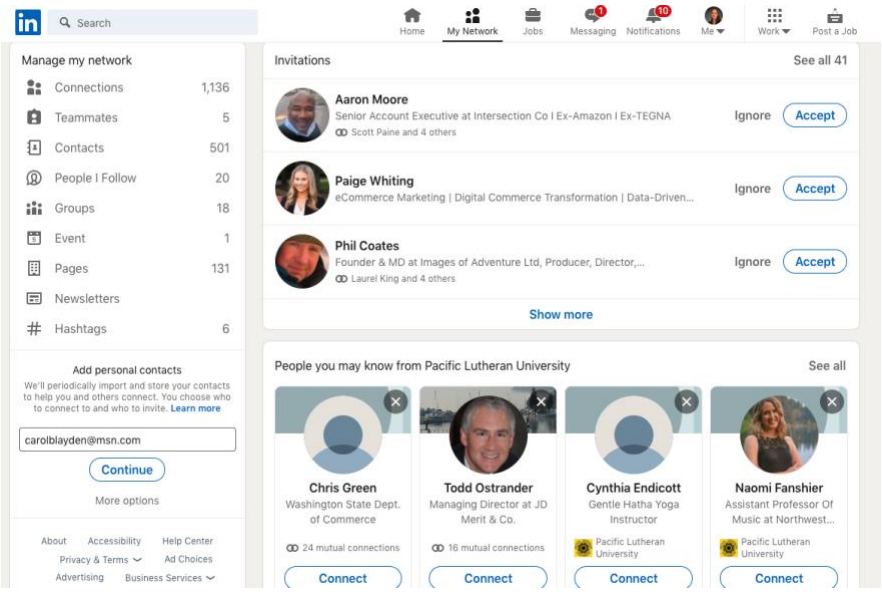

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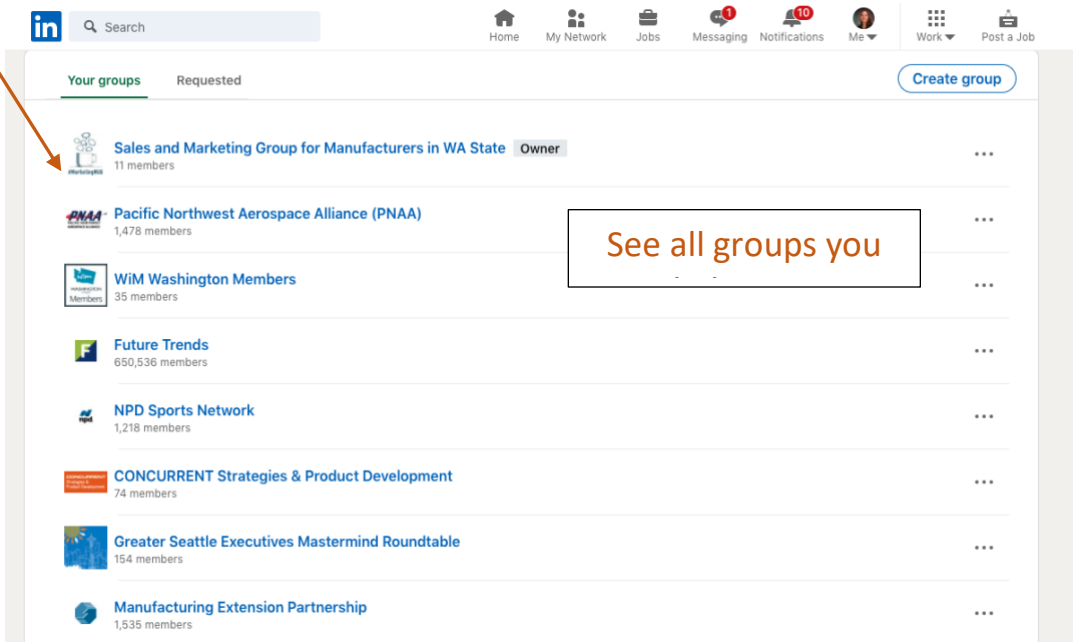

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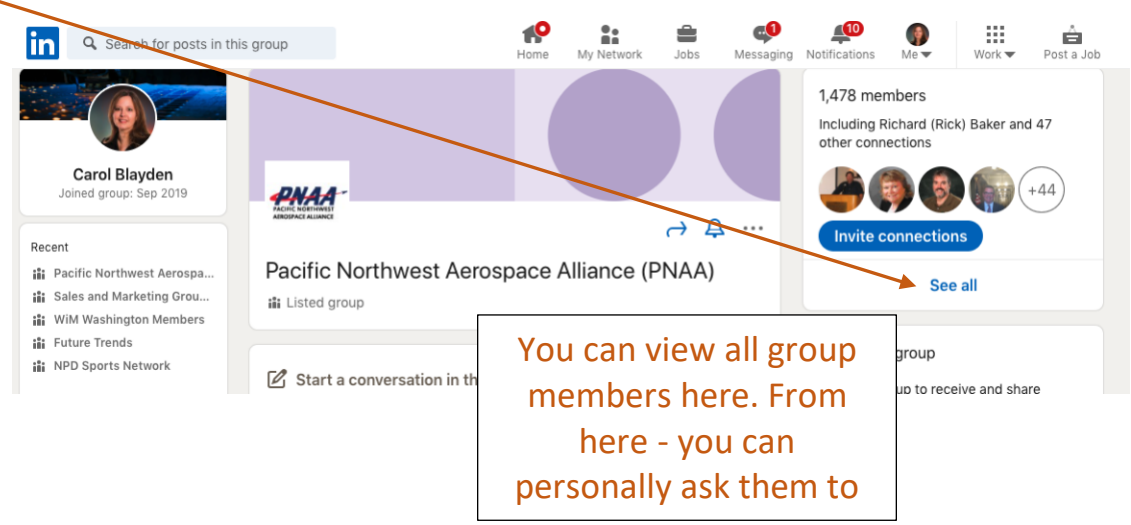


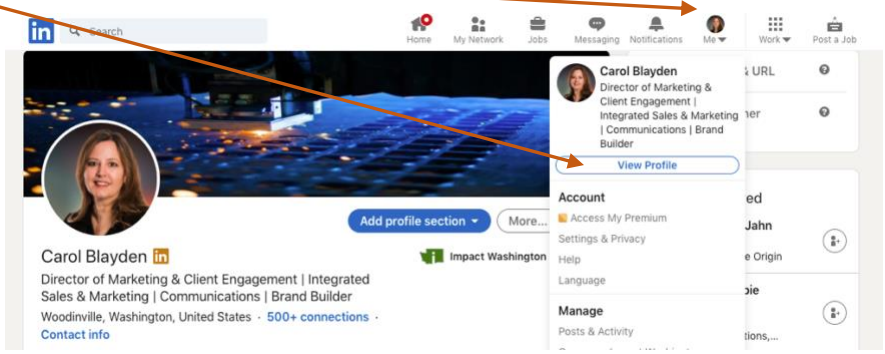
You can view all group members here. From here - you can personally ask them to

STEP 10: Solicit Recommendations

To support what you say about yourself, ask for recommendations and endorsements from satisfied clients. Remember to give to get. In other words, offer to provide recommendations to others before soliciting recommendations from them.

When it is time to request a recommendation, from your profile page:

Step 1



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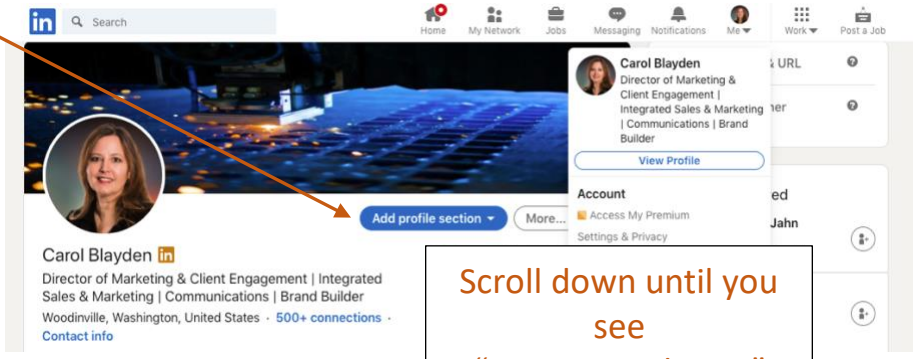
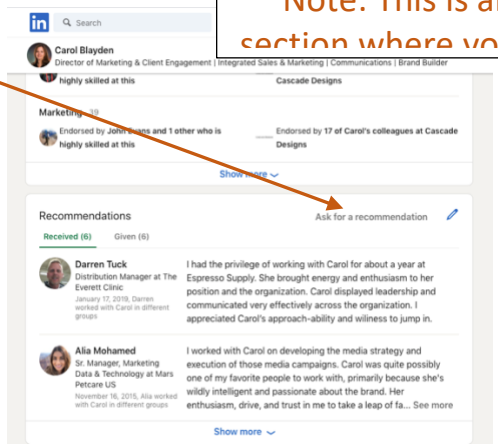
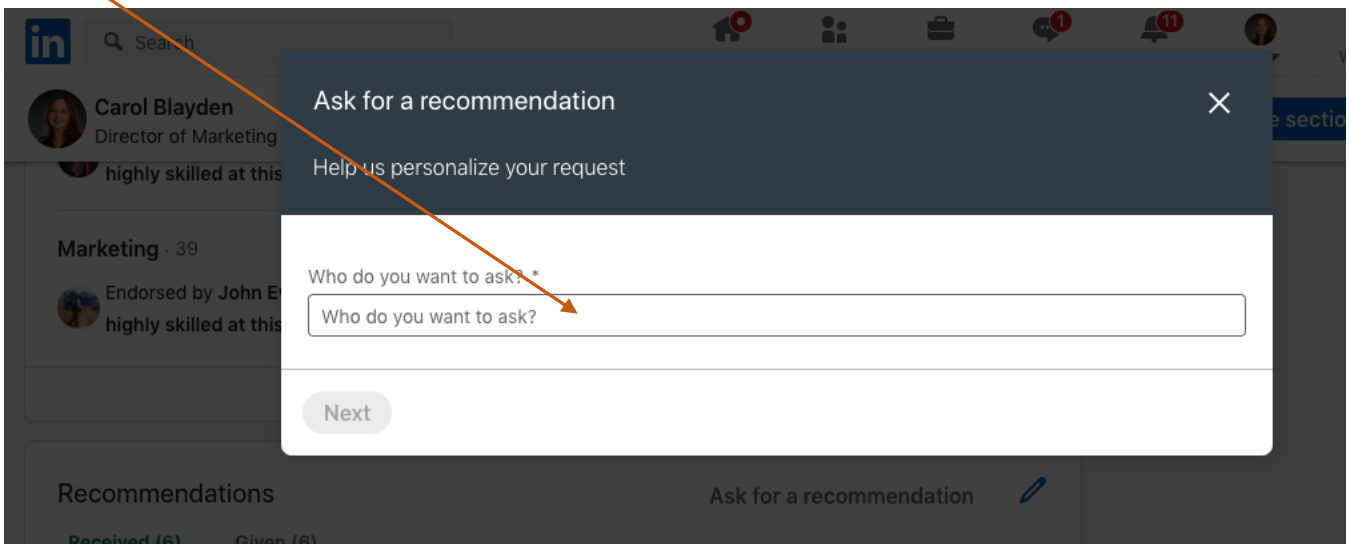


Scroll down until you see "recommendation" section
Note: This is also section where you can

Step 3



In the Who do you want to ask? field, type the name of the connection you'd like to ask for a recommendation



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• Select the name from the dropdown that appears
• Fill out the Relationship and Position at the time fields of the recommendations pop-up window, and click Next
• You can change the text in the message field, and then click Send

As you ask for recommendations, write a personalized message to accompany your request. A solid recommendation describes how you collaborated and includes specific examples of how the client benefited by working with you and your company, so don't be shy about asking your client to include those in the write-up.

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Utilize your New LinkedIn profile to generate more leads and opportunities for dialogue.

Make Social Media Part of your Daily Routine

By consistently focusing on creating a professional brand, connecting with the right people, engaging with insights, and building strong relationships, sales professionals can increase their sales opportunities by up to 45%. Here are three habits that you should adopt, essentially programming yourselves to perform the actions that lead to successful outcomes:

Add LinkedIn to Your Calendar - Block off time in your calendars. If you are constantly moving tasks around during the workday, open up LinkedIn before you boot up your email every morning.

Start Small - Spend a few minutes each day on LinkedIn. Use this time to reach out to a new prospect, renew a relationship with an existing connection, answer a question in a LinkedIn Group, or share a thought-provoking article.

Set a Series of Engagement Goals

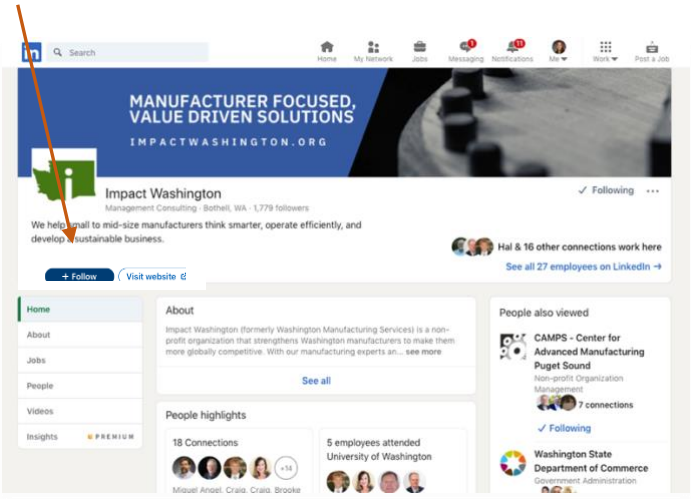
1. Connect with your company page
2. Connect with seven new prospects
3. Share ten articles that will be useful to your prospects – these can be from your company page or relevant articles you find. Make sure you understand the needs of the individuals you're targeting so you're engaging in a way that can best help them.
4. Reach out to a new connection every day for five days

Connect and Engage with Your Company Page

Engaging with your company page helps you and your company authentically reach and engage more of your target audience

- One average a company's employees' networks are at least 10x larger than a company's follower base.
- Individuals are more likely to engage with content when it comes from someone they know from the company.
- When employees share content, they typically see a click-through rate that is 2x higher than when their company shares the same content.

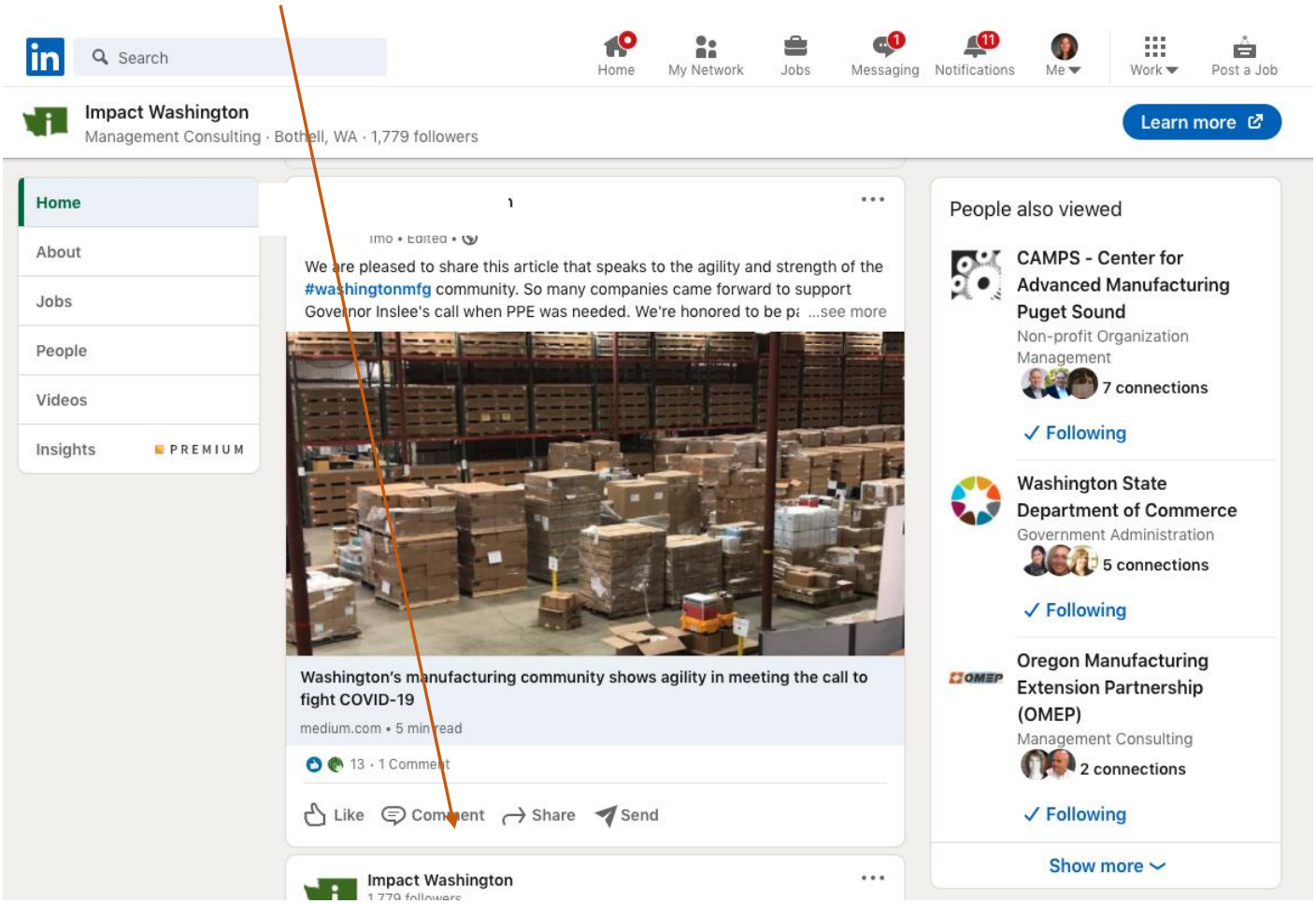
Step 1



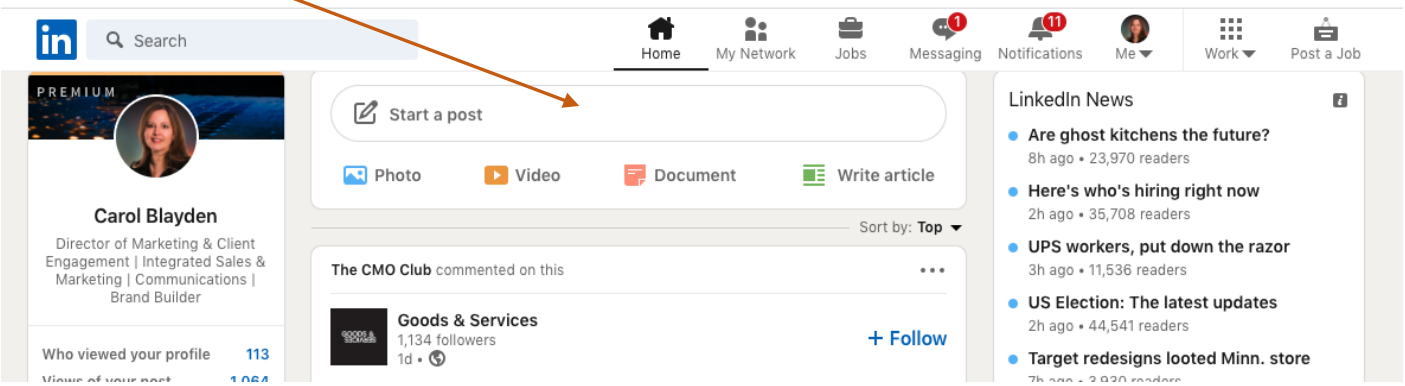
1. Connect your work experience to your company page.

Engage with Your Company's Page – Like, Comment, Share or send via a Personal Message

3% of employees share content about their company, but they're responsible for driving 30% in the total engagement a company sees.



Engage from Your Personal Page – Share photo, video, document, article or type in a simple message



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What's in it for you:

- Builds your personal reputation – sharing content helps position you as a thought leader
- Great way to grow your network
- Great way to nurture customers and prospects in your network
- Position your company as a partner by providing meaningful, relevant information
- Drive more leads and helps close deals
- Employee sharing helps organizations be more successful. When employees share
- content, they help drive awareness of the brand, sales for the company and support
- future growth by attracting quality hires.

Content Sharing Guideline

For every:

- 6 pieces of content you share
- 4 should be third-party/curated,
- 1 should be owned/ company-related,
- 1 should be promotional

About Impact Washington

Impact Washington is a statewide non-profit organization that provides competitive, value-driven services.

With access to public and private resources, our goal is to enhance growth, improve productivity, reduce costs, and expand manufacturing capacity in Washington. Our solutions, consulting, and educational opportunities focus on the small and medium-sized manufacturers located throughout State. We are an affiliate of the National Institute of Standards and Technology's Manufacturing Extension Program (NIST MEP). Our nationwide network consists of manufacturing extension partnership centers located in all 50 states and Puerto Rico. Since 1997 Impact Washington has delivered improvement solutions to more than 1,500 Washington State manufacturers.

425.438.1146 | info@impactwashingon.org | www.impactwashington.org