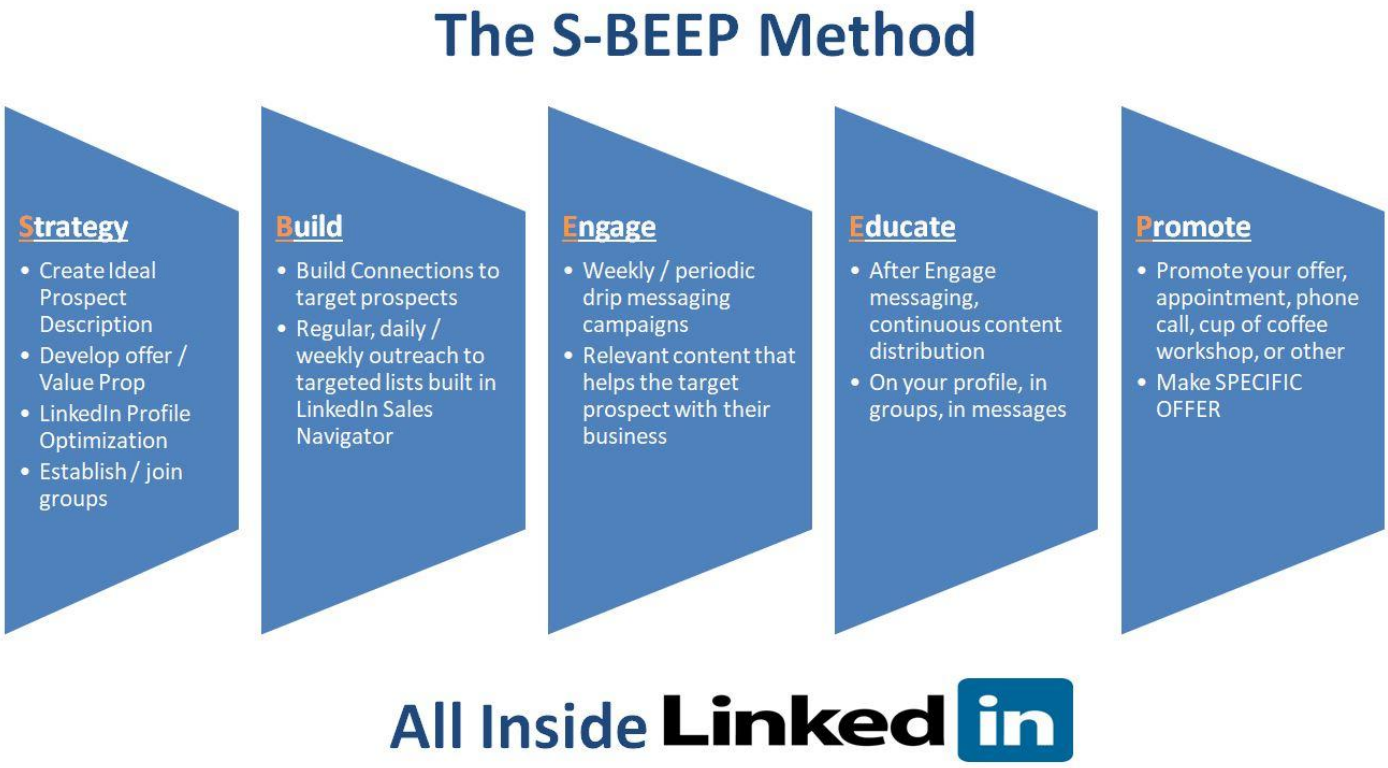
Focus Marketing Institute

Linked2Leads Tip Sheet

You will begin to see much more activity in your Linked In as a result of the Linked2Leads program we have begun on your behalf. Certain actions (or not) need to be taken by you or the staff person that is managing your Linked In campaign. You would not want us to take on these activities, because this is where you begin to make personalized relationships.

The key operating strategy here is to select your highly targeted prospects (**Strategy**), **Build** you connections database inside LinkedIn, **Engage** them with meaningful and useful messages over a period of time, **Educate** them with useful information and, finally, **Promote** your services. The S-BEEP Method:



SO – although we will find the connections for you and begin building the relationships through to the Engage and Educate phases, this system will literally work twice as effectively if you get involved at certain key points. This will not take much of your time, but it will require a bit of your focus to monitor what comes into your email inbox from LinkedIn and determining where you might want to jump in personally with a connection. What follows are tips on just where, when and how you might jump in.

Please don't hesitate to contact us if you are not clear about any facet of the points raised below.

Focus Marketing Institute

Linked2Leads Tip Sheet

ACCEPTING CONNECTION REQUESTS COMING TO YOU

- When connection requests come into your inbox – for the most part – we suggest that you do not accept them. These will NOT have been generated by our service. Ours are *outbound* requests based on the highly targeted search criteria we set with you at onboarding.
- Please keep in mind that we are now rebuilding your Linked In Connections as a highly targeted database of business people whom you might do business with. You do not want anyone else there, such as others in your industry, someone you met at a networking function, friends in business, etc. You ONLY want those in your target.
- If you have the time, you might go to the profile of the person requesting and see if they fit your target, but this can interrupt your day and become time consuming. Our suggestion is: just ignore all these requests.

RESPONDING TO MESSAGES COMING INTO YOUR EMAIL FROM CONNECTIONS OTHER THAN FROM OUR APPOINTMENT REQUESTS

- This requires some discernment. By a simple glance, you should be able to tell from the email notification if this person is responding to one of our messages sent on your behalf, or is a non-targeted connection or a Sales Navigator "In Mail" sales message.
- If you can't easily discern, click on the person's name in the email and you will be taken to their LinkedIn profile, where you can quickly determine what to do next.
- If the message is responding to one of our messages, see below.

RESPONDING TO NEW CONNECTIONS WHO RESPOND TO THE "PS:" IN THE WELCOME MESSAGE, SUGGESTING A PHONE CALL:

- ***THIS IS THE MOST IMPORTANT THING – DO NOT MISS THESE***! ***THESE FOLKS ARE WHY WE'RE DOING THIS!***
- When a notification from LinkedIn comes into your inbox, there will be three kinds:
    1. "*Thanks, but no thanks*" This is OK. As Sandler training says – you want to get to a Yes OR a No. Clarity in the relationship is always best.
        - Probably good to remove the connection so they don't get message 5
    2. "*Sounds good, but I'm <on the road, very busy, etc.>. Let's circle back in 2 weeks*."
        - Respond, and put this person immediately into your CRM and program the next follow up task
    3. "Sounds good – let's do it!" (or various variations on that theme)
        - You need to go back and forth to get a time nailed down
        - You could send them to a Time Trade type app, but this will cut down on appointments, in our experience. Some simply will not; others will feel like it's a sales thing and drop away.
        - Go to their profile first and see who they are and what they're doing so you can personalize your response. Best is to message back and say something like, "Great, <name>, I look forward to learning more about <business name>. A lot is happening in

Focus Marketing Institute

Linked2Leads Tip Sheet

<industry sector> these days." I am open this Thursday or next Monday – which works best for you

a. Be prepared to go back and forth till you get a specific time nailed down

- Once you have engaged with a lead (a "suspect") whom you feel could become a true prospect, you should follow this procedure:
  - Suggest to them in LinkedIn messaging to begin corresponding by email. Get their agreement. Check their email in their LI profile. If it is there, ask them if this is their best direct email. If it is not there, ask them for it. And why not ask for their best direct phone while you're at it
  - Get this contact immediately into your CRM.
    - If you do not have one, there are several ones we recommend:
    - https://www.hubspot.com/products/crm. Very robust and FREE
    - https://www.insightly.com/ good for sales pipelines and FREE
    - https://www.nimble.com/. Will automatically pull data from the LinkedIn profile. Very nice, but $25 per month
    - Once the contact is into your CRM, set the next follow up religiously!
  - If you send them a message to make an appointment, set a follow up for two days out. If they responded, great. If not (will happen, trust us), then send a 2nd message to remind. And a third (can text their cell phone if you have it)
    - DO NOT give up on a connection who has expressed interest in talking to you until they say, "get lost." Literally. As David Sandler said, "*Get to a YES or a NO – never accept maybe*!"
    - Once you have an agreed upon meeting time, send them a **calendar request**.
    - Once again, set a follow up in your CRM 2 days out. If they do not accept the calendar request, send them a quick email or text, "I didn't see you calendar acceptance – are we on?"
    - Etc. Keep on it till you have a confirmed appointment!

RESPONDING TO MESSAGES COMING FROM TARGETED CONNECTIONS, RESPONDING TO MESSAGES 1-4

- Sometimes people will send a simple response from one of the targeted messages, such as, "Thanks," or, "I look forward to getting to know you, too," etc.
  - If you are very busy, it is not absolutely necessary to respond to these.
  - Perhaps you can assign to a staff member to do this work for you
  - If you or a staff member responds, it's a good opportunity to build a bit more personal relationship:
    - Click on their name in the LinkedIn email notification and go to their profile to learn just a bit about their company
    - Begin the message, of course, with "thanks for responding." Then a short mention of a specific thing or two in that message about their firm, such as, "I see you came from the financial sector before founding <company name>. Great to see how you've leveraged that to build a company in <industry>. "
- Sometimes, new connections will respond specifically to messages 1-3. It will NOT be about an appointment, but responding to your suggestion to talk about connections in each others' networks, or to an article that we sent on your behalf. You MUST respond to all of these!

- Click on the name of the connection to learn a bit about them
- Go back to the email notification, then click "Reply" and be taken to the messaging center in LinkedIn. There, simply type a quick and simple response, beginning with thanks, then responding to what they mentioned.
- Do NOT ask for an appointment or begin to sell. This will happen in due time! Remember – build the relationship and trust level first.

WORKING WITH MESSAGE 6 (request for a phone call) response – same as responding to the "PS" in the Welcome Message:

- ***THIS IS THE MOST IMPORTANT THING – DO NOT MISS THESE***! ***THESE FOLKS ARE WHY WE'RE DOING THIS!***
- When a notification from LinkedIn comes into your inbox, there will be three kinds:
    4. "*Thanks, but no thanks*" This is OK. As Sandler training says – you want to get to a Yes OR a No. Clarity in the relationship is always best.
        - Probably good to remove the connection so they don't get message 5
    5. "*Sounds good, but I'm <on the road, very busy, etc.>. Let's circle back in 2 weeks*."
        - Respond, and put this person immediately into your CRM and program the next follow up task
    6. "Sounds good – let's do it!" (or various variations on that theme)
        - You need to go back and forth to get a time nailed down
        - You could send them to a Time Trade type app, but this will cut down on appointments, in our experience. Some simply will not; others will feel like it's a sales thing and drop away.
        - Go to their profile first and see who they are and what they're doing so you can personalize your response. Best is to message back and say something like, "Great, <name>, I look forward to learning more about <business name>. A lot is happening in <industry sector> these days." I am open this Thursday or next Monday – which works best for you
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    - Get this contact immediately into your CRM.
        - If you do not have one, there are several ones we recommend:
        - https://www.hubspot.com/products/crm. Very robust and FREE
        - https://www.insightly.com/ good for sales pipelines and FREE
        - https://www.nimble.com/. Will automatically pull data from the LinkedIn profile. Very nice, but $25 per month
        - Once the contact is into your CRM, set the next follow up religiously!

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THE "NETWORKING PHONE CALL"

- This is the payoff – the **summit of the mountain**
- We cannot do this for you, but there are certain principles to know:
    - The GOAL is to end with an appointment for coffee in person, a "discovery meeting," a workshop or event where you will meet (one of our favorites), an online webinar or meeting, a free trial of a service, or something concrete.
    - Always end with a next step!
    - HOWEVER… the *bulk of the call will not be selling*! It will be a "get to know each other" type of conversation.

HOW TO TURN A NETWORKING CALL INTO A SALES CALL

This is an excerpt from the book, Connect, by Josh Turner

We've all been there. The good ole "networking call." And whether or not it's a call, a coffee, a lunch, or whatever…….the problem remains the same:

How can we turn these networking conversations into productive sales calls?

Let's step back for a second and look at how you might have arrived here. We've sent a message on your behalf something like this:

Danny,

I'm trying to get to know my connections on LinkedIn a little better so that we both might benefit from being connected. We've been crossing paths on LinkedIn for the past couple of months and I'd love to schedule a quick call.

Would you have a few minutes to chat next week? How does your calendar look next Wednesday morning?

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Linked2Leads Tip Sheet

Thanks,

Henri

You can see how this is positioned as more of a networking call. The prospect isn't necessarily telling you that they want what you're selling. They're agreeing to chat, to learn more about each other's businesses.

Here's how to handle those conversations.

Step 1: Ask them about their business.

Think about what things you have in common, and bring up small talk around those issues. You can talk about the industry, people you both know, things like that. "Tell me more about what you're up to these days?" is a great opening question. Or, "Tell me a little about how you got into <type of business or business name>."

Step 2: Follow-up

Once they start telling you about their business, keep asking follow-up questions. Be genuinely interested in what they're telling you! Spend the first 10 minutes or so talking exclusively about them and their business. The key to an sales interaction is being genuinely interested in what they're telling you!

Step 3: Explore their pain points.

During the conversation, listen for pain points and needs they have. Ask questions strategically to get to these issues. The more questions you ask, the more people will open up!

=> (*Linked2Leads opinion*) We like a question like, "*What would you say is your main challenge with <your business> or <the area of the business in which you work>."* This question really gets them going. From there, you can…

Step 4: Casually position your solution.

Come back to them and say "Honestly Danny, I wasn't sure where this conversation would go. But I figured since we've been crossing paths there might be some benefit to learning more about what each other is up to. When I heard you say earlier about X, Y, Z…I realized that we've worked with a lot of companies similar to yours. So I'd like to <start offering your solution>." Make your specific offer:

- "I'd really like you to try our software – it was actually created for folks just like you. We have a free trial and there's no obligation. And I'd really like to know what you think of it."
- "I'm running a webinar next week for some clients and friends and you'd be a great addition. It's about <their pain point> and I'd love to have you join us."

- I'm going to <local networking meeting> and I'd love to meet you there in person. Here's what we do…"
- I think it'd really be worth getting together for coffee – I'd like to learn more about <company name> and how you're working to deal with <pain point>.

Step 5: Nail Down the Next Step – On the Calendar.

Make sure the call ends with agreement on the next step. Date and time to meet, their agreement to meet you at a specific time and place, their agreement to receive a link from you for your trial or webinar, etc.

Simple as that!