



Ensuring Your Salespeople's Pipelines are Full Without Them Having to Drive

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# Overview

What is the magic elixir to get your sales team selling digitally via LinkedIn? This is the golden question that many sales managers, directors, and even executives ask themselves.

We are often approached by sales managers who are interested in learning about LinkedIn Enterprise solutions and how they can use them to drive more sales.

The answer to this is your salespeople; they hold all of the power.

LinkedIn Enterprise solutions are sales vehicles, but like actual cars they have to be driven – meaning your salespeople have to operate them.

In this eBook, we outline what it takes for your salespeople to fill their pipeline on LinkedIn and what you can do if you are worried that they won't consistently drive.



# Ways Your Salespeople Can Sell on LinkedIn

## a. InMail

InMail is the equivalent of digital cold calling. You can use it to send messages to people on LinkedIn outside of your existing connections.

Through a Sales Navigator or premium LinkedIn account you will receive 15, 20, or 30 InMail credits monthly (the exact number depends on the type of account you have) to send to targeted prospects.

If someone you send an InMail to doesn't look at it or respond, you are returned the InMail credit, so you can use it to message another prospect.

The pros of InMail are that you can message an extended network, even if you are not connected. This means greater reach. You have full control over the message that you send, so if you craft your communication well, it could turn into a lead.

# Ways Your Salespeople Can Sell on LinkedIn



## **InMail Continued...**

The cons, however, are that InMail is inherently more “salesy.” When LinkedIn members receive an InMail, they expect to be sold to. This means that they might be more likely to ignore your message. Plus, if the wording of the communication is off, it could harm a further relationship.

InMail also requires follow up. Salespeople need to check in regularly to see if they have messages returned, or credits to use.

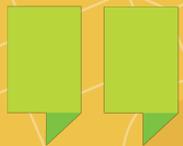
## **b. Group Sharing**

- LinkedIn groups are communities where members post discussions based on a topic. The groups vary by industry, professional interest, membership organizations, and more.

# Ways Your Salespeople Can Sell on LinkedIn

## Group Sharing Continued...

- Group members can post discussion topics that are shared in a weekly digest with everyone subscribed. This means that if you are in 20 groups with 1,000 members each, and you post one discussion per week, you could potentially reach 20,000 people every week.
- This is a great tool for salespeople; they can share in professional groups on LinkedIn where their prospects frequent, engage prospects in discussions, and find new connections that can later be solicited.
- The pros of group sharing are that it builds recognition without coming across as too sales-focused. It is also easy to reach a large number of prospects with minimal effort.
- The cons are that, like InMail, salespeople need to follow up on their discussions by responding to comments, engaging with other members, and the like. Consistency is also very important — when building recognition, even missing two weeks of posting could damage your efforts.



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# How Long Does It Really Take?

The concern most sales managers have is how much time selling on LinkedIn will take up.

Let's look at the math. Consider if a salesperson decides to **only** take advantage of LinkedIn InMail for the time being.

## Week 1: target 30 prospects.

- Time to review each recipient's profile and write the actual message:  
15 minutes/InMail
- $15 \times 30 = 7.5$  hours
- Time to send the 30 messages: 5 minutes/InMail = 2.5 hours
- Total: 10 hours

## Week 2: about 75% of your InMail credits will come back to you.

- Target 22 prospects x 15 minutes/InMail = 5.5 hours
- Send 22 messages x 5 minutes/InMail = ~ 2 hours
- Total: 7.5 hours

## Week 3: about 75% of your InMail credits will come back to you again.

- Target 16 prospects x 15 minutes/InMail = 4 hours
- Send 16 messages x 5 minutes/InMail = ~ 1.5 hours
- Total: 5.5 hours

# How Long Does It Really Take?

**Week 4: about 75% of your InMail credits will come back to you again.**

- Target 12 prospects x 15 minutes/InMail = 3 hours
- Send 12 messages x 5 minutes/InMail = 1 hour
- Total: 4 hours

**Week 5: At this point, you'll have about 75% of the previous months' InMail credits sent back to you (about 9 InMails), plus you will have another 30 incoming new credits.**

- Target 39 prospects x 15 minutes/InMail = 9.75 hours
- Send 39 messages x 5 minutes/InMail = 3.25 hours
- Total: 13 hours

As you can see, even just maximizing the use of the LinkedIn Enterprise InMail solution can take up a significant chunk of staff time. Your salespeople will need an average of eight hours per week to dedicate to selling on LinkedIn.

***Are you okay with that?***

Later in this eBook, we will be discussing what to do if that is too much time to devote.

# Prospecting: Finding the Right Targets

The benefit of LinkedIn is that it expands your professional network. With InMails, you can reach many people, even if you're not connected to them. But you need to make sure that you are targeting the right people.

InMail credits are currency and should only be used for the best targeted prospects who would be otherwise difficult to connect with.



We recommend prospecting by:

- Job title.
- Location.
- Company size.
- Industry.

# Prospecting: Find the Right Targets

You can also increase your prospecting success by focusing on three key areas:

<p><b>A. Currency</b></p> <p>Pay attention to anything that indicates “current” in any way you can. This is to ensure that you don’t target a member who no longer works at the prospect company.</p>	<p><b>B. Reverse Search</b></p> <p>Leverage reverse search to filter your criteria. This will generate prospects who meet your desired specifications.</p>	<p><b>C. Profile Mining</b></p> <p>Finally, never skip looking at the profile. Sometimes the member has not updated their headline, and the prospect may no longer work for the company. The profile may also show you other things you have in common that can help you to personalize messaging.</p>
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You don’t want to send InMails just because you have them — you want to ensure that you are targeting the right people in the right way.

# Crafting the Message

Targeting the right people in the right way also includes what you communicate. It is absolutely essential that you pay attention to the messages you are sending out.

These best practices can help you get started.

1. **Be human!** Personalize your messaging. This is where reviewing the prospect's profile is especially useful. Think about the messages you receive — are you more likely to open up generic copy, or something addressed to your name and that references your alma matter, for instance?
2. **Include some sell but keep your message to the point.** The sales portion should only be one or two short paragraphs maximum. You don't want to overwhelm your prospect.
3. **Include a compelling call to action.** What do you want the recipient to do? Do you have something to offer? Leave the prospect with a way to continue the conversation.



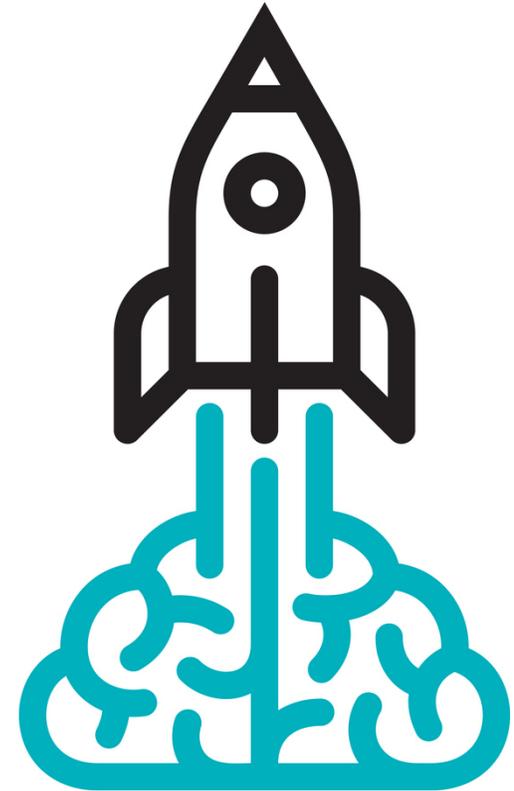
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# Crafting the Message

- 4. Offer the most personalized contact information possible.** Try to avoid including 1-800 numbers or info@ emails.
- 5. Ask the prospect for a connection.** Even if the prospect is not ready to talk, they may be open to connecting on LinkedIn. This means they will be in your network and you can continue to soft sell to them.
- 6. Ask if you have the right person.** It's always a great idea to include a P.S. on an email indicating that if they are the wrong person for your inquiry to please let you know who the right person is – preferably by sending you the correct recipient's email address.

Crafting the proper messages can take time, especially the personalization aspect. But it can be well worth the effort.



# Consistency is King

Earlier in this eBook, we broke down an example of how much time maximizing your LinkedIn Enterprise solution through InMails alone can take.

It may be tempting to cut corners or try to reduce this time, but if your salespeople are going to be successful at keeping a full pipeline on LinkedIn, they will need to make it a priority.

The biggest challenge that companies face is that sales teams get busy, management promotes other priorities, and LinkedIn falls to the wayside.

This most often happens in sales teams who haven't made the consistent effort needed to see success in LinkedIn. The result is that they tend to use other sales methods that are more traditional and are also more comfortable — but might not necessarily get the best results.

Social selling through LinkedIn can yield great rewards, but only if you're able to put in the work consistently.

# Conclusion

If LinkedIn is your sales vehicle, you may need some assistance with the driving. For a real car, you might turn to a mechanic, a gas attendant, a car wash, or even hire a driver. Your sales process doesn't need to be any different.

Outsourcing can provide the best of both worlds — your sales team gets to take full advantage of LinkedIn Enterprise without having to put in nearly as much time and effort.

Hiring outside help is the only way that you can ensure that your salespeople maximize their LinkedIn, outside of providing them with at least one business day per week to work on it.

If you are interested in outsourcing, it's best to look for a company who has experience in your industry and with LinkedIn. For instance, at DigiForce Marketing, we've helped many sales teams maintain their LinkedIn Enterprise solutions with little oversight.

Because we know how LinkedIn Enterprise works and we make the effort to understand your business and industry, we can be your best ally in developing this solution.



# Conclusion



For more information about this program, please reach out to David Sahly:

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# About the Author

DigiForce is a digital marketing agency that understands enterprise business. Our team takes a purpose-driven approach, letting strategy lead content. We have a combined 20+ years working in the digital marketing field.

Within our team, we have experts in strategic marketing, content creation, pay-per-click advertising, website development, and more. We are a one-stop-shop that is your marketing department's greatest ally. We allow you to get more done using less resources.

## ***Work with a Team with a Diverse Skillset***

There is nothing worse than reviewing content created by a third party and feeling that they are completely disconnected from your business. Our team members don't just know digital, we also know how to translate your company's message.

We have 20+ years of experience working with companies who provide service to the following industries:

- Technology and software.



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# About the Author

## *Work with a Team with a Diverse Skillset Continued...*

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- CPG.

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