



ICMA Prague – 15th November 2013



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What's on today?

Introductions

1. Social Media in Business – The Big Three
2. Changing Buyer/Seller Dynamic - What is Social Selling & why is it so important now?
3. LinkedIn – The World's Largest Professional Network
4. Setting up for Social Selling success – Make LinkedIn work for you
 - LinkedIn Sales Solutions

How did it evolve? Communication changed...

Pre Web 1990



Web 1.0 1990-2000



LinkedIn  Google 

twitter  facebook 

bing 



Social Media for Dummies....

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT

LINKEDIN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

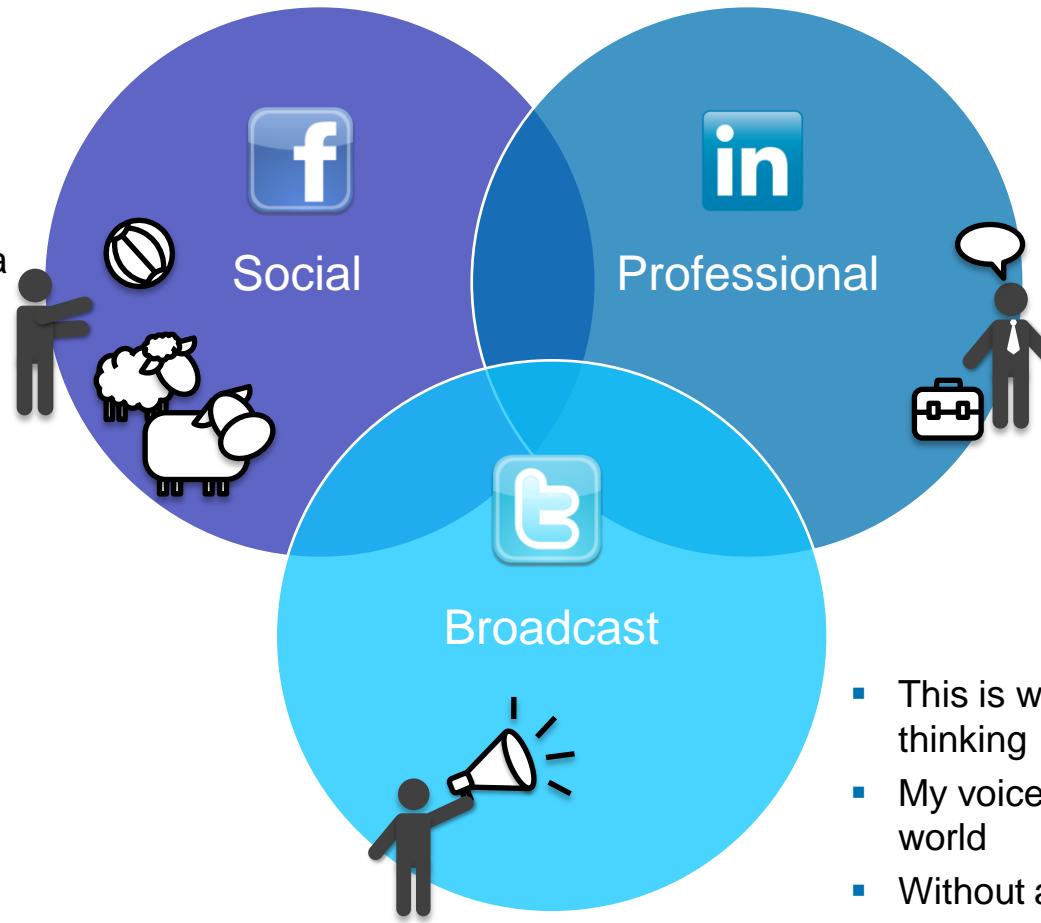
G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

The Big Three



The Big Three Network Dynamics

- Who am I as a person
- Ways of sharing life experiences and belonging to a tribe
- Friends based activities



- Who I am as a professional
- Highlighting my experiences and career aspirations
- Professional activities
- Brand Ambassador & Thought Leadership

- This is what I am thinking
- My voice to the world
- Without any context other than what I choose

What is Social Selling & why is it so important now?

“ *Buying process has
fundamentally changed* ”



Buyers are tech-savvy, and
socially empowered.

The world and buyers have changed

What once worked, will not work anymore



75%

B2B purchaser
influenced
by social



57%

Buying decisions
are made before
sales rep involvement



97%

Of the time cold
calls do not work
**7% worse every year
since 2010*

Corporate Executive Board 2012
Connect & Sell 2012
IBM Buyers Preference Study 2011

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“

*People buy from People,
(1) who understand their business,
(2) understand them,
(3) and trust to solve their problems.*

“

“

*Buyers have changed.
Social Selling changes how you find,
relate to, and engage with people.*

“

LinkedIn Overview

LinkedIn Corporation

- Founded in 2003 to “*connect the worlds professionals to make them more productive & successful*”
- Worlds largest professional network
- Global Presence – offices throughout North America, Europe & APAC
- 4000+ Employees



Solutions

- Hiring Solutions
- Marketing Solutions
- **Sales Solutions**

Our Mission: We connect the world's professionals to make them more productive and successful

Our Vision: We connect the world's professionals to make them more productive and successful

To create economic opportunity for every professional





259M+

Members Worldwide

+3 new

Members Per Second

100M+

Monthly Unique Visitors

50M+

Members EMEA

39M+

Members Europe

5B+

People Searches





Engaging the right audience with
the right message at the right time
Media + data = results



Setting up for Social Selling Success – Making your profile work for you

Becoming a Social Selling Pro

Build Your **PROFILE**

Developing a Reputation: Building a strong online reputation that showcases your experience and increases your credibility

Develop Your **NETWORK**

Building your Network: Developing relationships with people who can share information and provide referrals

Gather **INSIGHTS**

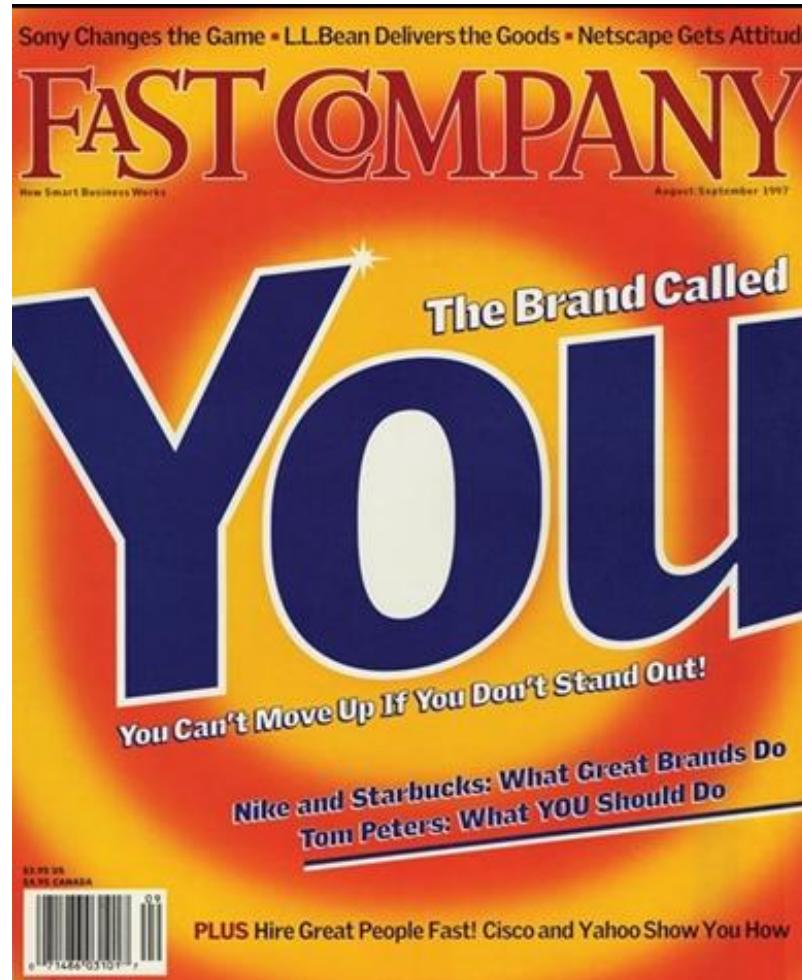
Gathering Intelligence: Researching social information to prepare for sales conversations

Contribute **INSIGHTS**

Offering Insights: Providing meaningful insights that earn opportunities to engage with and influence contacts

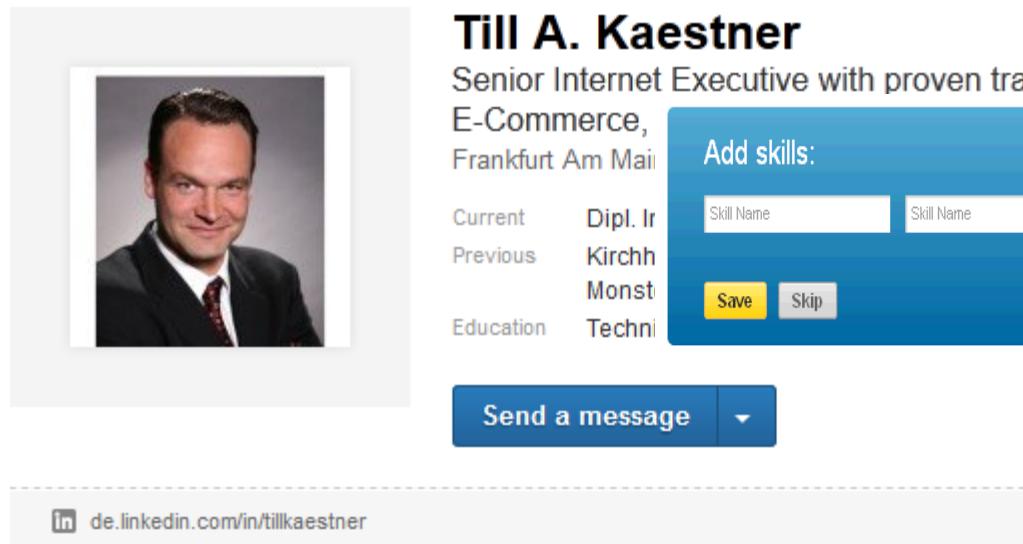
Use **SOLUTIONS**

Using Social Selling Solutions: Taking advantage of innovative selling solutions such as LinkedIn Sales Navigator



Know, Like & Trust Factor = Credibility

1. Enhance Your Personal Brand



Till A. Kaestner
Senior Internet Executive with proven track record in
E-Commerce,
Frankfurt Am Main

1st in  

Current Previous Education

Dipl. Ir Kirchh Monst Techni

Add skills: Skill Name Skill Name Skill Name

Save Skip

Use Profile Wizard View profile

Ask for recommendations
Create your profile in another language

Send a message

de.linkedin.com/in/tillkaestner

SUMMARY

Senior executive with international leadership experience in Marketing and Digital Business.

- Defined Strategy and developed E-Commerce Business Units and Operations for T-Mobile in all 5 EMEA markets
- Built E-Commerce Business Unit for Monster CEE and achieved responsibility for EU E-Commerce operations
- Rebuilt Marketing organisation and strategy of Monster Central Europe

Specialties: Business Development, Cross-functional Leadership, International Management, Corporate and Hyper-Growth Environments

- Headline
- Summary
- Websites & Media
- Your company and products
- Your experience & achievements
- Specialities/Skills
- Plugin's

Identify new prospects: View “Who’s Viewed Your Profile?”

Can see how visitors got to your profile through key word searches.
With a PREMIUM account (i.e such as Sales Executive) you get an expanded view.

Who's Viewed Your Profile?

22 Your profile has been viewed by 22 people in the past 3 days.

36 You have shown up in search results 36 times in the past day.

Profile Stats Pro

Who's Viewed Your Profile

TODAY



Jaclyn Campbell

Account Coordinator & Social Media Specialist at M Marketing Inc.
Toronto, Canada Area | Marketing and Advertising
In Common: > 7 shared connections * 1 shared group

[View Profile](#)



Someone at Joomla



Ted Salek

Internet Marketing and Certified Salesforce.com Professional
Greater Chicago Area | Marketing and Advertising
In Common: > 2 shared connections * 1 shared group

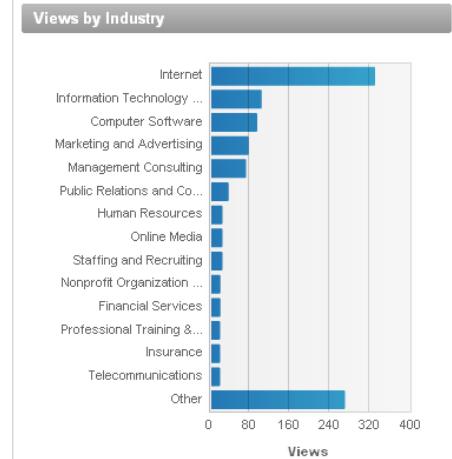
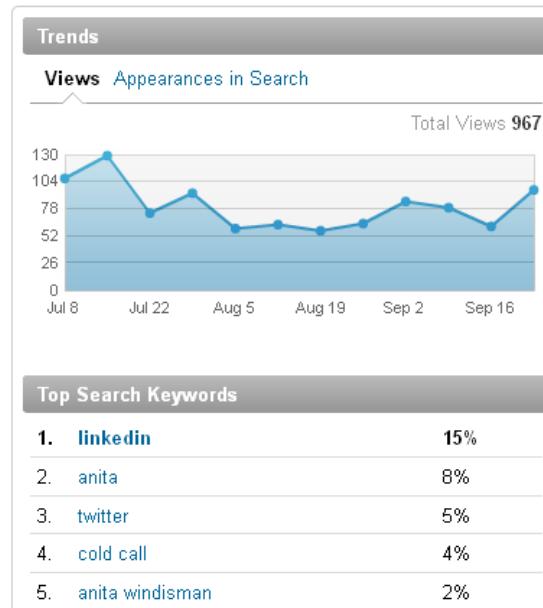
[View Profile](#)



Bruce Johnston

Sales and Social Media consultant * LinkedIn expert
Toronto, Canada Area | Electrical/Electronic Manufacturing
In Common: > 6 shared connections * 5 shared groups

[View Profile](#)



2. Proactively Develop Your Network

Build trusted relationships who can support your professional objectives

Blog |

Connect **Send InMail** ▾

Invite Brian to connect on LinkedIn

How do you know Brian?

- Colleague
- Classmate
- We've done business together
- Friend
- Groups
- Other
- I don't know Brian

Include a personal note: (optional)

Brian,

It was a pleasure meeting you at the #TorontoB2B meeting last night. I really enjoyed our conversation about content marketing and look forward to hearing more about the services your company provides.]

I'd like to add you to my professional network on LinkedIn.

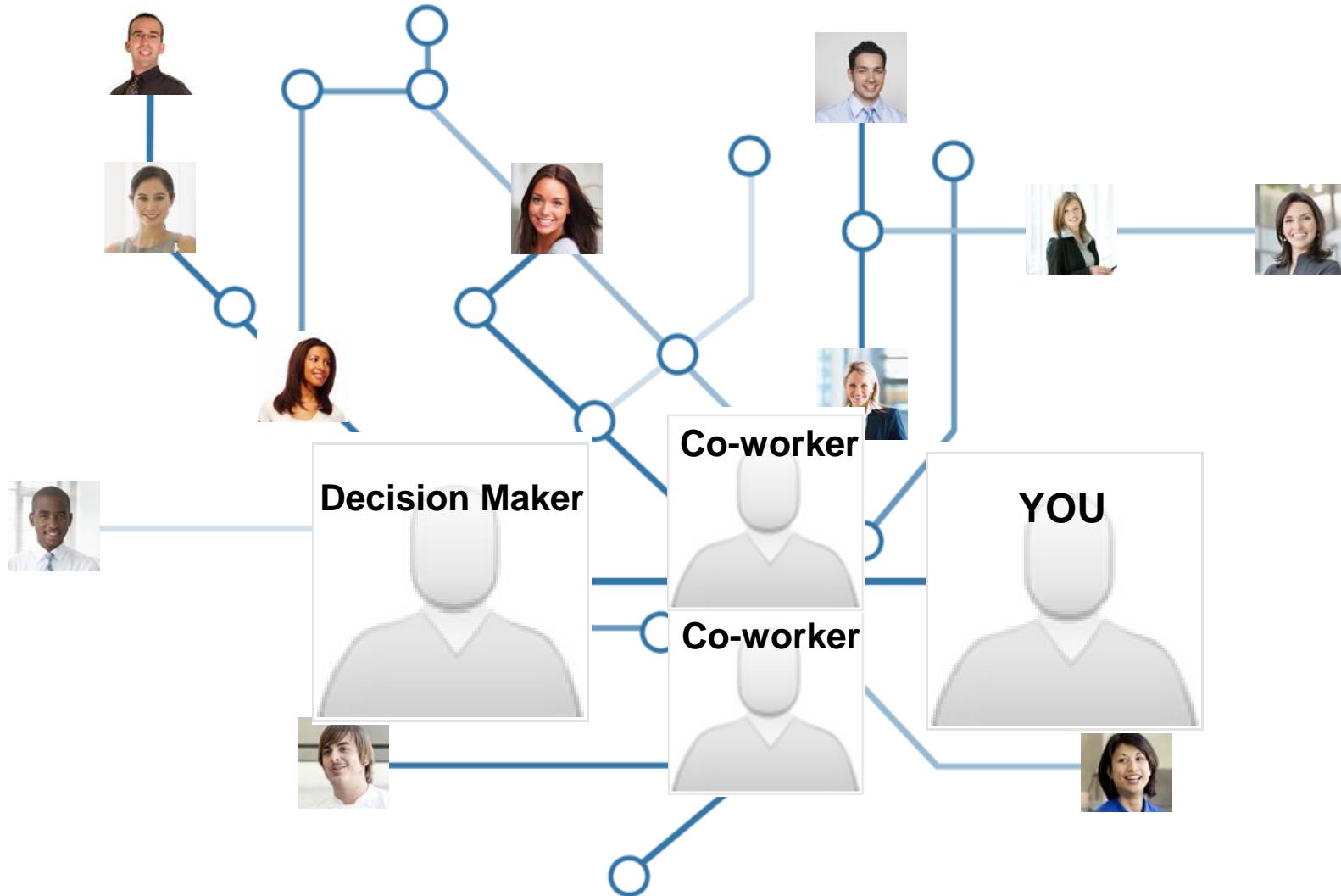
- Anita Windisman, |

Important: Only invite people you know well and who know you. [Find out why.](#)

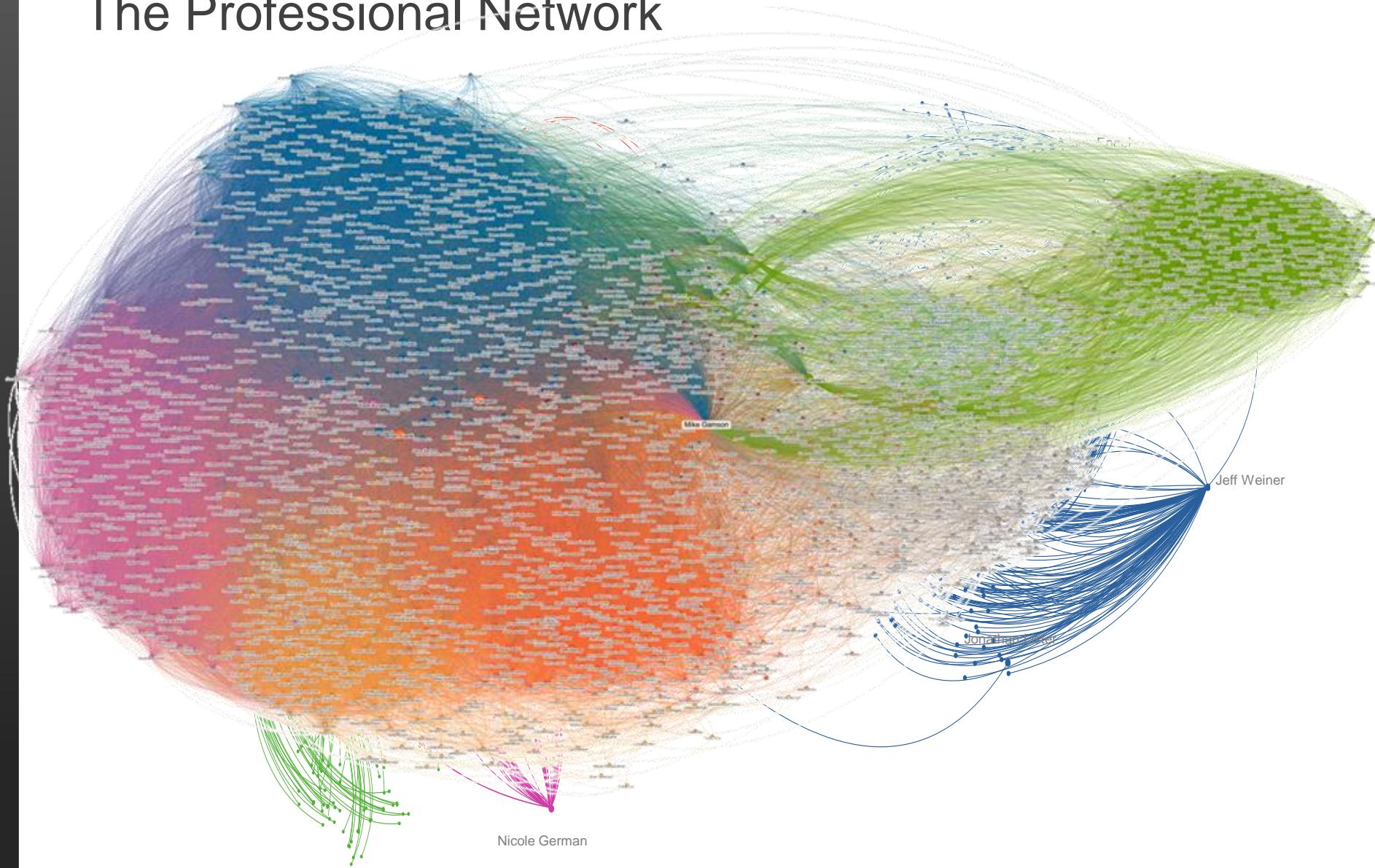
Send Invitation or **Cancel**



2. Leverage 2nd Degree Network for Social Selling – Selling is a TEAM Sport



The Professional Network



3. Gather Intelligence – Researching contact

LinkedIn search results for "Reid Hoffman" showing 142 results. The results include three profiles of Reid Hoffman (Entrepreneur, Art Director, and Civil Engineering Consultant) and one profile for "reid hoffman" (Out of your network). The search interface on the left shows filters for "All Companies" and "All LinkedIn Members".

142 results

Sort by: Relevance

Reid Hoffman 2nd
Entrepreneur. Product Strategist. Investor.
San Francisco Bay Area · Internet
▶ 54 shared connections · Similar

Reid Hoffman Out of your network
Art Director at Freer Gallery of Art, Smithsonian
Washington D.C. Metro Area · Design
Similar

reid hoffman Out of your network
Civil Engineering Consultant and Contractor
Huntsville, Alabama Area · Civil Engineering
Similar

Reid Hoffman Out of your network

Companies Home **Search Companies** **Following (0)**

Search for Companies

LinkedIn
Company Name, Keywords, or Industry



3. Follow Companies

Companies Home | LinkedIn

LinkedIn 189,268 followers Following

To edit company pages please contact an admin. [See admin list](#)

LinkedIn



HOW YOU'RE CONNECTED



284 first-degree connections
2,556 second-degree connections
4,944 Employees on LinkedIn

See all ▾

RECENT UPDATES

LinkedIn is hiring: LinkedIn is hiring: LinkedIn is hiring: LinkedIn is hiring: LinkedIn is hiring:

Share • Careers • Share • Careers • Share • Careers • Share • Careers •

LinkedIn is hiring: LinkedIn is hiring: LinkedIn is hiring: LinkedIn is hiring:

Share • Careers • Share • Careers • Share • Careers • Share • Careers •

LinkedIn is hiring: LinkedIn is hiring: LinkedIn is hiring: LinkedIn is hiring:

Share • Careers • Share • Careers • Share • Careers • Share • Careers •

LinkedIn is hiring: LinkedIn is hiring: LinkedIn is hiring: LinkedIn is hiring:

Share • Careers • Share • Careers • Share • Careers • Share • Careers •

Work at LinkedIn Europe

Work at LinkedIn: Connie G YouTube



Flag |

PEOPLE ALSO VIEWED

Google

facebook

Microsoft

Apple

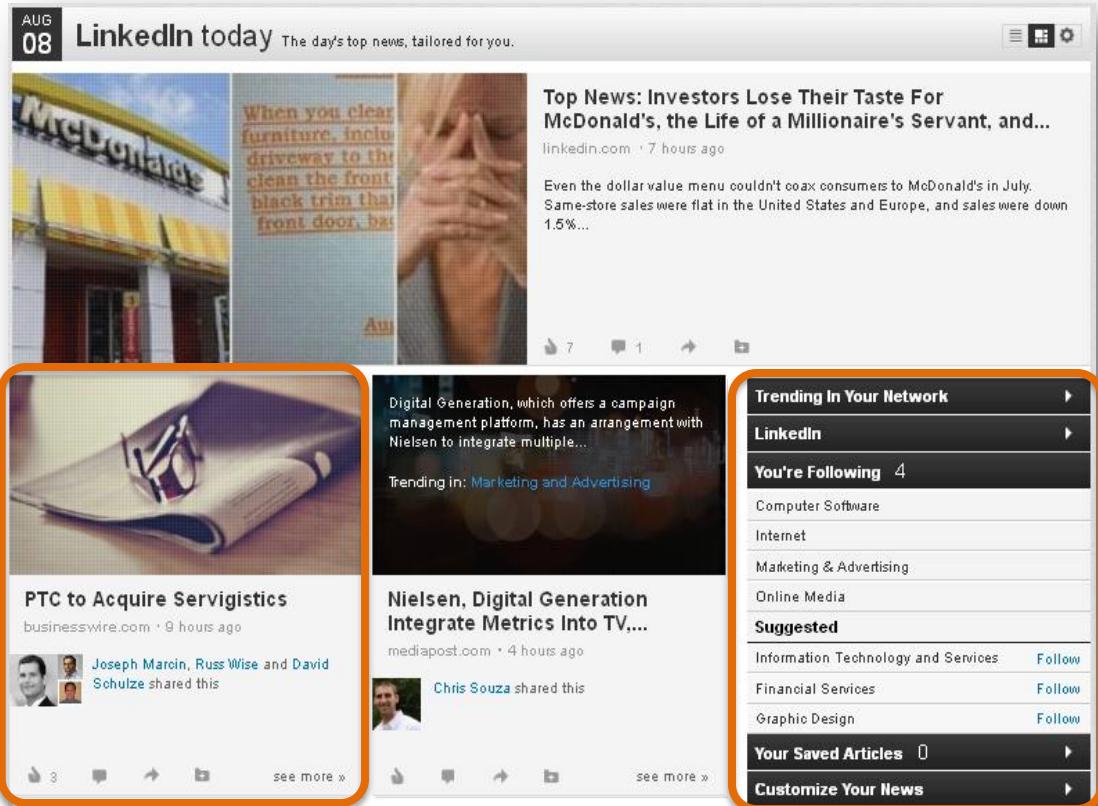
IBM

amazon

More insights ▾

3. Get the News you care about

AUG 08 LinkedIn today The day's top news, tailored for you.



Top News: Investors Lose Their Taste For McDonald's, the Life of a Millionaire's Servant, and...
Even the dollar value menu couldn't coax consumers to McDonald's in July. Same-store sales were flat in the United States and Europe, and sales were down 1.5%...

PTC to Acquire Servigistics
businesswire.com • 9 hours ago
Joseph Marcin, Russ Wise and David Schulze shared this

Digital Generation, which offers a campaign management platform, has an arrangement with Nielsen to integrate multiple...
Trending in: Marketing and Advertising

Nielsen, Digital Generation Integrate Metrics Into TV....
mediapost.com • 4 hours ago
Chris Souza shared this

Trending In Your Network

- LinkedIn
- You're Following 4
- Computer Software
- Internet
- Marketing & Advertising
- Online Media
- Suggested
- Information Technology and Services Follow
- Financial Services Follow
- Graphic Design Follow
- Your Saved Articles 0
- Customize Your News

PTC to Acquire Servigistics
businesswire.com • 7 hours ago

Top News: Investors Lose Their Taste For McDonald's, the Life of a Millionaire's Servant, and...
Even the dollar value menu couldn't coax consumers to McDonald's in July. Same-store sales were flat in the United States and Europe, and sales were down 1.5%...

PTC to Acquire Servigistics
businesswire.com
PTC to help companies transform the way they service products with acquisition of Servigistics - a global leader in Service Lifecycle Management... [Edit](#)

Post to updates
Consolidation continues in the contract mgmt software space. How do you think this will affect your company?
Count: 109
 visible to: anyone

Post to group(s)
 Send to individuals

Share **Cancel**

Companies Home **Search Companies** **Following (4)** **Add a Company** **FAQ**

Companies You're Following

Companies You May Want to Follow

Saved Searches

Email Alert

Companies You're Following

Companies You May Want to Follow

Saved Searches

Email Alert

Companies You're Following

Companies You May Want to Follow

Saved Searches

Email Alert

4. Contribute Insights

Share ideas through status updates, and participate in groups

Share an update

Attach a link

Share

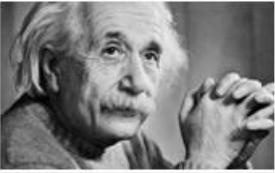
People You May Know

Roni Boteach, Director of HR at Mellanox Technologies

Lucian Beebe, Life long product manager

LinkedIn Today: See all Top Headlines

Entrepreneurs Need Creative Thinking After the Idea



All Updates • LinkedIn Coworkers • S

Ryan Roslansky voted make? (Read this story !)

Like • Comment • Send a message

David Bonnann, Matthew and 8 other connections have viewed your profile

Follow Cari

+ Like or Comment • 1 hour ago

Peter Skomoroch MT @Algorithm for \$5k in 3 Weeks

How To Create A Productive Working Environment

Follow Carla

We need 49 more ideas or projects that need funding before we unveil our website. No repayment of funds and we don't take part of your...

Daniel Cunningham Jr. 4 hours ago • Visit the following link to view software capabilities we've deployed within the auto transportation industry. Including Mobile ... »

Startup News Group

Discussions Promotions Jobs Search More...

Start a: Discussion Poll

Start a discussion or share something with the group...

Choose Your View • NEW

Show all RSS discussions

Manager's Choice

Announcement from StartupNews

Alexandre Der Megreditchian See all »

Latest Updates

20 people have joined the group, including Vladimir Bely, EPAMEINONDAS PAPASTATHAKIS and Douglas Harris

6 minutes ago

Kevin Neuse started a discussion: Don't Let Culture Vultures Scuttle Your Strategy [Fast Company] http://ow.ly/9oXk3

Like • Add comment • 31 minutes ago

See all updates »

Top Influencers This Week

Cari Gomar

Carla Hohenhaus

Avdhesh Goel FCA, ACS, AICWA

Abe (Abraham) F.

4. Generate Thought Leadership

Create and Join Groups: Engage around common interests

Join many

Participate in a few

Run one

Groups



800,000 +



5. Use Solutions

LinkedIn sales navigator defines social selling

Who

Who are the
Right People?



Search...



+200M
members

What

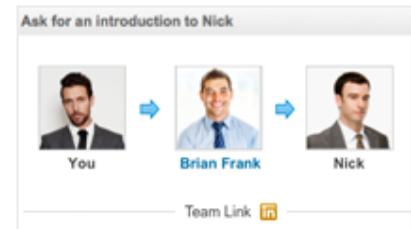
What to
talk about?



+2B
member updates
per week

How

How do I get
a warm intro?



Billions
connections

Frank Hattan
All things LinkedIn & Social Media | Social Selling
Advocate | Head of EMEA Sales Solutions
Ireland | Internet

Current: LinkedIn
Previous: LinkedIn, PayPal, Lufthansa GlobalTeleSales of Canada Inc.
Education: University College Dublin

500+ connections

Milton Burdsall
Chief Information Officer at Honeywell International
Greater Philadelphia Area | Electrical/Electronic

Mike Gamson
1° in
Experienced business manager passionate about results.
Chicago, Illinois | Internet

Current: LinkedIn
Previous: LinkedIn, Advent Software, Inc, Bank of America
Education: Amherst College

500+ connections

WHO



Frank Hattan
All things LinkedIn & Social Media | Social Selling
Advocate | Head of EMEA Sales Solutions
Ireland | Internet

Current: LinkedIn
Previous: LinkedIn, PayPal, Lufthansa GlobalTeleSales of Canada Inc.
Education: University College Dublin

500+ connections

[Contact Info](#)

Milton Burdsall
Chief Information Officer at Honeywell International
Greater Philadelphia Area | Electrical/Electronic

Mike Gamson
1° in
Experienced business manager passionate about results.
Chicago, Illinois | Internet

Current: LinkedIn
Previous: LinkedIn, Advent Software, Inc, Bank of America
Education: Amherst College

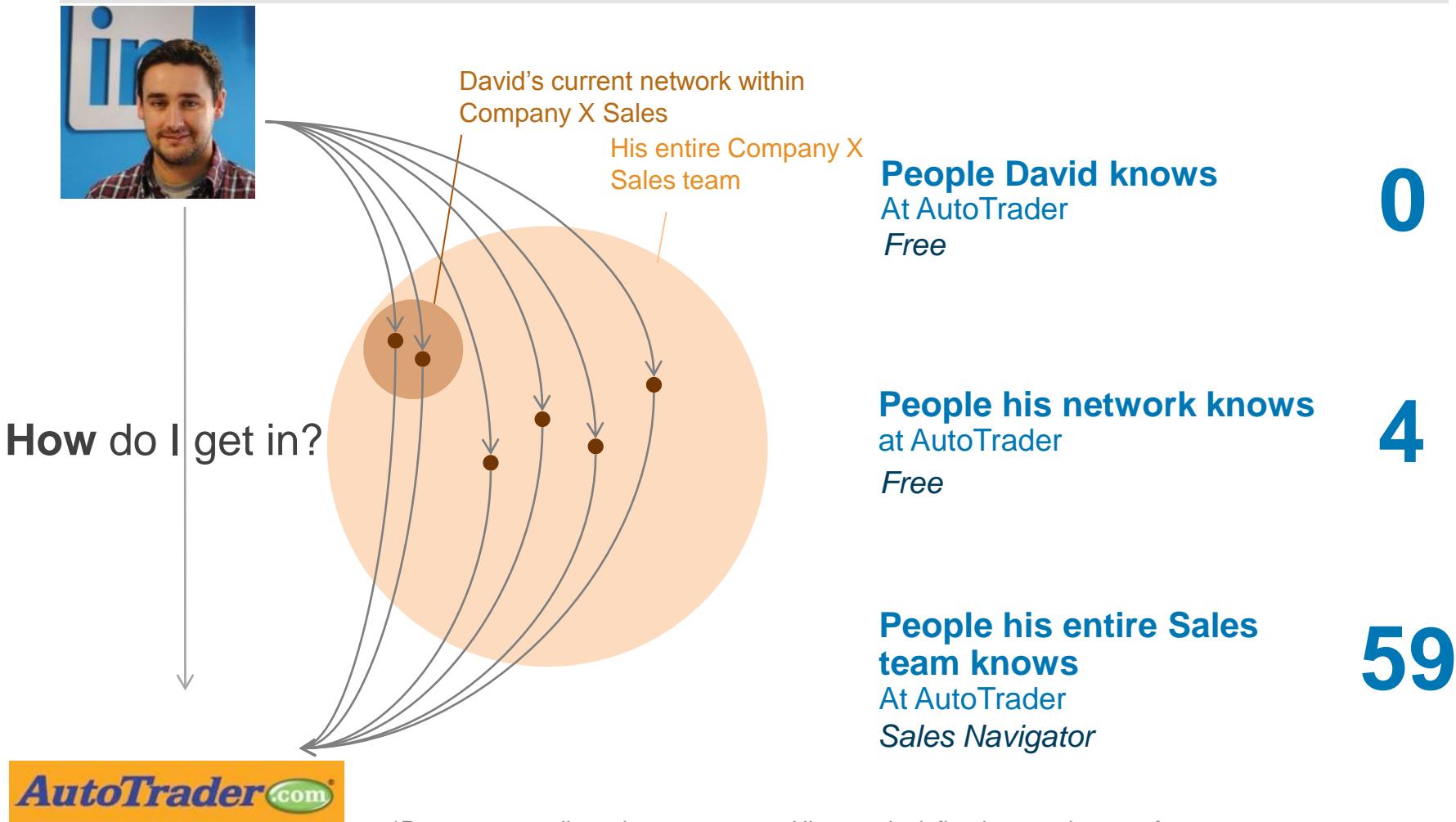
500+ connections

[Send a message](#)

WHO

HOW?

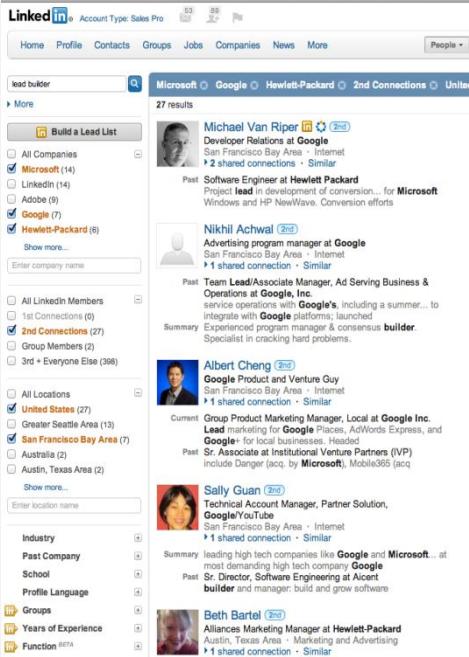
Example: Sales Navigator would give David more warm introductions - via his team - at Auto Trader



*Prospects are all employees at target. His team is defined as employees of Company X that we classify as working in Sales.

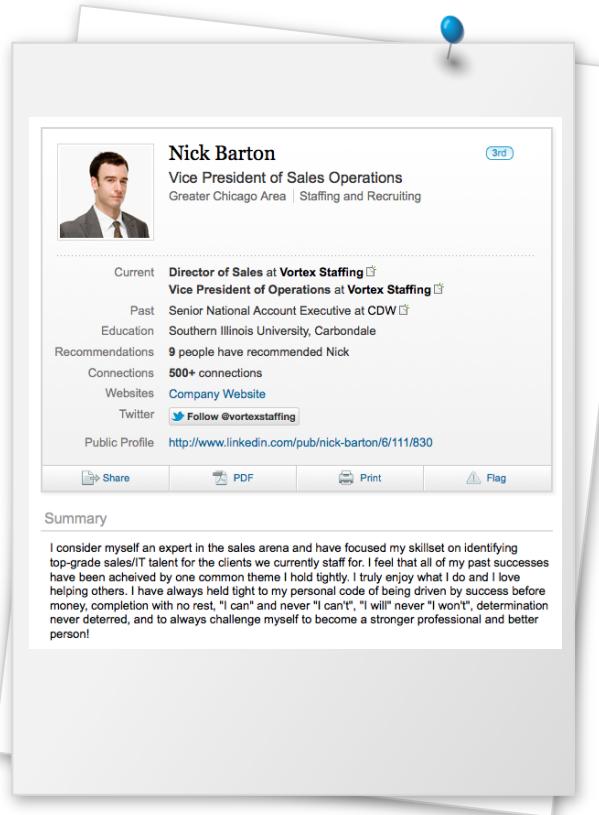
5. Use Social Selling Solutions

Sales Navigator: LinkedIn Premium for sales professionals



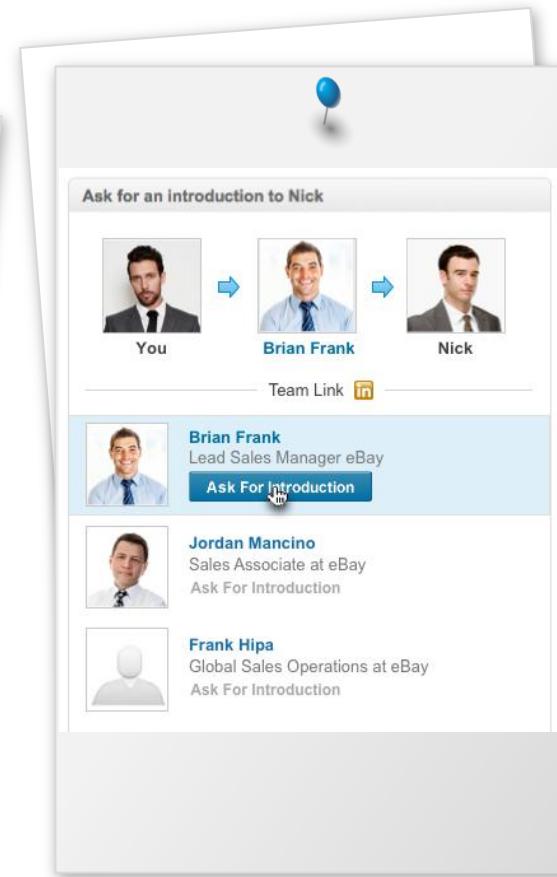
This screenshot shows the LinkedIn Lead Builder interface. The search bar at the top is set to 'lead builder'. The search results for 'Microsoft' (14), 'Google' (7), and 'Hewlett-Packard' (6) are displayed. Each result includes a thumbnail, name, company, and a brief summary of their professional background. The interface also features filters for company type, location, and connection level on the left side.

Build prospect
lists with
Lead Builder



This screenshot shows a LinkedIn profile page for Nick Barton. The profile includes a thumbnail, name, title, and location (Greater Chicago Area | Staffing and Recruiting). It also shows his current role at Vortex Staffing, past roles at Microsoft and Google, and his education at Southern Illinois University. The page displays 9 recommended people, 500+ connections, and a public profile link. A summary section at the bottom contains a personal message from Nick.

Reveal full profiles of 3rd
degree contacts with
advanced search



This screenshot shows the LinkedIn Team Link feature. It displays a list of co-workers with their names, titles, and company names. For each co-worker, there is a thumbnail, a 'You' label, and a 'Brian Frank' label. Below the list is a large 'Ask For Introduction' button. The interface also includes a 'Team Link' button and a 'LinkedIn' icon.

Leverage co-worker
connections with
Team Link



Transforming the way the world works.



Live Demo



Transforming the way the world works.