



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



Web 2.0 2000 -



Social Media for Dummies....

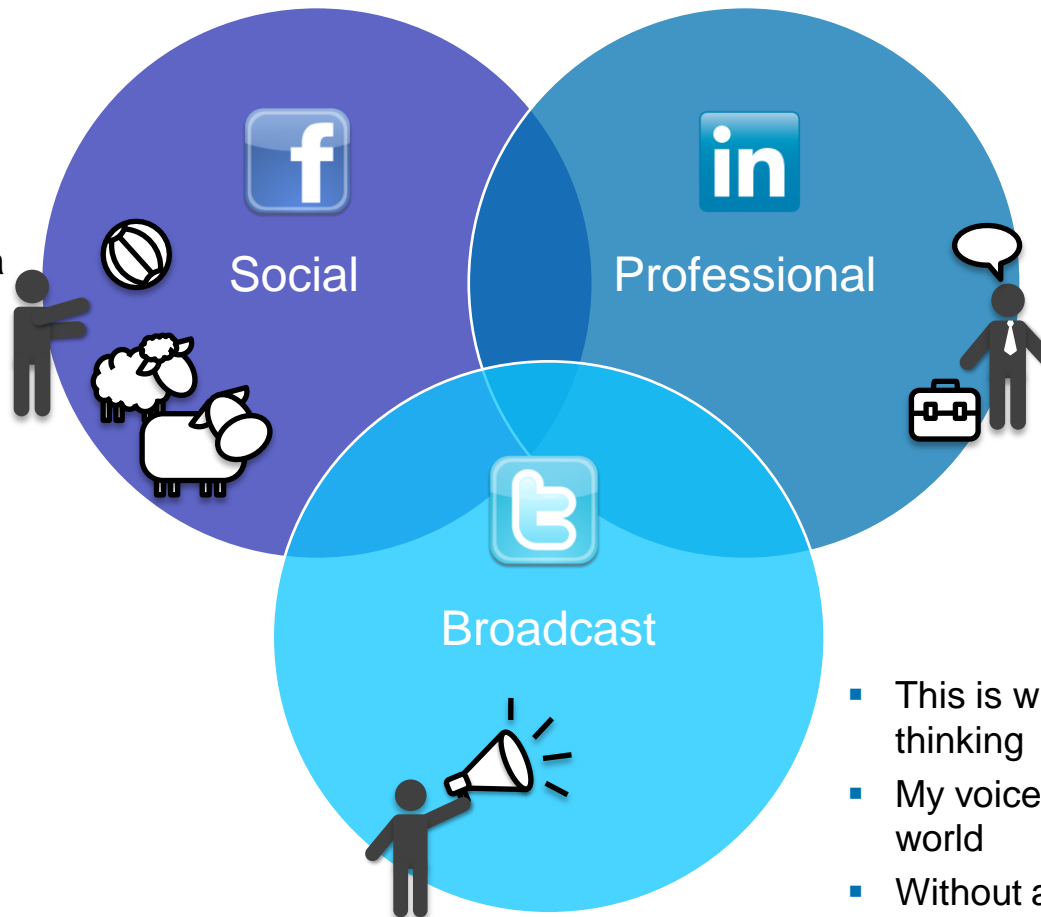


The Big Three



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*

“

*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**

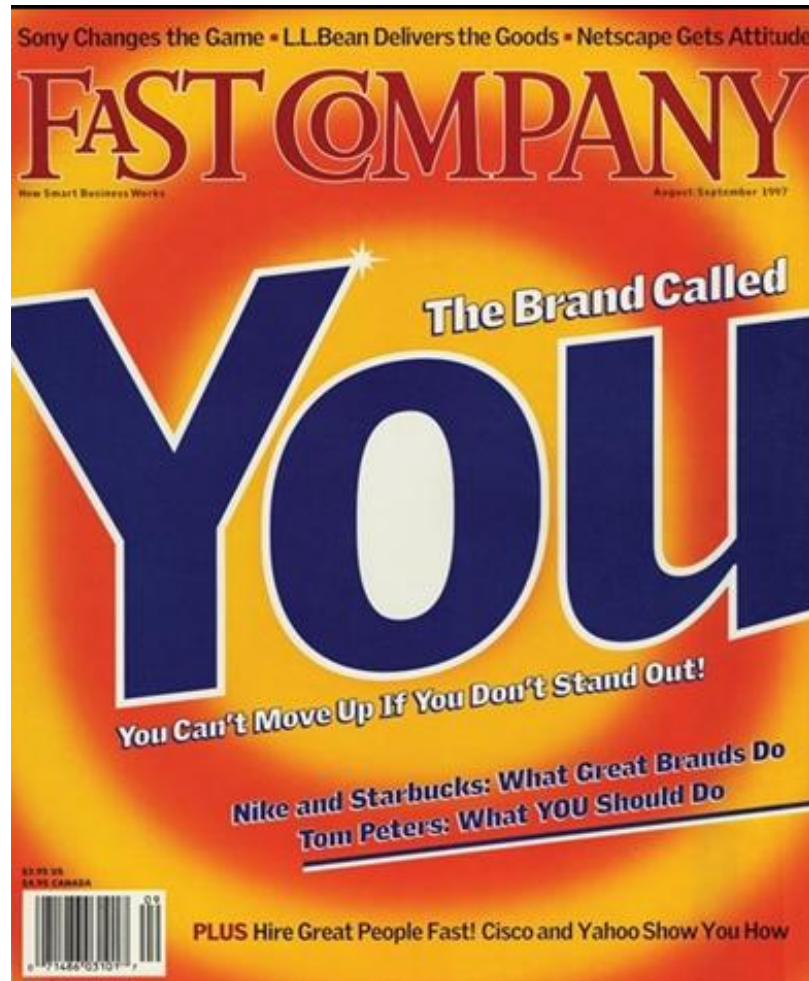
Gathering Intelligence: Researching social information to prepare for sales conversations

Contribute **INSIGHTS**

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

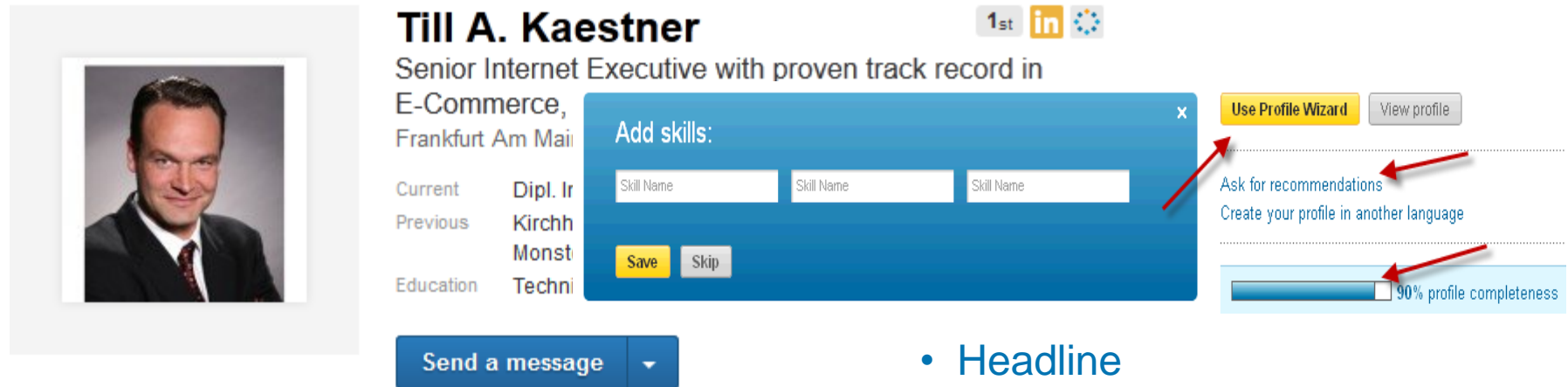
Use **SOLUTIONS**

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





The screenshot shows a LinkedIn profile for Till A. Kaestner, a Senior Internet Executive. A blue modal window titled 'Add skills:' is open, featuring three input fields for 'Skill Name' and 'Save'/'Skip' buttons. To the right of the modal are buttons for 'Use Profile Wizard' and 'View profile'. Below these are links for 'Ask for recommendations' and 'Create your profile in another language'. At the bottom right, a progress bar indicates '90% profile completeness'. On the left, a 'Send a message' button is visible. The profile header includes a photo, name, headline, and a list of current and previous employers.

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

Current Dipl. Ir
Previous Kirchh
Monst
Education Techni

Send a message

1st  

Add skills:

Skill Name Skill Name Skill Name

Save Skip

Use Profile Wizard View profile

Ask for recommendations
Create your profile in another language

90% profile completeness

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

 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

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](#)

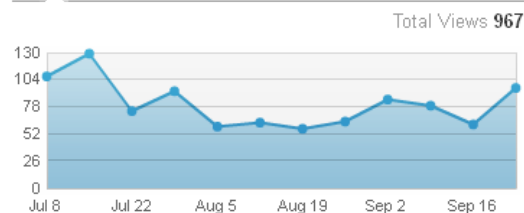


Bruce Johnston
Sales and Social Media consultant • LinkedIn expert
Toronto, Canada Area | Electrical/Electronic Manufacturing
In Common: 6 shared connections • 5 shared groups

[View Profile](#)

Trends

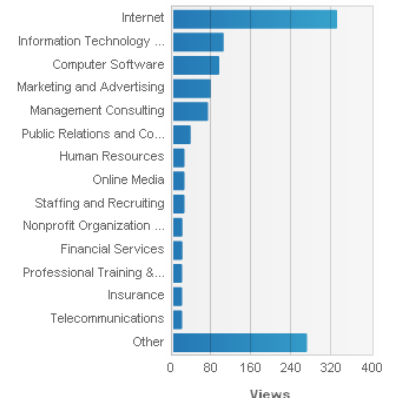
Views **Appearances in Search**



Top Search Keywords

1.	linkedin	15%
2.	anita	8%
3.	twitter	5%
4.	cold call	4%
5.	anita windisman	2%

Views by Industry




2. Proactively Develop Your Network

Build trusted relationships who can support your professional objectives

Connect

Send InMail

Blog

 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.

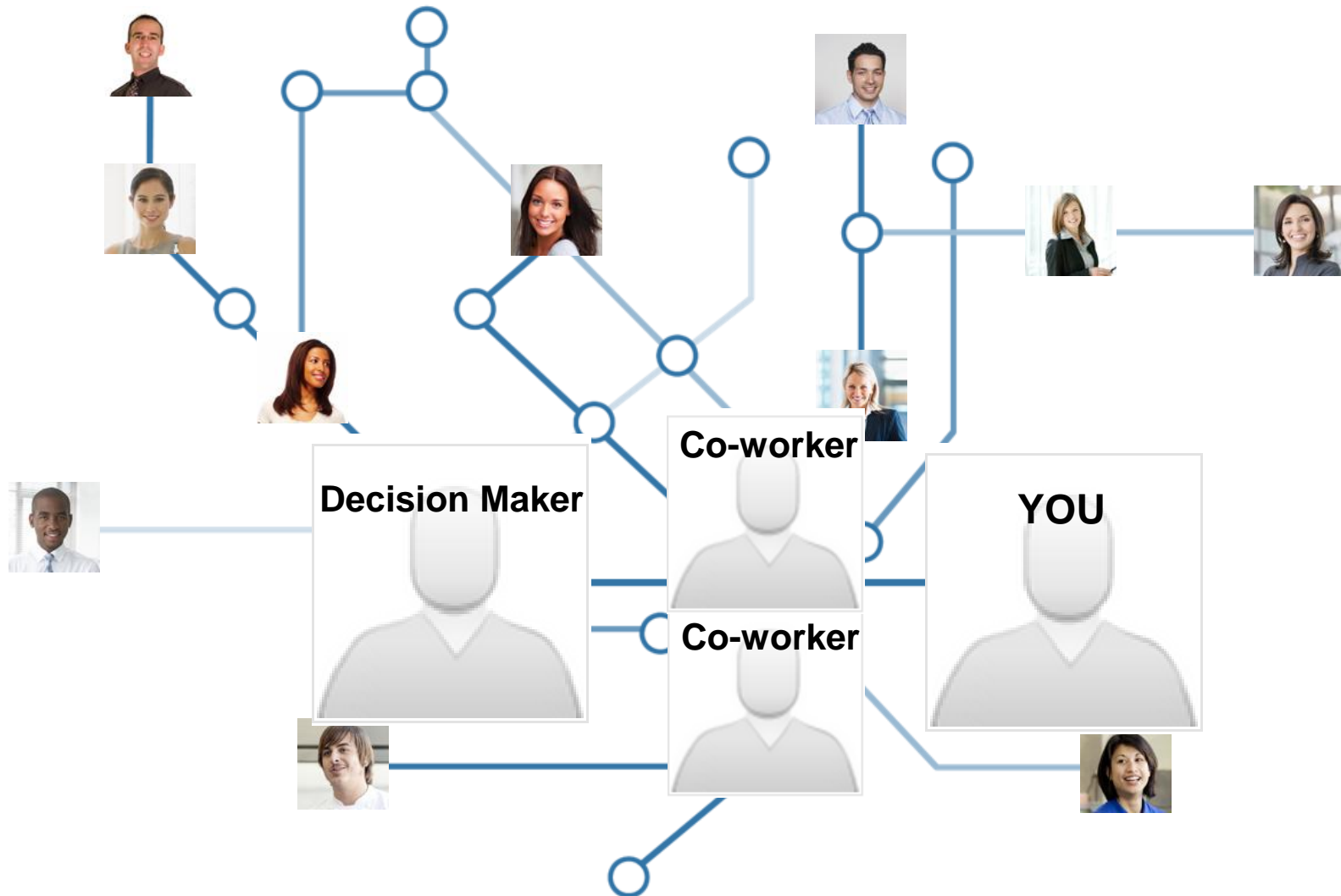
Important: Only invite people you know well and who know you. [Find out why.](#)

Send Invitation

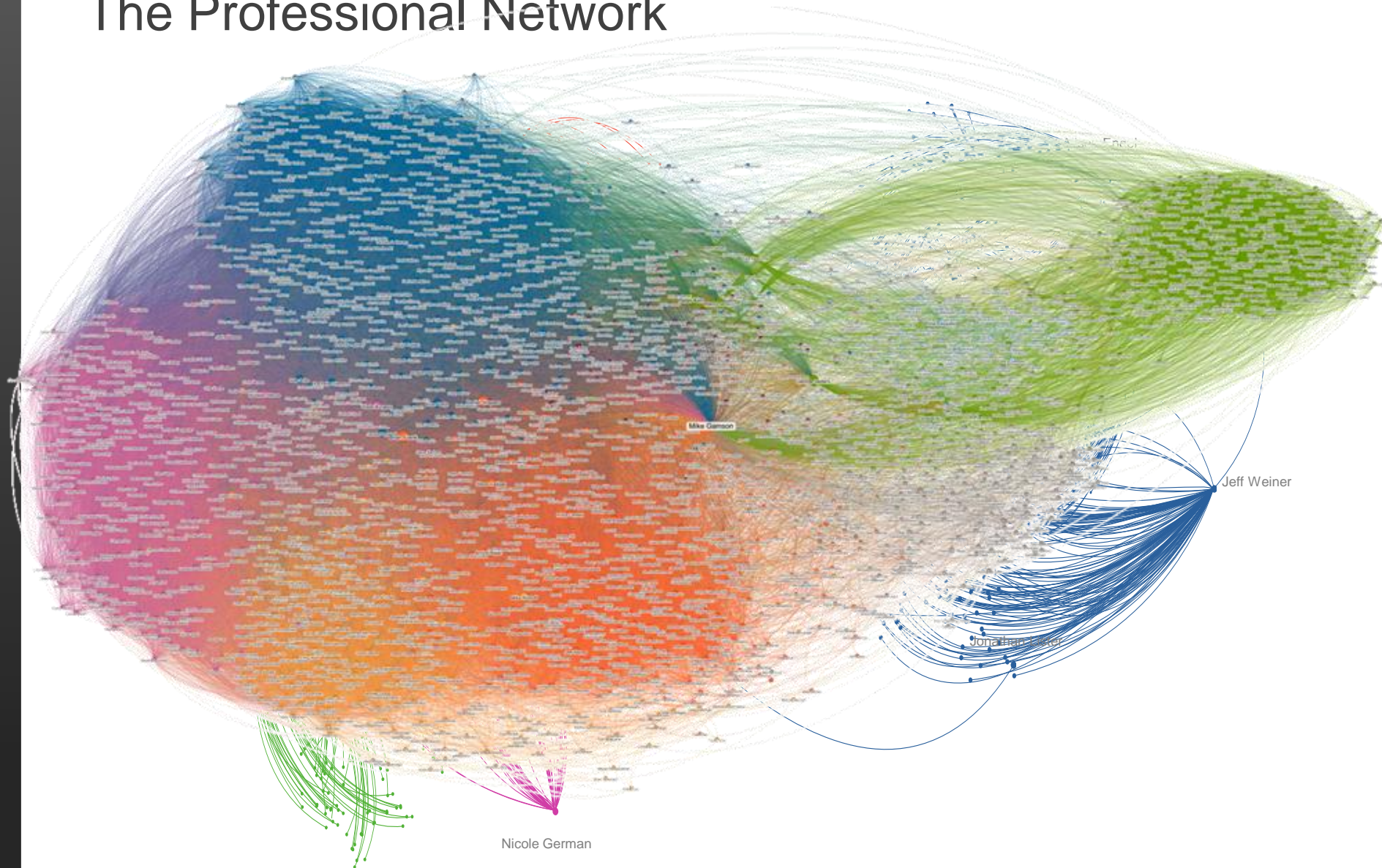
or [Cancel](#)



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



The Professional Network



3. Gather Intelligence – Researching contact

The image shows a screenshot of the LinkedIn website interface. At the top, the LinkedIn logo is visible, followed by navigation tabs: Home, Profile, Contacts, Groups, Jobs, Companies, News, and More. On the right, there's a dropdown menu showing 'People' and 'Reid Hoffman'. Below the navigation bar, a search bar contains the text 'Reid Hoffman'. To the left of the search results, there's a sidebar with filters. The 'All Companies' filter is selected, showing a list of companies: LinkedIn (8), SweetLabs, Inc. (5), One Kings Lane (5), Zynga (4), and VigLink (4). Below this is a 'Show more...' link and a text input field labeled 'Enter company name'. The 'All LinkedIn Members' filter is also selected, showing a list of connection types: 1st Connections (2), 2nd Connections (33), Group Members (20), and 3rd + Everyone Else (99). The main search results area shows '142 results' and a 'Sort by: Relevance' dropdown. The first result is for Reid Hoffman, labeled '2nd', with a profile picture and text: 'Entrepreneur. Product Strategist. Investor. San Francisco Bay Area · Internet'. Below this are two more results, both labeled 'Out of your network', for Reid Hoffman with different titles: 'Art Director at Freer Gallery of Art, Smithsonian' and 'Civil Engineering Consultant and Contractor'. A hand holding a smartphone is overlaid on the right side of the image. The phone screen shows a 'Profile' page for Mary Baker, a Marketing Specialist in the San Francisco Bay Area. The phone screen also displays 'Recent activity' (7 updates this week), 'In Common' (22), and 'Connections' (500+).

LinkedIn

Home Profile Contacts Groups Jobs Companies News More

People ▾ Reid Hoffman

Reid Hoffman

More

☒ All Companies

☐ LinkedIn (8)

☐ SweetLabs, Inc. (5)

☐ One Kings Lane (5)

☐ Zynga (4)

☐ VigLink (4)

Show more...

Enter company name

☒ All LinkedIn Members

☐ 1st Connections (2)

☐ 2nd Connections (33)

☐ Group Members (20)

☐ 3rd + Everyone Else (99)

142 results

Sort by: Relevance

Reid Hoffman ^{2nd}

Entrepreneur. Product Strategist. Investor.

San Francisco Bay Area · Internet

54 shared connections · Similar

Connect

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

AT&T 3G 12:34 PM

Back Profile

Mary Baker

Marketing Specialist

San Francisco Bay Area · Technology

Recent activity

7 updates this week

In Common


22

Connections

500+


Summary

3. Follow Companies





**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: L
Share • Careers


LinkedIn is hiring: A
Chicago, IL
Share • Careers

LinkedIn is hiring: T
Share • Careers

LinkedIn is hiring: A
Mountain View, CA







Work at LinkedIn Europe

Work at LinkedIn: Connie G YouTube



0:00 / 1:52

PEOPLE ALSO VIEWED



[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...
linkedin.com · 7 hours ago

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

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

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

- Dell**
Information Technology and Services, Austin, Texas Area
[Stop following](#) · [Notification settings](#)
- LinkedIn**
Internet, San Francisco Bay Area
[Stop following](#) · [Notification settings](#)
- salesforce.com**
Internet, San Francisco Bay Area
[Stop following](#) · [Notification settings](#)

Companies You May Want to Follow

- blueseventy
- StructuredWeb
- rapportive
- SWAROVSKI
- stone
- ZINFI
- McKinley Marketing Partners
- TOGETHERVILLE

Feedback | See more >

Saved Searches	New Results	Email Alert
contract management software [Edit Delete]	9 [viewed]	Weekly
Mktg Lead Gen 8/27/12 [Edit Delete]	None	Monthly
Business Tools - East Coast [Edit Delete]	None	Daily

4. Contribute Insights

Share ideas through status updates, and participate in groups

The screenshot displays a LinkedIn interface with several key components:

- Status Update Box:** Located at the top left, it features a profile picture, a text input field labeled "Share an update", a link icon labeled "Attach a link", and a "Share" button with social media icons.
- People You May Know:** A sidebar on the top right showing suggestions for connections, including "Roni Boteach, Director of HR at Mellanox Technologies" and "Lucian Beebe, Life long product manager".
- LinkedIn Today:** A section on the left with the headline "Entrepreneurs Need Creative Thinking After the Idea" and a black and white photo of Albert Einstein.
- Startup News Group:** The central focus is a group page titled "Startup News Group". It includes tabs for "Discussions", "Promotions", "Jobs", "Search", and "More...". Below the group header is a "Start a" section with options for "Discussion" and "Poll".
- Activity Feeds:**
 - All Updates:** A list of recent updates, including one from "Ryan Roslansky" and another from "David Bonnann, Matthew and 8 other connections".
 - Most Popular Discussions:** A section featuring a discussion titled "How To Create A Productive Working Environment" by "blog.rockthepost.com" and another by "Stéfanie Vallée" about a "Preliminary Due Diligence Checklist".
 - Latest Updates:** A sidebar on the right showing recent group activity, such as "20 people have joined the group" and a discussion started by "Kevin Neuse".
 - Top Influencers This Week:** A sidebar on the far right listing influential members like "Cari Gomar", "Carla Hohenhaus", and "Ardhesh Goel".

4. Generate Thought Leadership

Create and Join Groups: Engage around common interests

Join many

Participate in a few

Run one

Groups



800,000 +

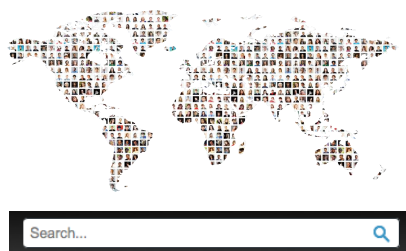


5. Use Solutions

LinkedIn sales navigator defines social selling

Who

Who are the
Right People?



+200M
members

What

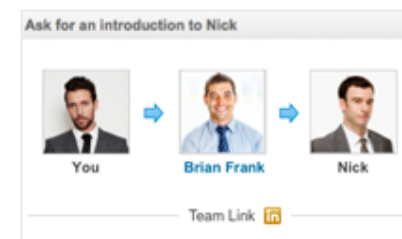
What to
talk about?



+2B
member updates
per week

How

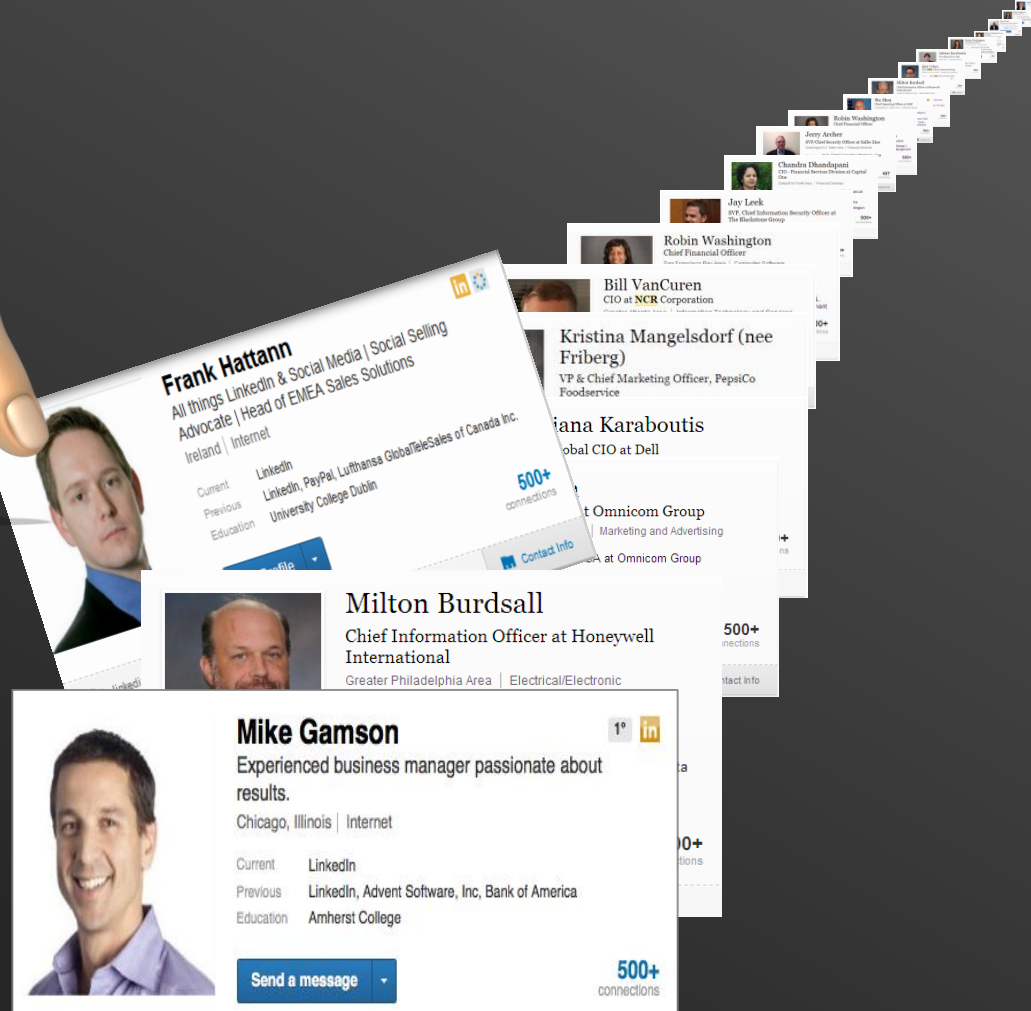
How do I get
a warm intro?



Billions
connections



WHO



WHO

HOW?

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



David's current network within
Company X Sales

His entire Company X
Sales team

People David knows
At AutoTrader
Free

0

People his network knows
at AutoTrader
Free

4

**People his entire Sales
team knows**
At AutoTrader
Sales Navigator

59

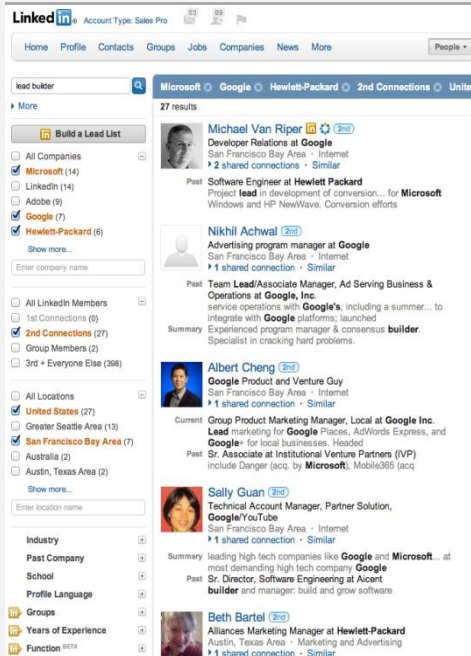
How do I get in?



*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

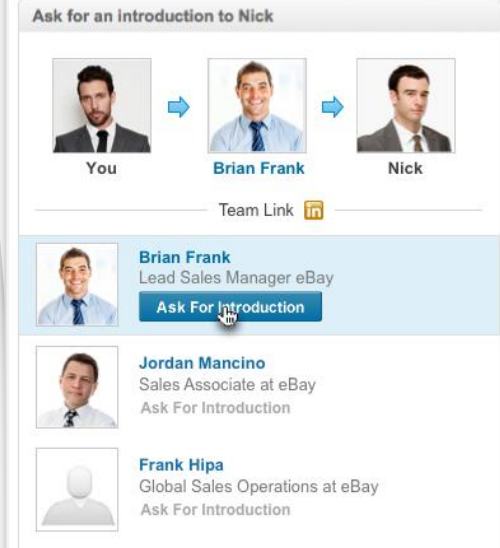
Sales Navigator: LinkedIn Premium for sales professionals



Build prospect
lists with
Lead Builder



Reveal full profiles of 3rd
degree contacts with
advanced search



Leverage co-worker
connections with
Team Link



Transforming the way the world works.



Live Demo



Transforming the way the world works.