

LINKEDIN OUTBOUND

SALES PROCESS



STEP 1. IDENTIFY YOUR IDEAL TARGET AUDIENCE

To start the outbound sales process, you need first to identify who your ideal customer is so that you can begin to connect with their needs, values, desires and, most importantly - their *challenges*.

Whilst you may already have begun this process with an avatar, buyer persona or perfect audience profile - you really need to have a specific outline of who your customers are.

To do this, you should consider how your product or service links into your target market's lifestyle and values by considering your most appealing features.

What exactly can you offer to them that will ultimately help them get from A to B?

For example, is your target audience typically a Director of Sales or Marketing? Or, are they an HR Professional for a technology company? Maybe even creative or digital agencies? Your audience can be diverse, and you might target various professionals, but they all need to interlink with the same challenges, needs, desires, likes and dislikes.



STEP 1. IDENTIFY YOUR IDEAL TARGET AUDIENCE

Create an exhaustive list of your Ideal Target Audiences below:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

STEP 2. BUILD YOUR PROFILE ON LINKEDIN

Your LinkedIn profile is the starting point for your outreach strategy. However, there's a big difference between setting up a LinkedIn profile to gain employment and building one to connect with prospects. With over 575 million LinkedIn profiles, it takes a compelling profile to stand out to your prospects.



STEP 2. BUILD YOUR PROFILE ON LINKEDIN

Your next step is to position yourself as an authority on LinkedIn - How do you achieve this?

Ideally, you're going to position yourself as a solution provider to your niche by cultivating a significant following via your LinkedIn profile - not just connections, but followers. Consider this old expression - "It's not who you know - It's who knows you."

How are you going to solve your ideal target audiences problems, pain points and challenges?

Use the list below to create an exhaustive list to be used in Step 3.

1.
2.
3.
4.
5.

STEP 3. DEMONSTRATE YOUR EXPERTISE

You need to position yourself as an expert, thought-leader and authority in your field. The easiest and most effective way to do this is to share content consistently. Why? Your prospects are likely to be more receptive when you approach them because they've seen your work before.



You may have even already interacted with them because you've positioned yourself as a professional who can answer questions. See your LinkedIn profile as a free advertising space that you can use to build a relationship, tell your story and add value. Turn your profile into a source for others so that they learn, get informed, laugh, and connect with you.

How do you do this?

Create a personal brand aligned with your business' messaging; the quickest way to do this is by sharing valuable content such as white papers, cheatsheets, checklists or even just commentary on specific topics. You need to be able to break through the noise with useful offerings.

What are your areas of expertise?

1.
2.
3.

STEP 3. DEMONSTRATE YOUR EXPERTISE

What topics can you answer questions on?

1.

2.

3,

What existing content can you share right now?

1.

2.

3,



Tip: Want to be a thought leader? Document – don't create

Start with documenting what you see because the content is all about adding value, and you either inform and educate people or entertain them and make them laugh. You decide what kind of style you want. You don't need to start with videos. You can start with a simple status update with just text or text and a picture. The important thing is that you show up and that you don't make it about yourself, but the value you can add.



STEP 4. CONNECT WITH PROSPECTS



This step is critical to your success, so you need to invest in yourself and get a LinkedIn Sales Navigator account. With this tool you can start doing Advanced Searches using criteria that relates to your ideal target audience. (Step 1.)

Next reach out with an invitation to connect, but ensure you include a personalised message, because a lot of people won't connect if they don't know who you are. This is message #1 in the LinkedIn outbound sales process.



You only have 300 characters to work within LinkedIn connection requests, so you'll need to be brief and concise. Use these simple grab and go LinkedIn connection messaging templates below!



STEP 4. CONNECT WITH PROSPECTS



Message #1 Examples

Hey [Name],

I read your article: [title] on [article topic], and it really resonated with me. I thought your post on this topic was timely, inspiring, and very well written! It would be great to connect with you.

[Signature]

Hi [Name],

I see that we're both connected with [connection,] and both work as [title]. They told me it was okay if I mentioned him in my invitation to connect with you. I believe we can help each other.

Interested?

[Signature]

[Name],

I'm making an effort to connect with like-minded people in the community. Would you be open to connecting?

[Signature]

Hi [Name],

I see that we both attended [institution or event]. I also attended [institution or event], we [alumni] should stick together. Let's connect.

[Signature]

STEP 5. THANKS FOR CONNECTING

Step 5 is message #2 in the LinkedIn outbound sales process and should be sent around 1-2 days after they've accepted your request.

Use this message to let them know they can reach out if they need anything. Keep it conversational, include personalisation and ensure your signature displays exactly what you do.

Message #2 Example

Thanks for connecting [First Name]. If there's anything I can do to help you, feel free to reach out.

[Signature including your position and company]



STEP 6. BUILD CREDIBILITY

This step is message #3 in the sequence and should be scheduled around a week later. This stage is where you start credibility building. Send a quick, friendly and warm greeting to explain what you've been up to, how you've been successful and add a valuable resource for them.

Whether they reply or not, there's a good chance that they'll consume this content and it'll start to form a positive representation of who you are and what you do.

Message #3 Example

How's your week going? We just worked with [company name] to help them with [provided benefit] and thought you might find some of the tips useful too. You can watch them here in this video / download them here in this pdf.

[Signature]

If you're unsure of what valuable content to send, you could simply use your business' demonstration, explainer or even a tip video. Whatever it is, make sure it adds value while positioning you as an expert on the subject matter.



STEP 7. ASK FOR THE RIGHT PERSON

This step is message #4 in the sequence and asks who you can approach about having an initial chat about your product or service.

If they've been seeing the content you've been sharing on LinkedIn, they're less likely to have their guard up and will be more likely to respond. Often they'll either respond by nominating themselves or provide the name, profile or an email address of the person you should be speaking to. People are more receptive than you think. You just have to ask!

Message #4 Example

Happy Tuesday! Quick question. Who would be the best person at your company to have an initial chat to see if our solution is right for you?

[Signature]

STEP 8. ASK FOR THE MEETING

This step is message #5, and perhaps the most critical as it's asking for the meeting - your qualifying or discovery call. However, moving interactions from social networking platforms into real tangible video or phone calls can be difficult. So now you need to be quick, persistent and prepared to work to schedule that meeting in to your calendar.

Message #5 Example

Are you available for a quick chat this week to see if our solution is a good fit for your company? I'll only need 15 minutes of your time.

[Signature]

STEP 9. FOLLOW UP

Chances are you won't get a meeting the first time you ask, so the key to your success is following up. We recommend an omnichannel approach. Up until now you might have only been communicating with them through social media, but that doesn't mean you need to keep it this way. Once you know who you need to be speaking to, reach out to them through LinkedIn, email, phone and messaging. Tactfully do whatever it takes to secure that meeting. If all of your efforts fail, it's time for message #6 - the break up.

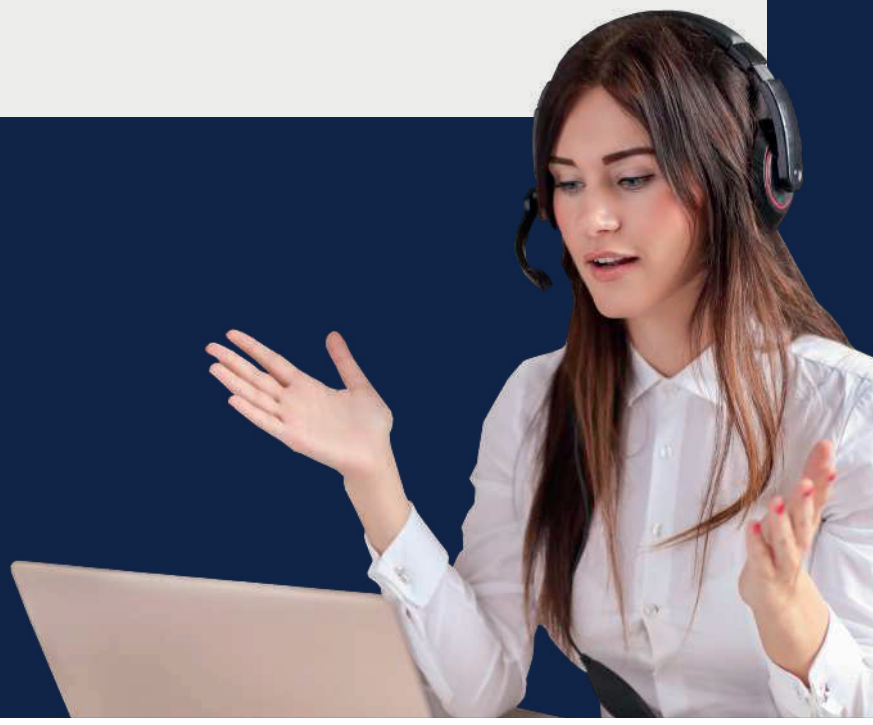
Message #6 Example:

Hi [First Name]

I hope you're well. I haven't heard from you and understand you're busy, so if you could reply with the best option for you below, I'd appreciate it!

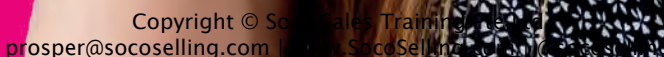
1. I'm interested.
2. I'm not the person you're looking for.
3. We're interested, but it's not the right time.
4. We're not interested.

[Signature]



100

So focus on value and relationships and you'll be sure to see great results.



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