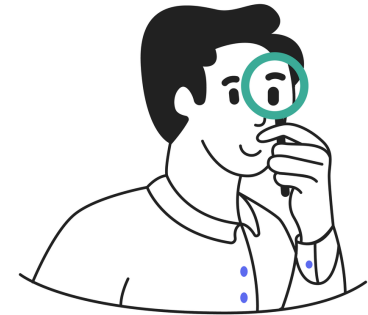


Everything you need to know about sales prospecting on LinkedIn

Specialist Business Development Representative, Jenny Davies



What!

An Inbound marketing agency giving advice on sales?

We do outbound, the 'inbound' way



The new sales landscape

1. Changing buyer behaviours and building trust virtually
2. Getting in front of decision-makers
3. A product or product demo alone isn't enough
4. Adjusting to uncertainty and change
5. Productivity and prioritisation
6. Moving to a consultative mindset
7. Incorporating social selling
8. Selling to buyer groups, not just buyers




Prospecting

A research-led nurturing process

- Expanding the customer base
- Identifying opportunities to help
- Building awareness
- Forming relationships

prospect

verb

 gerund or present participle: **prospecting**
/prəˈspɛkt/

search for mineral deposits, especially by drilling and excavation.
"the company is also **prospecting** for gold"

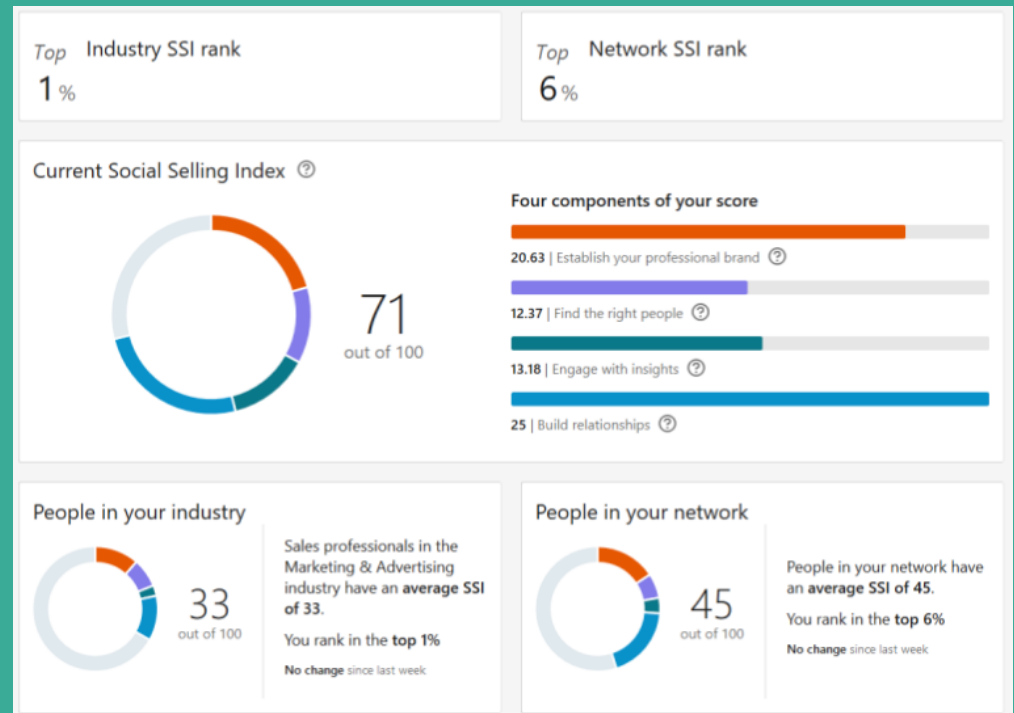


LinkedIn Social Selling Index

Your personal status as a thought leader

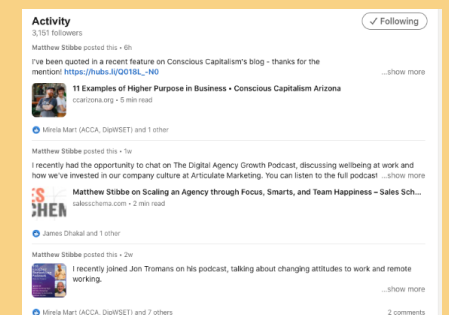
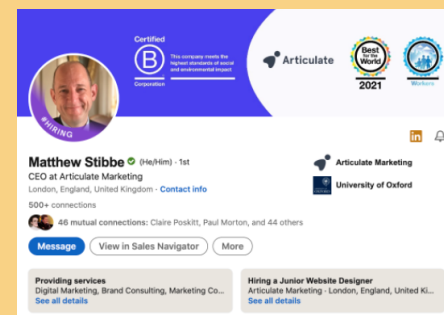
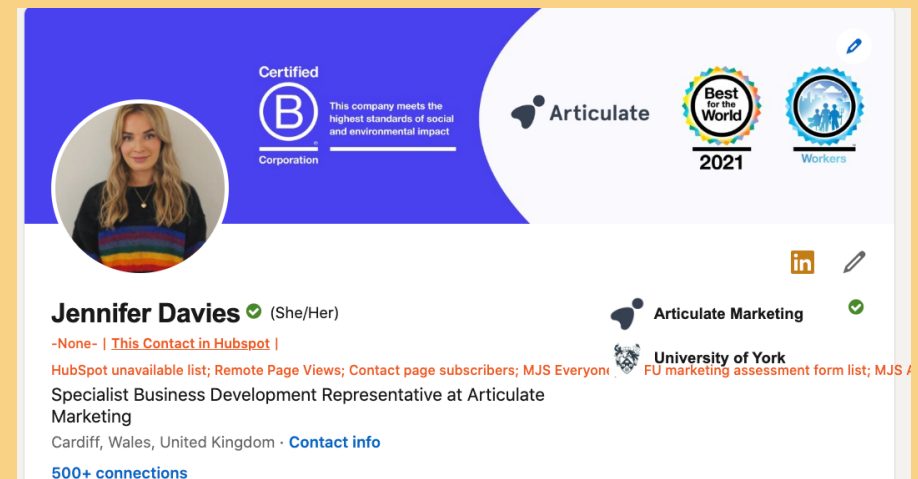
Translating the data:

- 1 . Establish your professional brand
- 2 . Find the right people
- 3 . Engage with insights
- 4 . Build relationships



1. Establish your professional brand

- Headshot profile photo.
- Company branded cover photo.
- Sharing company featured articles.
- Adding certifications (especially HubSpot!)
- Inviting connections to your company page.
- Maintain a strong executive LinkedIn presence.



2. Find the right people

Align sales and marketing targeting efforts

Essential collateral:

- Marketing industry brief.
- Sales and marketing playbook.
- Your company win-cards.
- Relevant case studies.

The screenshot shows a Notion page with a sidebar on the left containing a 'Win cards' section with a lightning bolt icon and a list of project cards. The main content area features a blue logo, the title 'Beyond Encryption bespoke website and sales enablement', and a table of contents with sections like 'Client', 'Services', 'Client needs', 'What we did', 'How it helped', 'Extranet', 'Proposal', 'Client type', and 'Industry'. The 'Client' section is expanded, showing details about Beyond Encryption, including their needs and the project's outcome.

The screenshot shows a Notion page titled 'Generators' with a lightning bolt icon. It includes a subtitle '2 backlinks' and a note: 'A place for the generators to share notes and meeting minutes etc.'. Below this, there are two columns of links. The 'Useful links' column includes items like 'Sales weekly standup', 'Sales KPIs', 'Articulate Marketing Sales Playbook', 'Referencing clients (Legal and ND...)', 'Meetings', 'Weekly catch ups', and 'Pipeline Planning'. The 'Sales' column includes 'Discovery Calls', 'Proposals & Live Examples', 'Client handovers', 'Backlog', and 'Quick wins Q1 2022/23'. The 'Sales & marketing strategy' column includes 'Generators OKRs', 'Q3/Q4 Sales & marketing planning', 'Sales plan of action', 'Sales 2021', 'Competitors', 'Proposal review', 'Sales & Marketing', 'Outbound Process strategy', 'ABS Strategy', and 'Social strategy Q1'. The 'Sales assets' column includes 'Website gotchas and do-you-wants', 'Win cards', 'Proposal assets', 'Tools', 'Resources', 'Emails', 'Sample Service Description - pers...', 'Former Microsoft Concierge clients', and 'After Action Review Template'.



LinkedIn Sales Navigator

An advanced sales tool to build and nurture customer relationships

The image displays three screenshots of the LinkedIn Sales Navigator interface. The first screenshot on the left shows the 'Filters' sidebar with various criteria like 'Keywords', 'Spotlights', 'Geography', 'Industry', 'Department headcount', 'Annual revenue', and 'Company headcount'. The middle screenshot shows a list of search results for 'platform' with filters for 'Posted on LinkedIn in past 3 months' and 'Risk Enterprise UK + US'. The third screenshot on the right shows a 'Saved account searches' table with columns for 'Name' and 'New results'.

Name	New results
Platform Intelligence Mid Market UK US	100 new
SaaS Tech	344 new
IT Solutions Mid-market	-

1. **Build accounts lists based on Ideal Client Profile:** Title by "Industry" "Location" "Size"

2. **Use custom lists to add leads:** Add job titles, spotlights, relationships and more to start filtering target personas.

3. **Saved searches:** Create dynamic leads and accounts lists which will update and notify you of any changes.



Build a list of previous customers and add contacts when you're notified that they're leaving.

- SN will alert you about their new role and new company!



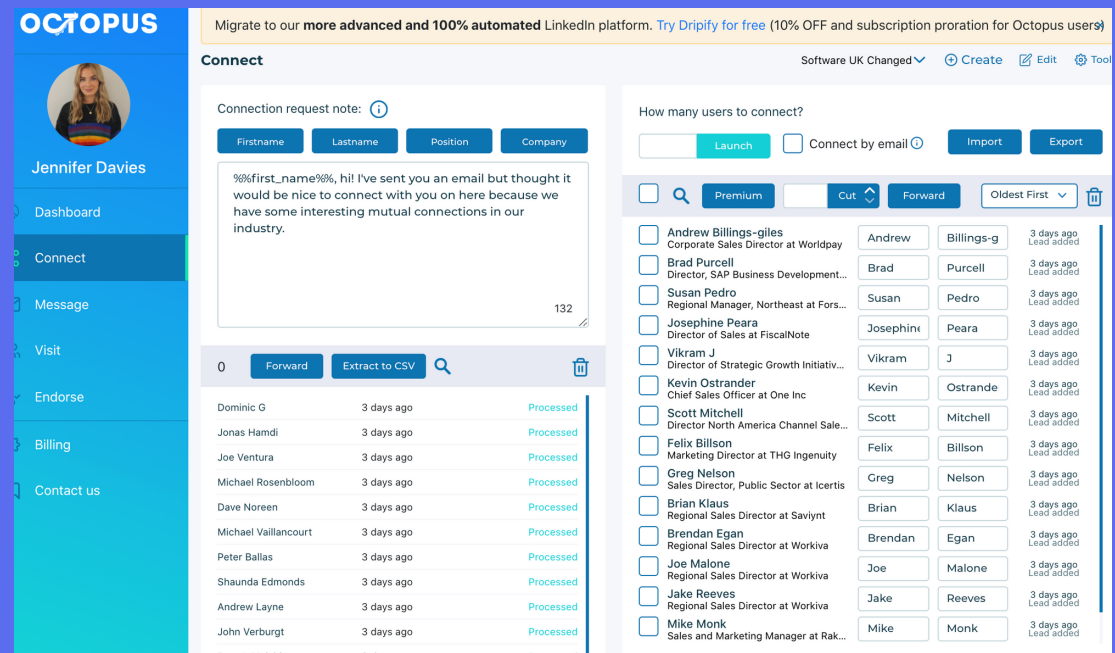
Octopus CRM

Bulk LinkedIn engagement

Create sequence campaigns:

- Visits
- Connection requests
- Messages
- Endorsements

100 invites a week on LinkedIn, be selective



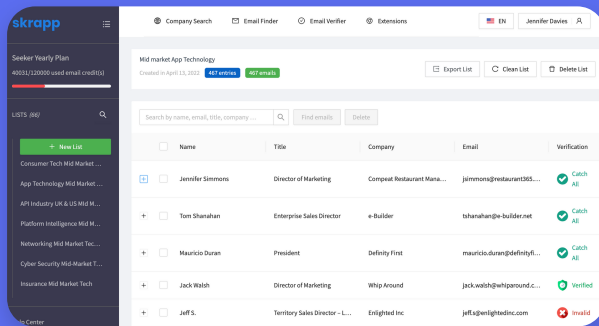
The screenshot displays the Octopus CRM interface for managing LinkedIn connections. On the left, a sidebar shows the user profile for Jennifer Davies and navigation options: Dashboard, Connect (highlighted), Message, Visit, Endorse, Billing, and Contact us. The main area is titled 'Connect' and includes a navigation bar with 'Software UK Changed', 'Create', 'Edit', and 'Tools'. Below this, there's a 'Connection request note' field with a placeholder text: '%first_name%%, hi I've sent you an email but thought it would be nice to connect with you on here because we have some interesting mutual connections in our industry.' Below the note field are buttons for 'Forward' and 'Extract to CSV'. The main content area shows a list of users with columns for name, time, and status (all 'Processed'). On the right, there's a section for 'How many users to connect?' with 'Launch', 'Connect by email', 'Import', and 'Export' buttons. Below this is a search bar and a list of users with checkboxes and buttons for 'Cut', 'Forward', and 'Oldest First'.

Firstname	Lastname	Position	Company		
Dominic	G			3 days ago	Processed
Jonas	Hamdi			3 days ago	Processed
Joe	Ventura			3 days ago	Processed
Michael	Rosenbloom			3 days ago	Processed
Dave	Noreen			3 days ago	Processed
Michael	Vallancourt			3 days ago	Processed
Peter	Ballas			3 days ago	Processed
Shaunda	Edmonds			3 days ago	Processed
Andrew	Layne			3 days ago	Processed
John	Verburgt			3 days ago	Processed
Ross	Malabiazar			3 days ago	Processed

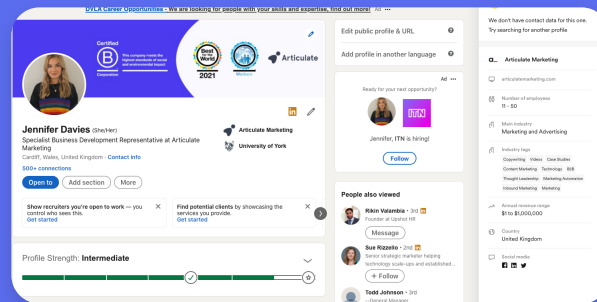
Check	Search	Premium	Cut	Forward	Oldest First	Trash
<input type="checkbox"/>						
<input type="checkbox"/>	Andrew Billings-giles	Andrew	Billings-g	3 days ago	Lead added	
<input type="checkbox"/>	Brad Purcell	Brad	Purcell	3 days ago	Lead added	
<input type="checkbox"/>	Susan Pedro	Susan	Pedro	3 days ago	Lead added	
<input type="checkbox"/>	Josephine Peara	Josephine	Peara	3 days ago	Lead added	
<input type="checkbox"/>	Vikram J	Vikram	J	3 days ago	Lead added	
<input type="checkbox"/>	Kevin Ostrander	Kevin	Ostrande	3 days ago	Lead added	
<input type="checkbox"/>	Scott Mitchell	Scott	Mitchell	3 days ago	Lead added	
<input type="checkbox"/>	Felix Billson	Felix	Billson	3 days ago	Lead added	
<input type="checkbox"/>	Greg Nelson	Greg	Nelson	3 days ago	Lead added	
<input type="checkbox"/>	Brian Klaus	Brian	Klaus	3 days ago	Lead added	
<input type="checkbox"/>	Brendan Egan	Brendan	Egan	3 days ago	Lead added	
<input type="checkbox"/>	Joe Malone	Joe	Malone	3 days ago	Lead added	
<input type="checkbox"/>	Jake Reeves	Jake	Reeves	3 days ago	Lead added	
<input type="checkbox"/>	Mike Monk	Mike	Monk	3 days ago	Lead added	



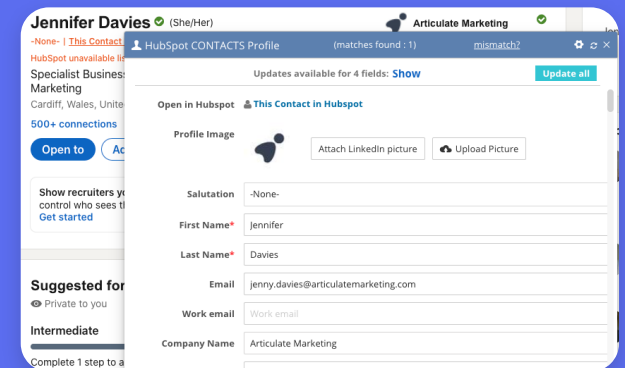
Nifty prospecting tools



Skrapp – Email finder tool / plug-in



Lusha – More accurate data using Google's APIs



LinkMatch – See the engagement with your CRM



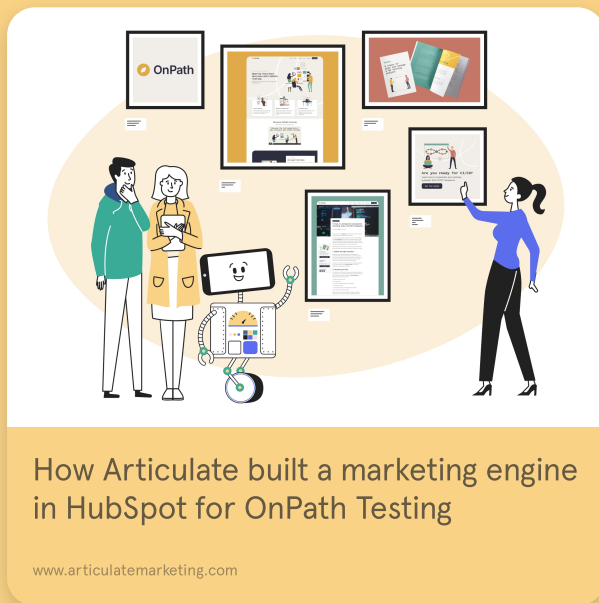
HubSpot and LinkedIn Sales Navigator

The screenshot displays the HubSpot CRM interface for a contact named Jennifer Davies. On the left, the contact's profile is shown with details such as 'BDR at Articulate Marketing' and 'jenny.davies@articulatemarketing.com'. The main area shows a list of activities for April 2022, including three 'Page view' events where Jennifer Davies viewed 'Inbound marketing for B2B technology companies'. On the right, the LinkedIn Sales Navigator profile for Jennifer Davies is shown, indicating she is a Specialist Business Development Representative with 1051 connections and 500 shared connections. A 'Matched' status is visible, suggesting a successful profile match. Below the profile, there are buttons for 'Save in Sales Navigator', 'View more', and 'Send InMail'. On the far right, a 'Edit snippet' dialog box is open, showing a pre-written message snippet for connecting with Jennifer on LinkedIn.

Match profiles within HubSpot
Setup Sales Navigator tasks in your HubSpot email sequence
Send personalised connect requests and emails using HubSpot's 'Snippets' feature



3. Be equipped with conversation-inspiring content



Smart Links		+ New Smart Link
CompanyName Proposal doc	Created today	No viewers yet
BreezyHR Marketing Review	Created today	No viewers yet
Case Studies	Created today	No viewers yet
Articulate Marketing	Created on 10/1/2019	No viewers yet

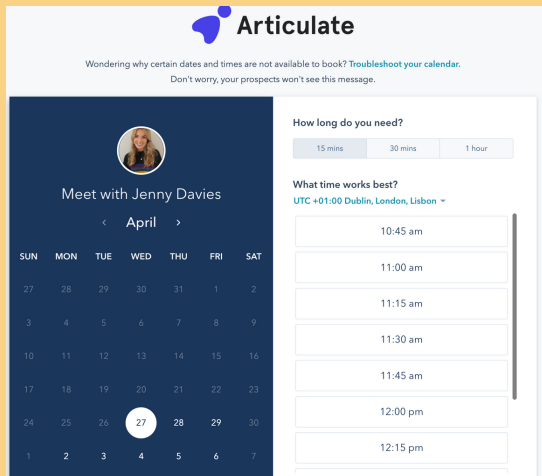
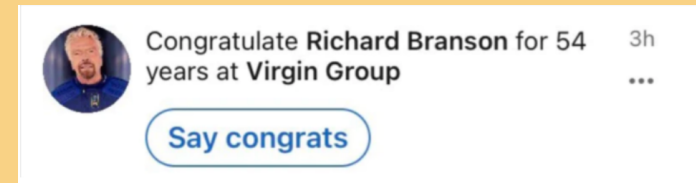
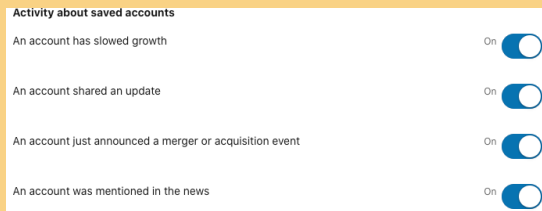
- **Relevant case studies** to boost credibility to target industry/decision-maker.

- **Accounts Based Sales** collateral to showcase personalisation and value to group buyers.

- **Track engagement with Inmail SmartLinks** and use this to spark up conversations on priorities.



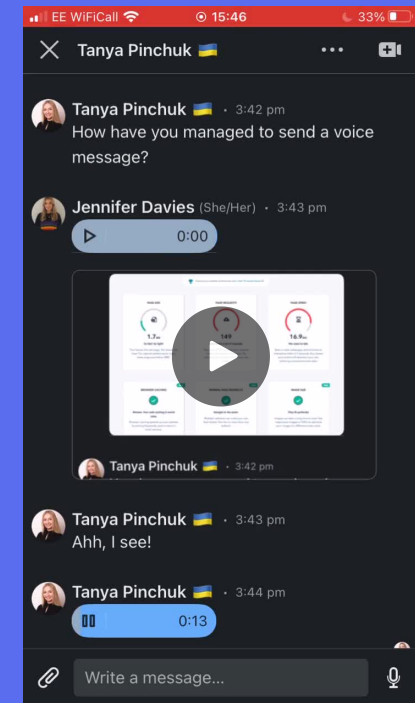
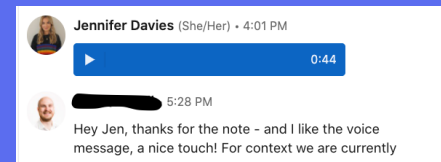
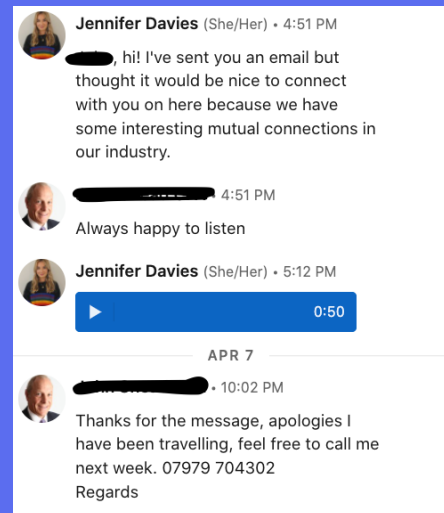
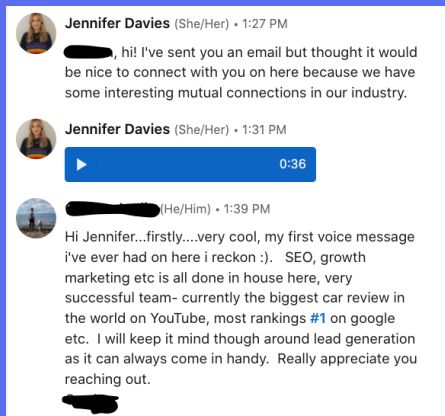
4. Building and strengthening relationships



- Give kudos! *Like, comment, share*
- Celebrate their company and individual wins, more oomf than *'Happy workversary'*.
- Identify changes, or lack of. Share the right resources.
- In conversation? Invite them to your company page and send over a calendar invite!

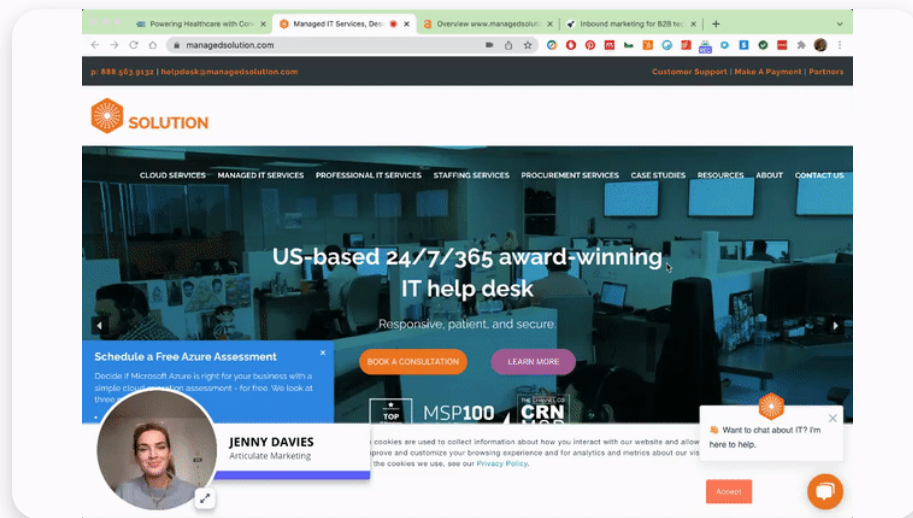


A voice note drop-in



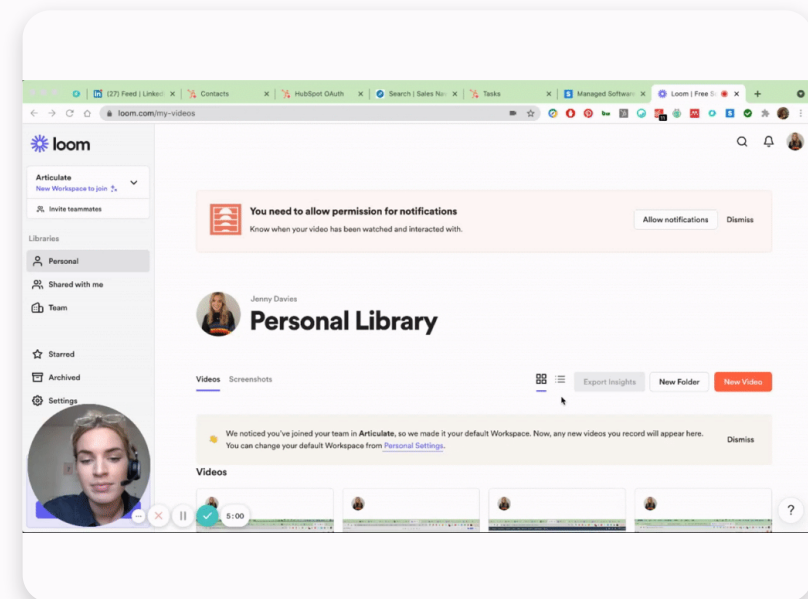
Video outreach

There's a face behind this research!



Vidyard - Plugin with LinkedIn and HubSpot

Always use their webpage, make it personal, use their name. Keep it shorter than 90 seconds. Keep it natural, follow a loose script. Refer to previous contact/email - be less of a stranger.



Loom - Better for longer, explainer videos

Answering questions, case study walk-through, Mini-demos, Resources Proposals, Account management.



Lastly...

Any questions?

Or top sales clichés you've experienced?



10 sales team clichés you need to stop doing, today

www.articulatemarketing.com

