

The Only Reason You Need LinkedIn in Sales in 2023





It's time to **switch up your sales strategies**. The past few years have been so full of changes, that they're evident in every aspect of life and business. That's why it's time we all **accepted them and learned to play by the new rules** of business. You've probably noticed it too; people are buying less, customers are responding to different tactics, and salespeople are no longer expected to be physically present at meetings (or their offices). Sales activities now take place on social media too, with the most popular platform of choice being **LinkedIn**.

This white paper details why this network has **become necessary for sales agencies**, and how understanding it and learning about its features can help **your business grow**.

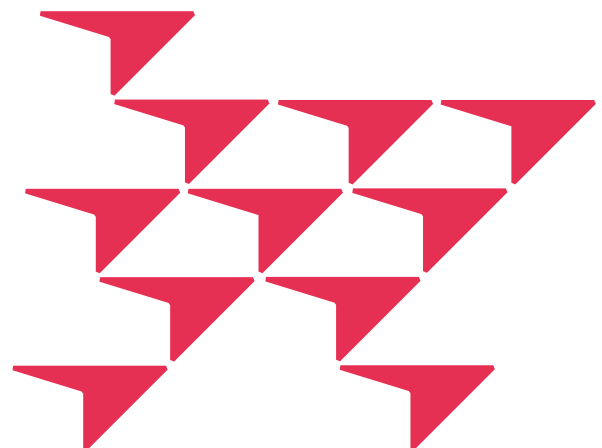
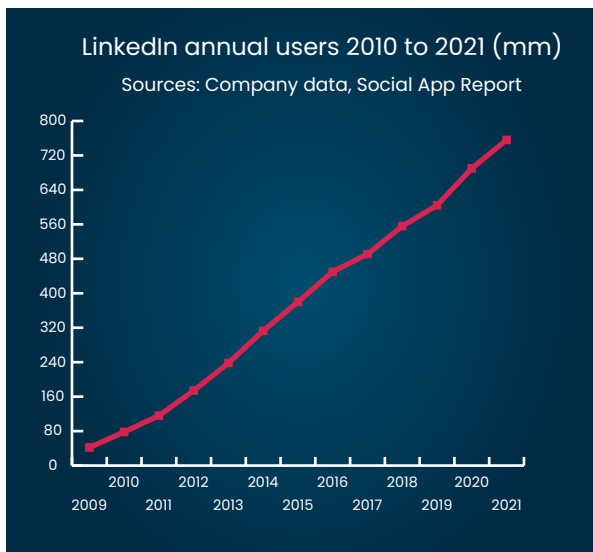


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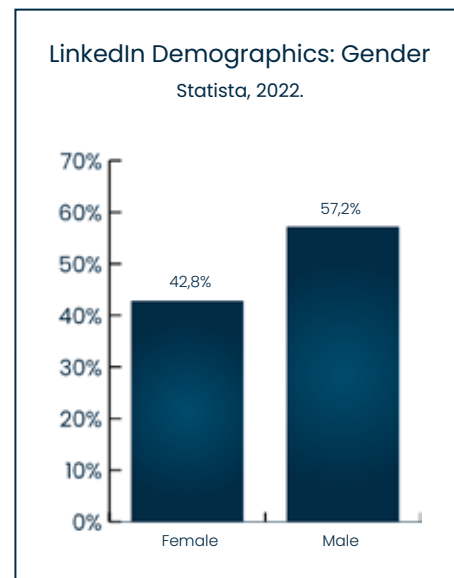
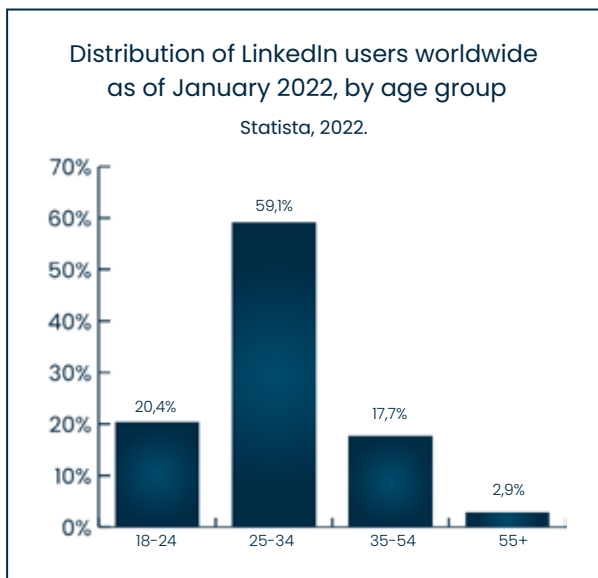
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Figures You Should Know

Before you dive into the LinkedIn universe, you'll probably want to know what to expect there. Even if you're a casual user at this time, going into it with an intent to make sales rather than just read posts, **you should be prepared**. That's why **we're giving you an overview** of the platform and its users.



As you can see, this platform has grown unimaginably in the past decade. The pace of growth is steady, which means that it will most likely continue with this trend. But to achieve your sales goals, you need to be better informed about the user base.



As shown here, both genders use the network pretty much equally, and that, for the most part, they're between the ages of 25 and 34. Keeping that in mind, you can adjust your approach.

How Can LinkedIn Help You Grow?

LinkedIn is the number one social network for business people because it has **lots of very useful features** that are designed specifically for increasing sales. So, here are some of the best practices for **utilizing this platform to its fullest potential**.

Sales Navigator

As with any other social platform, **there are various ways** you can make it do some of the work for you. LinkedIn has some really useful, albeit complex, embedded features that can help you grow your business. One example would be **LinkedIn Sales Navigator**, which is essentially a **premium version** of the platform. It gives you access to these additions:

View Similar

An option that appears when you type someone's name into the search bar, **letting you see profiles similar to theirs** (which really helps when you need a niche group of people).

InMail

An embedded emailing system with a little golden badge that says **IN**, **making your message stand out** from all the others.

Advanced Search

Adds **more filters** when targeting audiences and leads, such as geographical location and company size.

The Sales Navigator is one of those tools that has a lot to offer, but **you'll need some experience backing you up** if you truly want to get the most out of it. It's a tool with excellent targeting potential and can bring you closer to **high-quality leads** – as long as you know how to navigate it properly. **Its usage in sales is increasing** as it can prove extremely useful for aligning marketing teams, with its ability to do in-depth research on the target audience and potential leads.



Research

Another great practice you should implement in your daily LinkedIn browsing is **research**. Even if you don't want to pay for the LSN, you can still use the regular version to get a feel of what your potential prospect likes, their opinions, and how they spend their time. If you follow them on LinkedIn and actively look for posts they've reacted to and shared, you'll be able to **personalize your outreach message better**.

Follow the people you deem to be a part of your niche group. Once you've found a couple of them, you can look through their following and find more people like them. Then, your time spent on LinkedIn will be time spent learning about them. Even if there are some days when you're not at 100% and aren't paying full attention to the feed, you'll still be surrounding yourself with their interests and getting closer to them. This practice ensures that once you get to the sales meeting, your pitch will feel significantly more personal and friendly, **increasing**

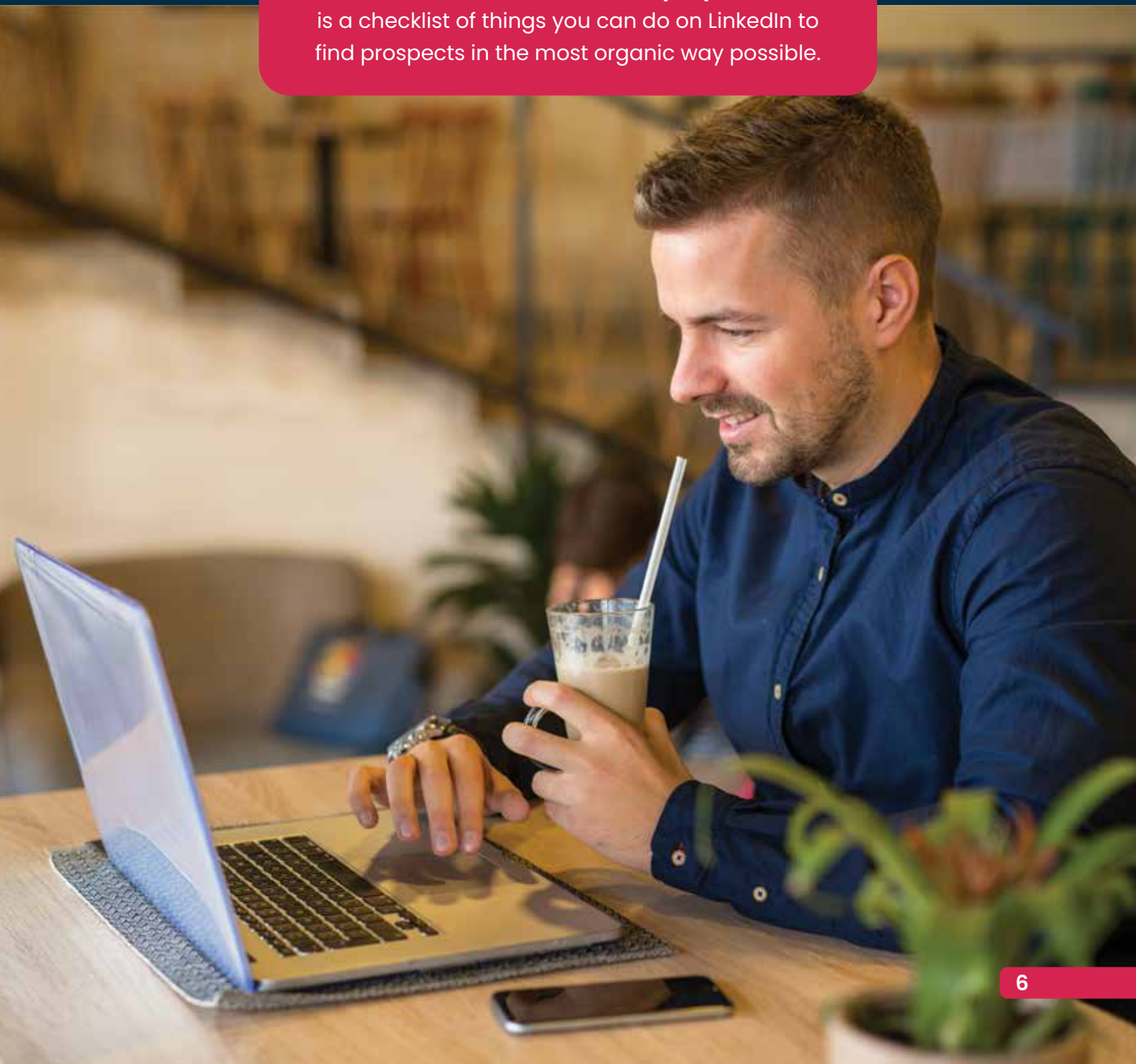
your chances of converting them. Besides using LinkedIn as a tool for learning about your target groups, **you can also follow your competitors closely**. Social media platforms are typically run by marketing teams (or social media managers), so seeing what they post can serve as a basis for your SM department. You'll also be able to see the number of employees they have and access their profiles to get a feel for how they conduct their candidate vetting, which qualifications they have, and whether their turnover rates are higher or lower than yours.

By following your competition on LinkedIn, you can learn new ways to **stand out from them and improve your approachwaysh**. Figuring out how other companies are more successful than yours is an excellent opportunity to locate gaps in your own business and find inspiration for new to patch them up. However, **stay mindful** about not comparing your firm to those that have been in business for decades longer.

Prospecting

Lastly, we need to mention **the most popular** (and, to some, **the most useful**) feature you can get out of using LinkedIn for sales, and that is prospecting. Sometimes, it's easy to forget to stay human when we're hyper-focused on our work and to leave the social out of social media. But networking is networking, and it's equally online as it is in person. It's good to imagine that internet platforms, forums, and networks are just very big events, and **use this opportunity to get to know the people around you.**

This is especially true for LinkedIn since **its primary focus is businesses and businesspeople.** So, here is a checklist of things you can do on LinkedIn to find prospects in the most organic way possible.



Lead generation checklist



Create connections. As we said earlier, take the opportunity to get to know the people in your industry. Go ahead and add anyone you think is interesting and whose input you'd like to hear on your feed. Also, after you've met someone in person or closed a deal with them, **express your willingness** to stay in touch with them and add them on LinkedIn. This increases your chances of **getting a quality referral and builds trust** with potential leads who see you have a few connections in common.



Participate in events. Just like in real life, the best way to find new people to help you further your career is by participating in events. Since early 2020, in-person events have become **pretty scarce**, and online events quickly rose in popularity as their replacement. LinkedIn's Events option can be of help in organizing both. When it comes to online meetups, workshops, and webinars, there are two options: **LinkedIn Live** (which includes streaming conversations and comments) and **External Events** (which are hosted on other platforms and promoted on LinkedIn.)



Nurture your connections. Once you've added everyone you know or would like to know, **it's essential not to be passive.** By reaching out to them in any way, you build trust and rapport, increasing the odds of making a sale. Even if that doesn't pan out, they may lead you to someone who is interested, be it through a traditional referral or accidentally stumbling upon a valuable connection through the suggested sidebar on their profile. You can reach out either via messages or by interacting with their posts often.



Create and share your own content. The only way to gain leads that is easier than the ones we listed in this white paper is to **get them to come to you**. If you share content, then the people who share your interests will have a reason to contact you and start a conversation, which you can nurture until **they become a customer**. If you don't think of yourself as a creative person and don't have the necessary time to create and post articles, you can share others' thoughts and add valuable comments to them.



Adopt the H2H mindset. This acronym stands for human-to-human and is a trend that **emerged in many branches of business**. This trend emerged because people are tired of bad news and isolation and want to connect with others. It's predominant in the marketing industry, but, as you already know, a strong relationship with lots of communication between marketing and sales is one of the **keys to success**. You're sure to see an improvement when both teams follow this approach and run operations from a warmer and friendlier standpoint than ever before.

Key Takeaways

You've had the chance to read about the best practices for LinkedIn, which are based on trends from previous years and careful market research. You can use LinkedIn for **research** (both on potential clients and your competitors) **and prospecting**. Besides that, this platform also has useful built-in features, **such as the Sales Navigator**, that can help you **boost sales**.

There were also a few tips on improving your lead generation efforts through LinkedIn. For that, we advised:

- ✓ **Creating connections**
- ✓ **Participating in events**
- ✓ **Nurturing connections**
- ✓ **Creating and sharing your own content**
- ✓ **Adopting the H2H mindset**

If you're ready to get the most out of LinkedIn...

You should get in touch with NextPilots! We're an agency that outsources innovative sales professionals with expertise in various methods and approaches. Our focus is on **online sales, especially through LinkedIn**, and we're known for **optimizing profiles and excellent outreach results**. The services we offer include:

Sales funnel creation

We create a high-converting sales funnel, lead internal sales meetings, and liaise with your marketing department.

LinkedIn outreach strategy building

This service includes generating appointments and keeping track of the deals to convert prospects into clients.

LinkedIn profile optimization

This service helps you maintain your LinkedIn profile, attract new leads, increase your company's visibility and expand your network.

On our website, you'll find much more tips and tricks for finding your way in the world of sales, as well as more information about all the services we can provide for you!

LET'S GO

Book a free consultation with us, and we'll let you in on all the secrets of getting social media to do some of the sales work for you!