



A 5-DAY PROSPECTING PLAN

UPDATED FOR THE
NEW LINKEDIN

Second Edition



FRONTLINE
selling®



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About the **Authors:**



Brynne Tillman is the best-selling author, trainer coach and curriculum developer in the field of social selling. She is internationally recognized for her innovative strategies and tactics in leveraging LinkedIn for sales and business development.

As the best selling author of two best-selling books, the latest being [The LinkedIn Sales Playbook, A Tactical Guide to Social Selling](#), Brynne brings sales leaders and teams the essential daily and weekly activities they should use in this comprehensive eBook.

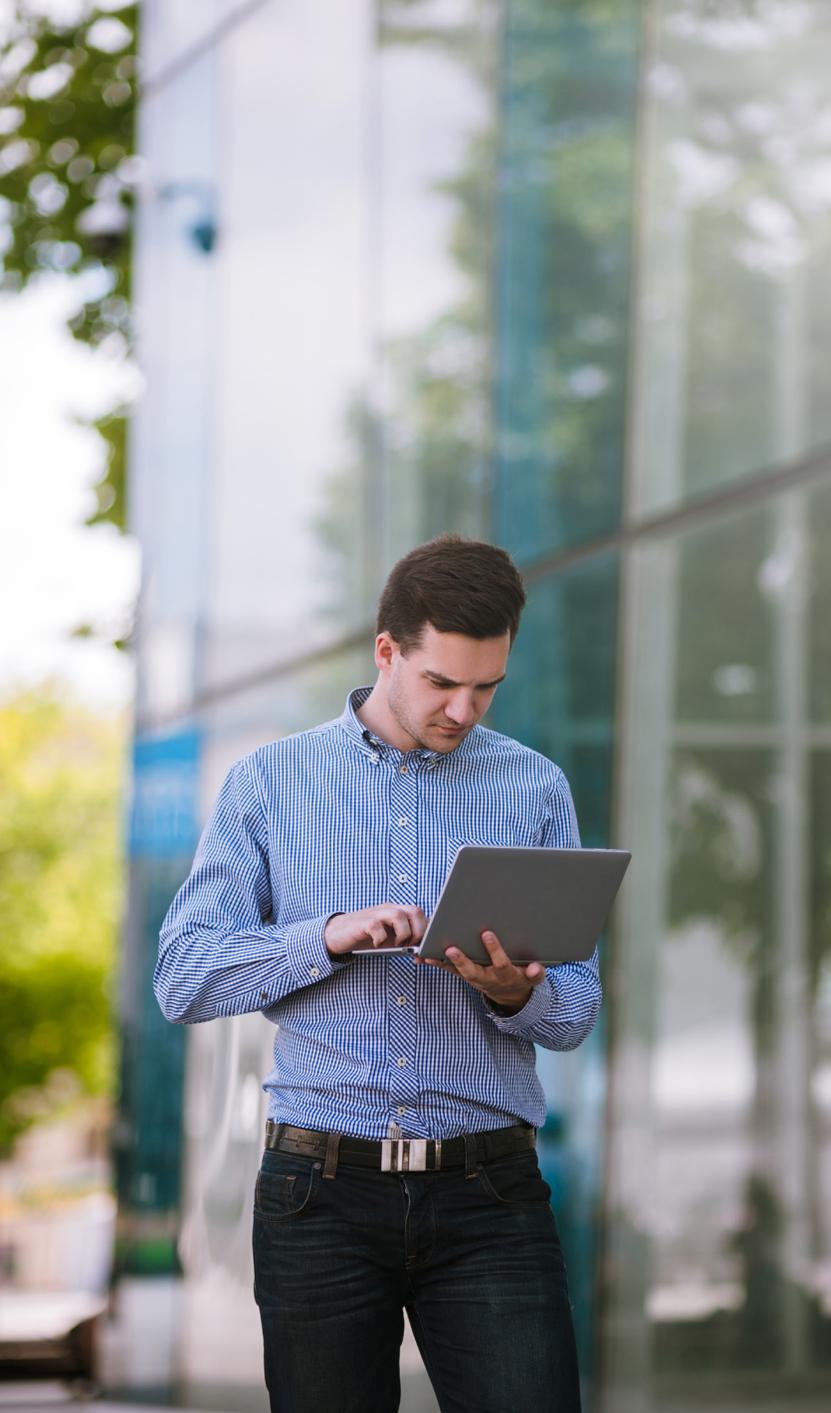
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Sally Jo LaMont is a Social Sales Strategist. She has trained many organizations on how to unlock the power of Social Selling by leveraging LinkedIn to grow revenue.

Sally Jo has wide and diverse experience in sales and sales training. She has worked with Fortune 500 companies such as IBM, as well as with multiple start-up organizations. She brings her many years of expertise to companies that are looking to gain market share through the use of social media.

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About the eBook:



In this eBook, we focus on a daily routine that will help you and/or your sales team to gain access to targeted stakeholders, convert connections to conversations, and generate opportunities on a consistent basis. This list is foundational in nature; there are dozens of other LinkedIn activities you can add in over time.

Page 6 details five activities that everyone in business development should be executing on a daily basis. The pages that follow are additional activities that can be added on a weekly basis. We have broken them out in a Monday-through-Friday format, so you can ease them into your routine.

If you follow this plan, you should see significant results within two weeks.

This eBook has been updated to reflect the new version of LinkedIn that launched in early 2017.

Foundation:

Create Search Strings

Develop a Boolean search string that best matches the criteria of your targeted market. The elements to the search string are:

OR - Marketing OR Sales - This combination will perform an all encompassing search that includes all LinkedIn profiles that have the keywords Marketing or Sales.

AND - Marketing AND Sales - Is much more limiting as the profile must include both terms marketing and sales.

NOT - Marketing NOT Sales - Will deliver a search of profiles that include the word marketing and not the word sales.

“ ” - “Vice President Marketing” - Is used when there is more than one word in the title or phrase.

() - Is used to group phrases together. (“Vice President” OR Director) AND (Marketing OR Sales) will bring up a search of all Directors and VPs that are in Sales or Marketing.

BONUS: Add a company or company names to the search string: (“Vice President” OR Director) AND (Marketing OR Sales) AND (Aramark OR Sodexo)



Daily Activities

- 1. Check Who's Viewed Your Profile** (found in the left-hand column of your **Home** page) and reach out to the people who have checked you out. Then decide with whom you'd like to engage. For those you are not connected to yet, send an invite: [NAME], Thanks for visiting my profile, I had a chance to look at yours and I think it might make sense for us to connect and explore working together. If you are already connected, send a message: [NAME], Thanks for visiting my profile. It has been a while since we connected on LinkedIn and I thought it might be time for us to get on a brief call so we can explore ways we might be able to network with one another. Here is a link to my calendar: [ScheduleaCallwithSallyJo.com](#). Please pick a time that works best for you.
- 2. Check Pending invitations** (found by clicking the **My Network** tab) and determine who you'd like to connect with and accept. Once you have accepted, send a welcome message: [NAME], Thank you for connecting with me on LinkedIn. Typically I like to have a conversation with my new connections so we can explore ways we may be able to network with each other. Here is a link to my calendar: [ScheduleaCallwithSallyJo.com](#). Please pick a time that works best for you.
- 3. Follow up with new connections**, the people who have accepted your request to connect with them. The easiest way to find new connections is to look in your **Messaging** tab. If you sent them a personal note in your invitation, they will show up in the inbox as a new connection. Send a welcome message inviting them to a phone call or sharing content that is relevant to them.
- 4. Share relevant content** on your news-feed and with targeted connections that will get value from the blog, article or video you've shared. Use Google Alerts, subscribe to RSS feeds, and leverage Pocket or other content aggregators to make sharing the right content easier.
- 5. Connect with every new person you meet** and/or speak with. It is important to continuously grow your network with people with whom you have a real-world connection.

Renew Your Relationships



Reconnect with your 1st degree connections.

You have spent years growing your 1st degree connections on LinkedIn, but how many have become conversations? Paste your search string (page 5) in LinkedIn's search bar, click on the **People** tab and click **1st degree connections**. This will give you a list of all your connection that you should be talking to. Send a message: "We've been connected on LinkedIn for some time, but haven't yet had a conversation. I would love to set up a brief call to explore ways we may be able to benefit one another."

"You may already be connected with the right people; stop ignoring them!"

- Sally Jo LaMont

Leverage LinkedIn Company Pages



Your key buyers are in LinkedIn. Find them in Company Pages.

Use your Boolean search string (page 5) with targeted companies to find key buyers and influencers with whom you'd like to engage. Consider following, liking, sharing and commenting on their recent activity or even connecting with a note, for example:

"When researching your company, your name came up as someone I should connect with on LinkedIn. Let's explore ways we might be able to work together now or in the future."

"LinkedIn is the most powerful prospecting tool because of its incredible data base. Researching Company Pages are an ideal way to identify prospects you'd like to meet, with shared connections who can introduce you."

- Sally Jo LaMont

Boolean Searches for Prospecting



Your current relationships can connect you to new ones.

By using Boolean searches (page 5), you can find those 2nd-degree connections to whom your first-degree connections can provide a warm introduction.

Enter your search string(s) into LinkedIn's Search box. Once done, click on the **People** tab, then look under **Filter People by** (right-hand column) and click 2nd degree connections. Then right-click on the name(s) to see the profile(s) of those people you want to meet. You'll find your mutual connections under **Highlights**; click that to see the people you both know, who are also the people who can introduce you.

"It is the power of introductions that make this Social Selling activity one of the easiest ways to gain access to decision makers."

- Sally Jo LaMont

Use Original Content



Your original content will have a significant impact on your reputation as a subject-matter expert.

Write and publish an original blog post for the LinkedIn Publishing platform. By recording client questions and your answers throughout the week, you'll position yourself to be a resource for others.

Consider interviewing co-workers, clients, prospects and other industry experts to develop content that will be of interest to your target market.

“Creating original content that is relevant to your target market will add credibility to your professional reputation.”

- Sally Jo LaMont

Engage With Insights



Engage in industry groups and your news-feed.

Engage with those people whose posts show up in your home news-feed, and visit some of your targeted LinkedIn groups to engage in discussions that are relevant to you, your clients and your prospects. Show your knowledge and share insights. Engaging is also a great way for you to stay “in the know” about your industry and hot topics others are talking about. If you have Sales Navigator, visit your news-feed there and engage with your saved leads and accounts.

“LinkedIn makes it simple to engage in conversations. Make it part of your routine and you will meet people you never would have in any other way.”

- Sally Jo LaMont

FRONTLINE Selling

... provides a guided sales platform that:

1. Teaches sales reps how to leverage LinkedIn for business development.
2. Guides them to develop value-centric Profiles that attract, teach and engage buyers, and gets them excited to take your reps' calls.
3. Offers daily recommendations on best practices and how to gain access to decision makers, along with messaging templates that really work.
4. Provides sales reps with content to share with their network through RSS feeds and collateral your marketing department creates on a consistent basis.
5. Gamifies the social selling process.
6. Measures and reports on reps' success.
7. Drives the adoption of Sales Navigator and other sales tools.
8. Integrates with CRM, so recommended activities are deal-specific.

Want to explore how FRONTLINE Selling can help your team succeed with their LinkedIn and Social Selling efforts?

[Click here to contact us today!](#)