



**for Sales People**

**Sue Ellson BBus MPC CDAA ASA WV SPN**

Independent LinkedIn Specialist, Author, Educator, Practitioner  
9 November 2022

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**<https://www.linkedin.com/in/sueellson>**

# Welcome

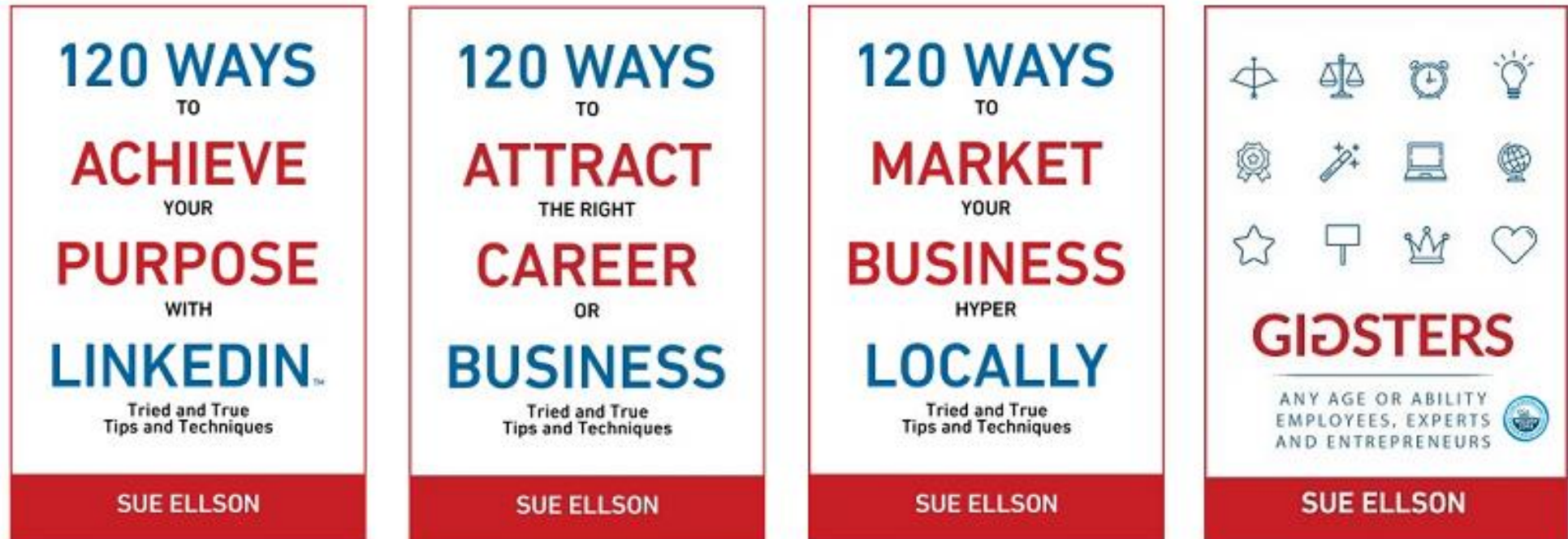
- ✓ top 10 techniques for Sales People
- ✓ top 10 ways to use LinkedIn for Sales People
- ✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week

**(please have the LinkedIn App ready on your phone)**

Here to give you awesome value and proactive action items!



# Special Gift – Free Downloads



✓ latest offer <https://sueellson.com/latest-offer>

✓ <https://sueellson.com/services-and-pricing> - 10% savings if you mention this webinar

✓ you can say thank you by following me on social media!

# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,138 Connections, 25,832 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (586 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (147 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (408 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (329 Followers)
- ✓ YouTube [https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub\\_confirmation=1](https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1) (110 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (20 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (4,674 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Email Newsletter (1,842 Subscribers) <http://eepurl.com/hjxQkP>



# Gain Value = Buy Me A Coffee



 Buy me a coffee

<https://www.buymeacoffee.com/sueellson>

# Fast Facts – more at [sueellson.com](https://sueellson.com)

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

# Quick Points

- ✓ acknowledge traditional owners of land where we are all based – **what are you going from and to in the chat?**
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all guests who registered to attend
- ✓ you can leave your video camera off and microphone on mute (less bandwidth)
- ✓ assume varied level of knowledge and experience and can read. Information correct at time of publication
- ✓ please add any questions you have in the Chat – whilst I am screen sharing, you will not appear on the recording
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)
- ✓ will be recommending that you **find one way to say 'thank you'** – pro bono webinar
  - LinkedIn Endorsement for 'LinkedIn' or Recommendation, Google Review, Follow on Socials, Donate to a charity



# This Presentation

- ✓ for all genders, backgrounds, beliefs, locations
- ✓ for Sales People and anyone who supports them
- ✓ suggestions and recommendations are based on my experience
- ✓ ethical and focused on attraction and relationship building techniques
- ✓ educational and more to review at...

LinkedIn Super Sales Strategies

<https://www.youtube.com/watch?v=h-Z9zANMxbw>

How to generate leads, sales and results

<https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson>

Where can you find warm leads on LinkedIn?

<https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>





# Extra Resources

LinkedIn's Recommendations for Sales People

<https://business.linkedin.com/sales-solutions/resources/create-an-effective-sales-profile#nav>

Other LinkedIn Insights Webinar Slides and Recordings

<https://sueellson.com/linkedin-insight-webinars-and-recordings>

Blog

<https://sueellson.com/blog>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Podcasts, Radio and Audio Programs

<https://sueellson.com/podcasts-audio-and-radio-programs>

Videos

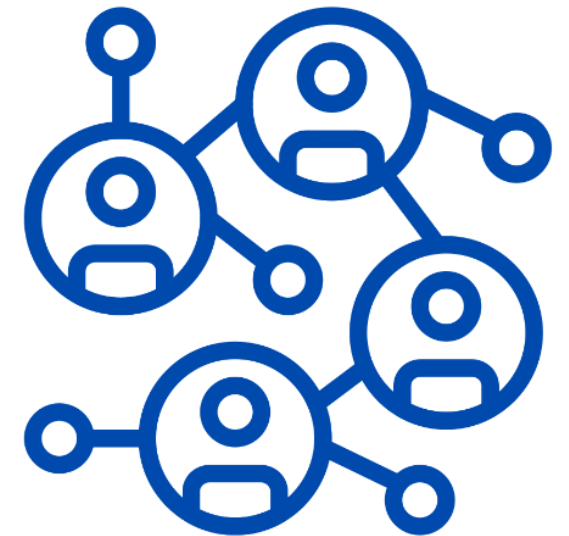
<https://sueellson.com/videos>

**Today's slides and recording will be at** <https://sueellson.com/blog/linkedin-for-sales-people>



# Specific Sales People Tips

- ✓ connect with everyone you meet, remember and/or like – prospects need 7 – 12 engagements before a sale
- ✓ personalise invitation requests and add value before asking for a sale
- ✓ remember that you will be checked out as a person, not just who you work for
- ✓ best place for leads – existing customers and clients and people they know
- ✓ LinkedIn is a database – it needs details – not included, can't be found
- ✓ LinkedIn is a network – and this provides more security than any one source of income
- ✓ remember that if you don't tell, you can't sell
- ✓ you need to keep track of what you are doing – spreadsheet to start – can systemise with processes and personalised templates but cannot automate
- ✓ won't be discussing Sales Navigator as that requires a Subscription and there is a lot you need to do before you make use of Sales Navigator and some sales people do not have access to it anyway



# Sales Navigator

Product Outline

<https://business.linkedin.com/sales-solutions/sales-navigator>

Compare the Plans (does not include pricing)

<https://business.linkedin.com/sales-solutions/compare-plans>

Sales Resources

<https://business.linkedin.com/sales-solutions/sales-strategies-tips#all-content-type/all-industries>

Contact Sales for a Demonstration (get ALL your questions answered before subscribing)

<https://business.linkedin.com/sales-solutions/contact-us>



# Why even bother with LinkedIn?



# Why bother with LinkedIn?

- ✓ You will be Googled – by prospects, clients, competitors, friends, family, colleagues, fellow students (past and present), peers in the industry, current, future and past employees, your neighbours, people at parties etc – LinkedIn is highly optimised for your name if you edit your Public URL
- ✓ Do you have your own website? Yourname.com? Yourbusiness.com? Top talent across the world do - so you may like to think about this option – but in the meantime, go with LinkedIn and/or Google Business Profile <https://business.google.com> (free website)
- ✓ 850 million members worldwide and over 17 million people in Australia are on LinkedIn – not having a Google presence can be a liability. It allows you to share your story in your own way before someone else does. It can be a risk mitigation strategy. The number of people using LinkedIn in Australia is increasing year on year – 59% between 25-34 <https://www.statista.com/statistics/273505/global-linkedin-age-group>
- ✓ No job or enterprise is forever, you NEED a network to maintain an income and to build your experience portfolio, reputation, brand etc and to be kept up to date on what is happening in your areas of expertise and keep a record of what you've done

# Top 10 techniques for Sales People

– see how many you are already doing!



# Top 10 techniques for Sales People

## 1. Complete your LinkedIn Profile in detail

- Save your LinkedIn Profile details (PDF will do most) and Get a Copy of your Data before changing your Profile <https://www.linkedin.com/mypreferences/d/download-my-data>

- make sure your headline has all of your keywords – think about who you would like to find your profile <https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>

- describe your Achievements (without commercially sensitive information) <https://www.linkedin.com/pulse/how-write-add-achievements-your-linkedin-profile-sue-ellson>

- review your skills and put the most important ones in the top three selection even if you don't have as many endorsements

- complete as many sections as possible <https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>

- the key locations for your new career keywords are

1. Headline (can use the word 'Future' or 'Aspiring')

2. Current Job Title

3. Past Job Title

4. Throughout as many other sections as possible (including Education)

- ask for Recommendations (you have reviews elsewhere, why not have them on LinkedIn too?)


Open to

Add profile section


More

# Top 10 techniques for Sales People

**2. Customise your LinkedIn URL** – optimises your name in Google Search Results and can be added to your email signature, your website, business website, resumé, CV, business card etc <https://www.linkedin.com/public-profile/settings>

 Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson) 

 <https://www.linkedin.com/in/sueellson/>



# Top 10 techniques for Sales People

**3. Edit your headline and banner** – what ‘label’ do you want to be remembered for? Do you have multiple purposes? What do you want to be found for? What are your interests? 220 Characters

Banner cannot be used to sell or advertise

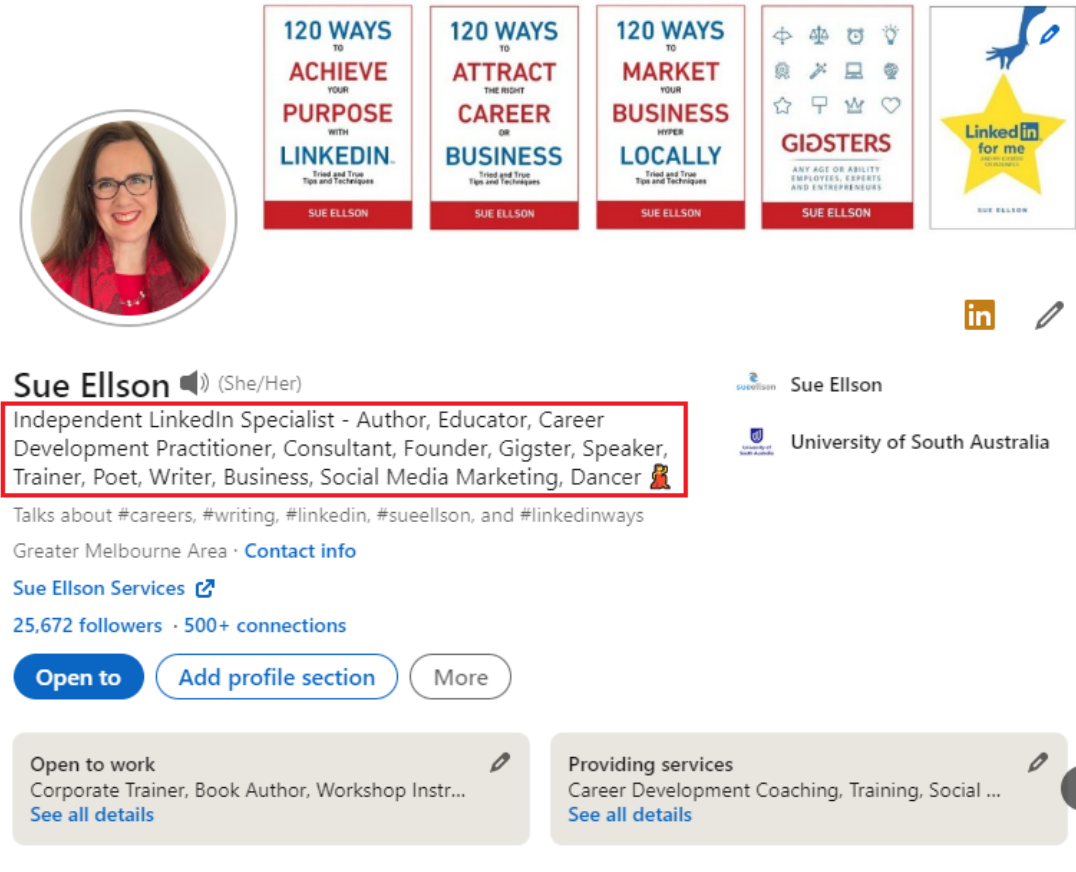
**Photo** – head and shoulders, high neck garment, eyes one third line, hair at top of circle

**Label** – Engaging Business Development Manager

**Keywords** – Sales, Customer Relationship, Account & Social Media Management, Marketing, Digital Strategy, Customer Service

**Interests** – Love to Cook 🍳

<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>



**Sue Ellson** (She/Her)

Independent LinkedIn Specialist - Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Dancer

Talks about #careers, #writing, #linkedin, #sueellson, and #linkedinways

Greater Melbourne Area · [Contact info](#)

[Sue Ellson Services](#)

25,672 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

**Open to work**  
Corporate Trainer, Book Author, Workshop Instr...  
[See all details](#)

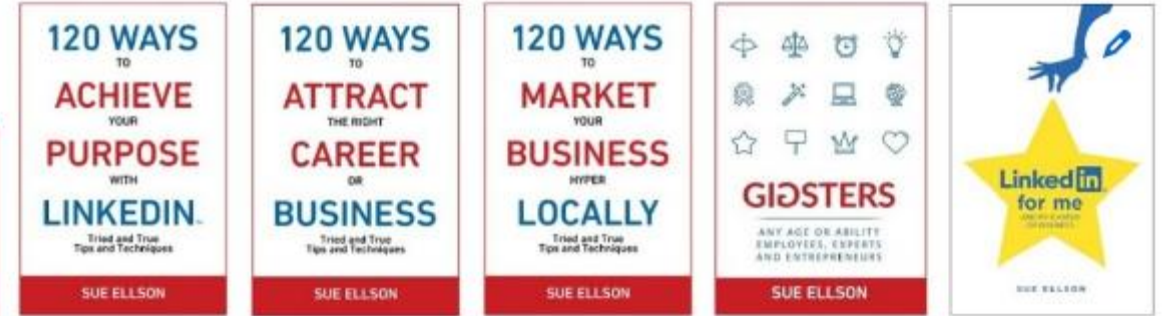
**Providing services**  
Career Development Coaching, Training, Social ...  
[See all details](#)

# Top 10 techniques for Sales People

## 4. Add your multimedia bling via the LinkedIn Mobile Phone App

- video introduction on your face
- audio announcement of your name
- video link in the Featured Section

\* Can also add media images in the Providing Services Section from the Open To button (with or without your phone)



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Greater Melbourne Area · [Contact info](#)

[Latest LinkedIn Book Pre-Order](#) 

25,841 followers · 500+ connections



-  Spectrum Analysis Australia Pty Ltd
-  University of South Australia

# Top 10 techniques for Sales People

## 5. Connect with everyone you meet online or offline FROM NOW ON

Everyone you message.

Everyone you like who visits your LinkedIn Profile.

Everyone you meet when you are out and about in person.

People who Follow the Company Page where you work (if relevant) or other Company Pages.

People who Engage with your Posts in the Newsfeed or your LinkedIn Articles.

Relevant people from the 'People also viewed' section on a LinkedIn Profile and their Recommendations.

People you know from your past – school, college, university, a course, a conference, your work.

People in your industry including well known people, influencers, people who receive media coverage.

People in professional associations, especially if there is a listing of members.

Create your own personal database and you can do it live via your phone too. You can Ignore connection requests if you don't want to connect with someone. Create your own selection criteria – location, industry, likelihood of engagement, quality of LinkedIn Profile and Activity, creepiness.

My policy, in Australia, photo, detail, reasonable number of connections, not selling me stuff I don't want.

You can follow LinkedIn Pages (especially if you would like to work there or sell products or services to them).

You can find more through a Google Advanced Search [https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search)

Ignore

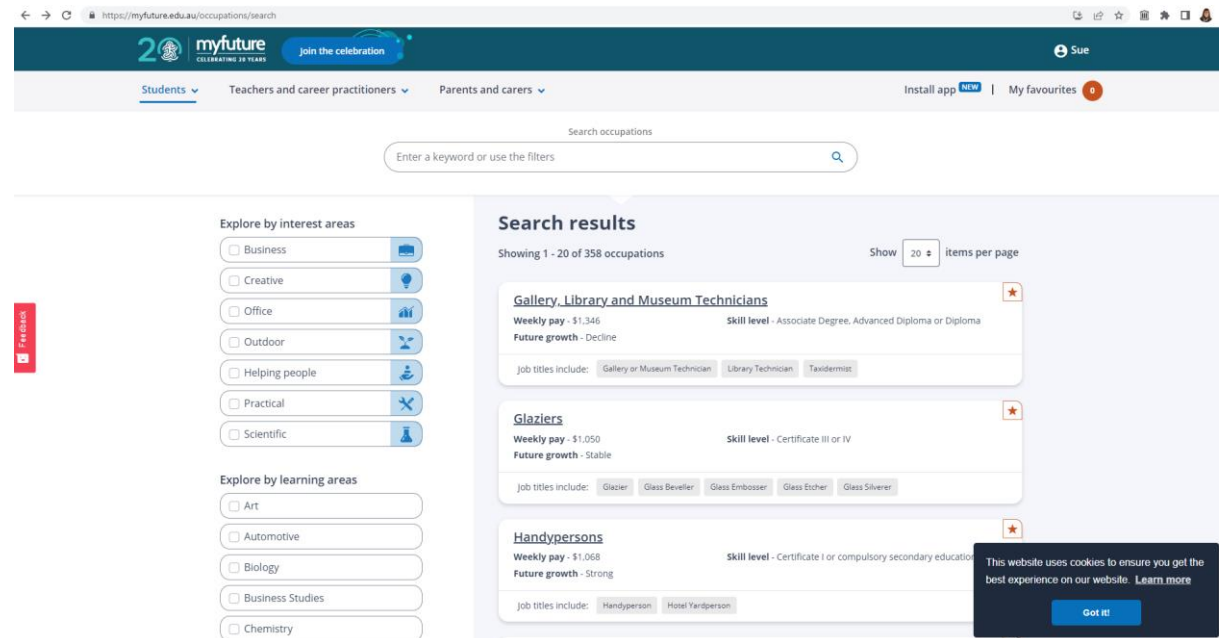
Accept

# Top 10 techniques for Sales People

**6. Join and/or Follow Professional Associations** – you can Follow their Company Pages (even if you are not a member) – if you are a member, make sure you add it in the Licenses/Certifications section and the Organizations section and your Contact Info Website.

<https://sueellson.com/blog/how-to-showcase-your-professional-membership-on-linkedin>

<https://myfuture.edu.au/occupations/search> and choose a job then 'Industry Websites'



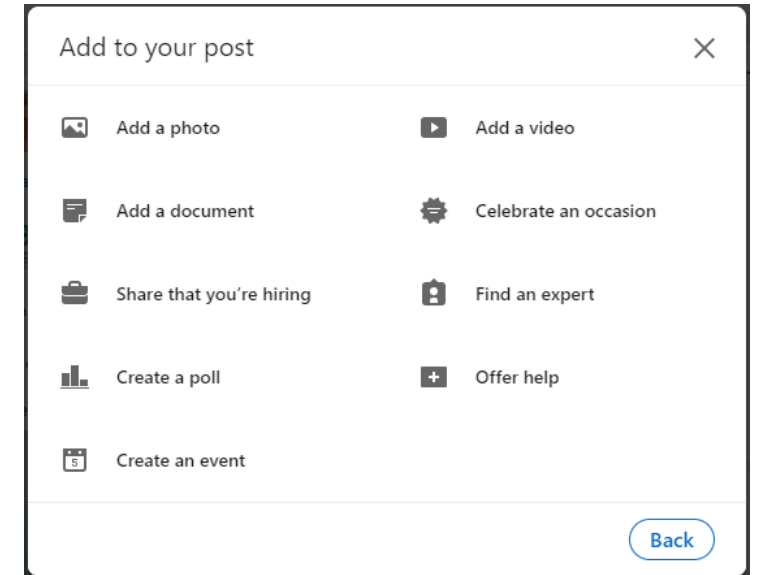
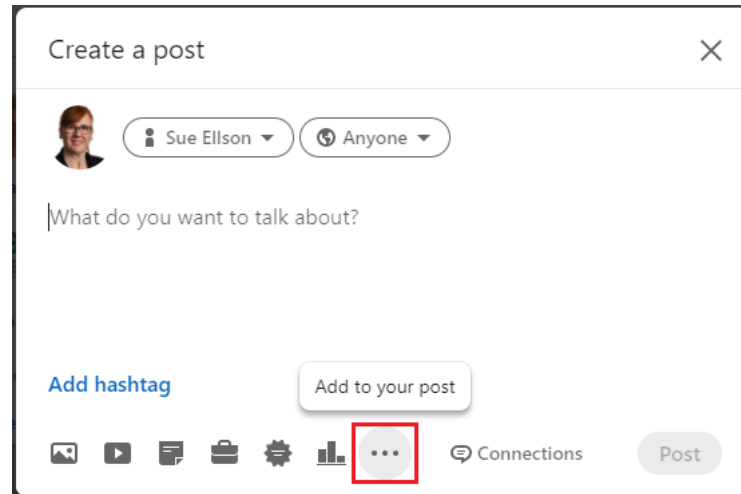
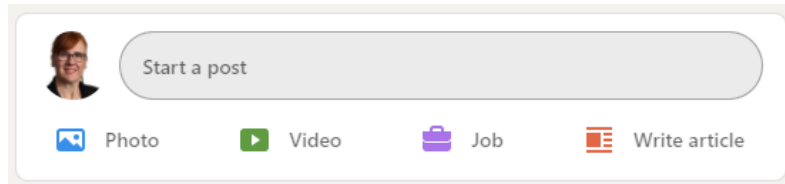
# Top 10 techniques for Sales People

## 7. Consider how you will engage on LinkedIn

**Engage** – like, comment, share, endorse skills and write recommendations for your connections

**Curate** – find content elsewhere and share as a post

**Create** – prepare your own content and share as posts (newsfeed), articles (blog), events, newsletters, lives, audio, messaging



<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

# Top 10 techniques for Sales People

**8. Consider creating a Company Page for your Name (solo) or Business Name (enterprise)** – this is a way to ‘collect’ all of your work in one location and for you, even as an enterprise of one, to build your number of Followers. Can also include a Lead Generation form.

If you are part of a Company, consider providing content for the Company Page to share and make sure that the Company Page is fully updated (several new sections now available).

**Sue Ellson**  
Independent LinkedIn Specialist, Career Development Practitioner, Gigster, Author, Speaker, Trainer, Founder  
Business Consulting and Services - Melbourne, Victoria **552 followers**

1 person from your school works here **1 employee**

[Following](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#) [Insights](#) [Events](#) [Videos](#)

**About**

Sue Ellson BBus MPC CDAASASA WV SPN is an Independent #LinkedIn Specialist. #Author, #Educator, #Practitioner, #Trainer, #Careers Adviser, #Writer, #Speaker, #DigitalMarketing, #Business Consultant and learning junkie (she attends between one and four educational activities every week!) Through Newcomers Network she provid... [see more](#)

[See all details](#)

**Need some LinkedIn Assistance?**  
Whilst there is heaps of FREE information on my website at <https://sueellson.com>, reach out directly if you would like a personalised professional appointment tailored to your specific needs and wants

[Get started](#)

<https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>

# Top 10 techniques for Sales People

**9. Adjust any relevant settings** – turn off ‘People also viewed’ and Autoplay Videos. Selectively show your visibility – there is no need to Delete your LinkedIn Profile.

You may decide to turn on Creator Mode (nominate five hashtags) if you want to add Content to LinkedIn around major topics and change from ‘Connect’ to ‘Follow’ button on your LinkedIn Profile

<https://www.linkedin.com/psettings/browse-map>

<https://www.linkedin.com/psettings/videos>

<https://www.linkedin.com/psettings/profile-visibility>

<https://www.linkedin.com/public-profile/settings>

## Can hide your profile

<https://www.linkedin.com/public-profile/settings>

**Can temporarily deactivate / hibernate no need to delete** <https://www.linkedin.com/psettings/>

<https://sueellson.com/blog/linkedin-for-creators-at-linkedin-local-wayne-new-jersey>

## Visibility of your profile & network

Make your profile and contact info only visible to those you choose

### Profile viewing options

Close

Choose whether you're visible or viewing in private mode

Full profile

Select what others see when you've viewed their profile

#### Your name and headline



Sue Ellson



Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network Founder, Writer, Poet, Dancer 🎭  
Greater Melbourne Area | Management Consulting

#### Private profile characteristics



Founder in the Publishing industry from Greater Melbourne Area

#### Private mode



Anonymous LinkedIn Member



# Top 10 techniques for Sales People

**10. Keep an eye on your Statistics** – and download your data at least every six months  
<https://www.linkedin.com/psettings/member-data> and <https://sueellson.com/latest-offer> for the spreadsheet -  
 make sure you are getting at least 100 profile views per 90 days and your number of Connections is increasing.

	A	B	C	D
1	<b>LinkedIn Personal Statistics – collect every six months</b>	<b>Sue Sample</b>	<b>Next Date</b>	<b>Next Date</b>
2	– by Sue Ellson			
3	<a href="https://sueellson.com">https://sueellson.com</a>	10/05/2022		
4				
5	<b>1. Find out when you joined LinkedIn</b> (go to the last page of results)	21/12/2003		
6	<a href="https://www.linkedin.com/psettings/data-log">https://www.linkedin.com/psettings/data-log</a>			
7				
8	<b>2. Number of Connections</b> (max 30,000)	21,772		
9	<a href="https://www.linkedin.com/mynetwork">https://www.linkedin.com/mynetwork</a>			
10	60+ min, 500+ in time			
11				
12	<b>3. Number of Followers</b> (max unlimited)	24,044		
13	<a href="https://www.linkedin.com/feed/followers">https://www.linkedin.com/feed/followers</a>			
14	More than Connections – if significantly more, shows thought leadership			
15				
16	<b>4. Number you are Following</b> (max unlimited)	22,147		
17	<a href="https://www.linkedin.com/feed/followers">https://www.linkedin.com/feed/followers</a>			
18	More than Connections – if significantly more, shows you are interested in certain topics			
19				
20	<b>5. Profile Views per 90 days</b> (Reverse stalk)	1,682		
21	<a href="https://www.linkedin.com/me/profile-views">https://www.linkedin.com/me/profile-views</a>			
22	100+ per 90 days			
23				
24	<b>6. Search Results for 7 days</b>	795		
25	<a href="https://www.linkedin.com/me/search-appearances">https://www.linkedin.com/me/search-appearances</a>			
26	50+ per 7 days			
27				
28	<b>7. Number of Featured Skills and Endorsements</b> (max 50)			
29	<a href="https://www.linkedin.com/in/YOURURL">https://www.linkedin.com/in/YOURURL</a>			
30	Top 3 20+ votes			
31				
32	Skill 1 Writing	93		
33	Skill 2 LinkedIn Training	173		
34	Skill 3 Consulting	147		

Consider cross-matching your list of LinkedIn Connections with your prospecting or CRM database list.

Check out your own Social Selling Index  
<https://www.linkedin.com/sales/ssi>

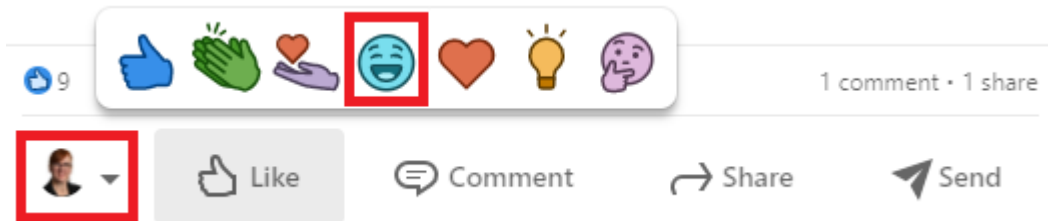


# Top 10 Ways To Use LinkedIn for Sales People



# Top 10 Ways To Use LinkedIn For Sales People

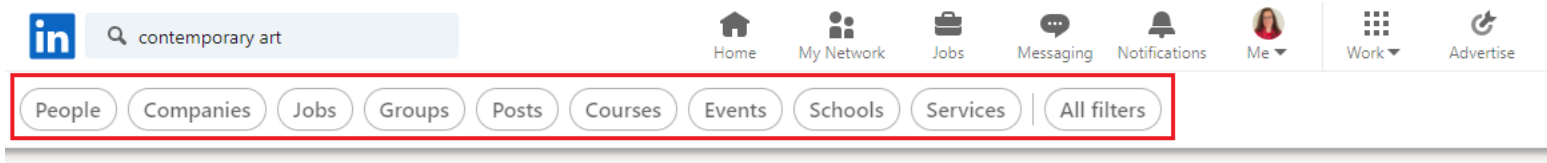
1. **Increase your Engagement Ratio** – it is about you ‘listening’ as well as ‘speaking’ so be a ‘Personal Encourager’ and increase number of engagements per post you publish – people like it when you like their stuff! Even better if you Comment as well. Great if you can respond to all @Mentions, your Employer Content and it also helps the LinkedIn algorithm understand what you like. It may be helpful to ask to be an Administrator on the Company Page or at least an Analyst so you can see what is happening).



<https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>

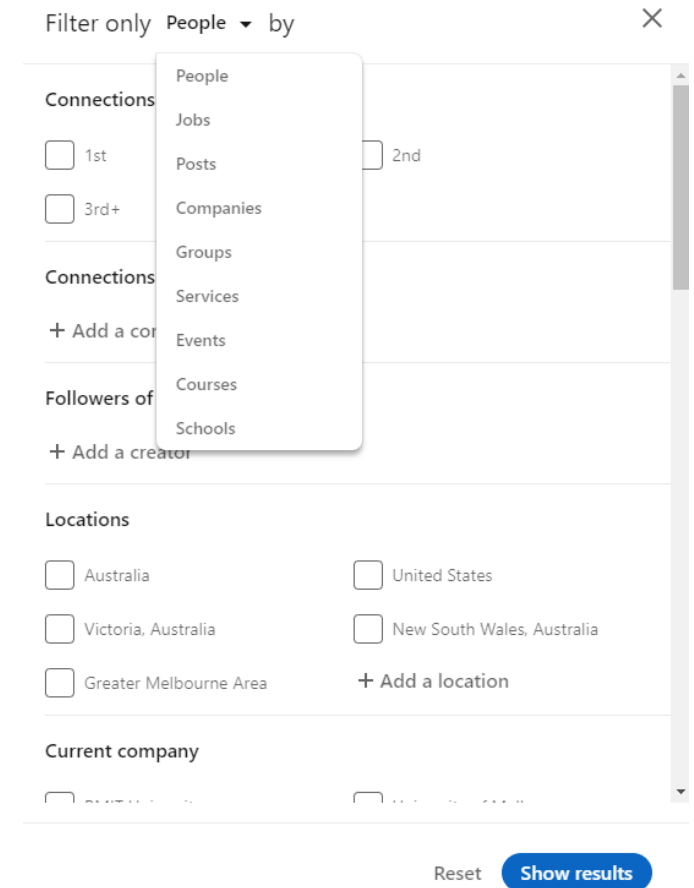
# Top 10 Ways To Use LinkedIn For Sales People

## 2. Search for people, content and companies



- once you type in a query in the search box, press Enter
- now you can see a lot more filters and then choose All filters too
- **people** – connect
- **content** – engage – the longer the comments the better
- **companies** – follow and engage, particularly those in your target audience

Remember to also use a Google Advanced Search  
[https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search)



# Top 10 Ways To Use LinkedIn For Sales People

← → ↻ [https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search)



## Advanced Search

Find pages with...

all these words:

"procurement" and "logistics"

To do this in the search box.

Type the important words: tri-colour rat terrier

this exact word or phrase:

Put exact words in quotes: "rat terrier"

any of these words:

Type OR between all the words you want: miniature OR standard

none of these words:

Put a minus sign just before words that you don't want:  
-rodent, -"Jack Russell"

numbers ranging from:

to

Put two full stops between the numbers and add a unit of measurement:  
10..35 kg, £300..£500, 2010..2011

Then narrow your results by...

language:

any language

Find pages in the language that you select.

region:

any region

Find pages published in a particular region.

last update:

anytime

Find pages updated within the time that you specify.

site or domain:

linkedin.com

Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov

terms appearing:

anywhere in the page

Search for terms in the whole page, page title or web address, or links to the page you're looking for.

SafeSearch:

Show explicit results

Tell SafeSearch whether to filter sexually explicit content.

file type:

any format

Find pages in the format that you prefer.

usage rights:

not filtered by licence

Find pages that you are free to use yourself.

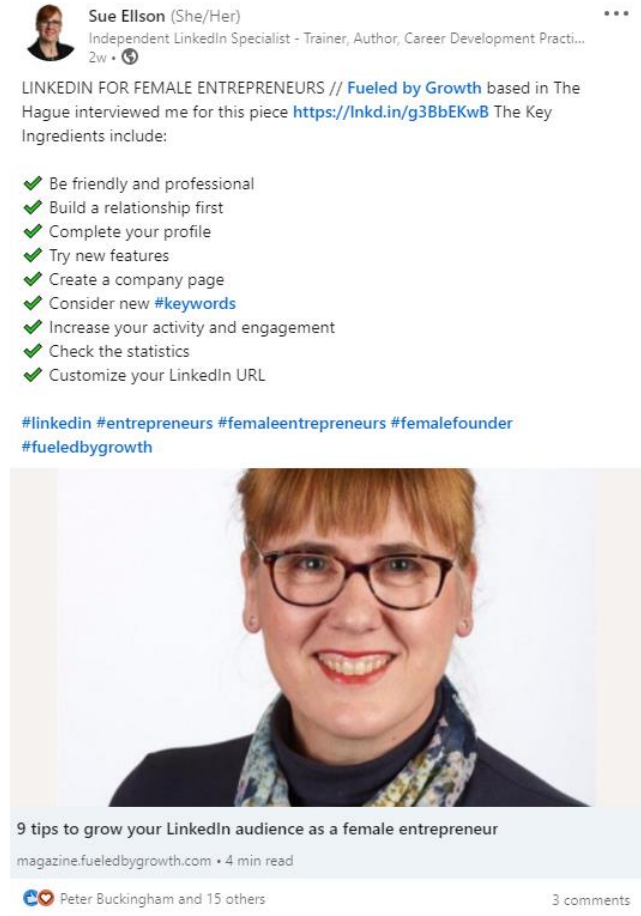
Advanced Search

# Top 10 Ways To Use LinkedIn For Sales People

3. **Incorporate various features into your LinkedIn Content Strategy** – use relevant emojis (but not too many), use @mentions, #hashtags, add your video to YouTube, wait, edit the transcript and upload the .srt file so that you can have Captions on your video content (via desktop or laptop only), consider saving PowerPoint Presentations to PDF and upload a document (provides a slide show).

Consider

- events
- newsletters
- polls
- articles
- video
- audio



<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

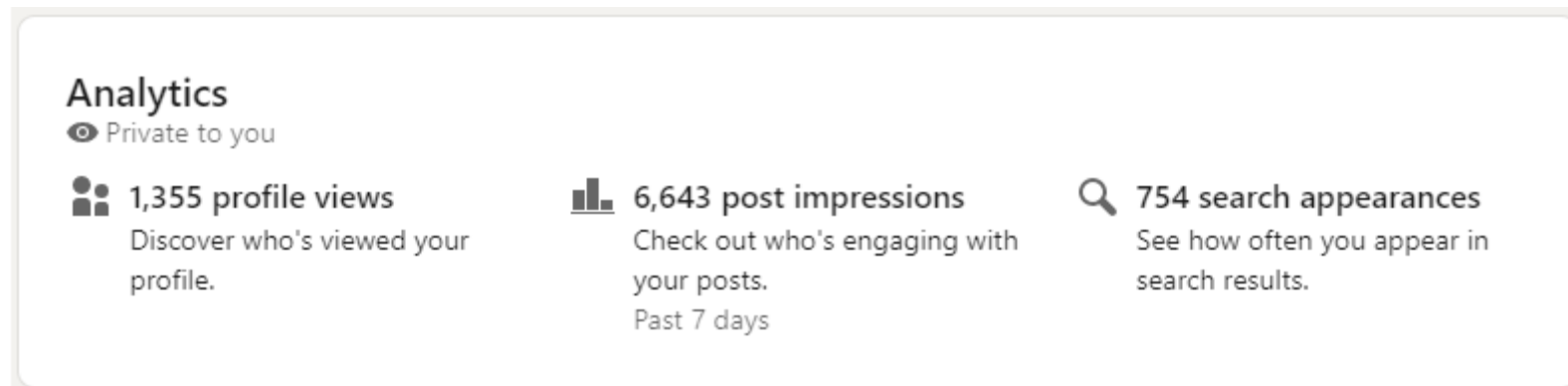
<https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>

# Top 10 Ways To Use LinkedIn For Sales People

**4. Update your Profile yearly** – a lot can change in a year – remember to look at every section of your Profile and every setting as things do change and keep on top of your statistics too!

You can list some Positions in either 'Experience' and/or 'Voluntary Experience' depending on your Personal Objectives.

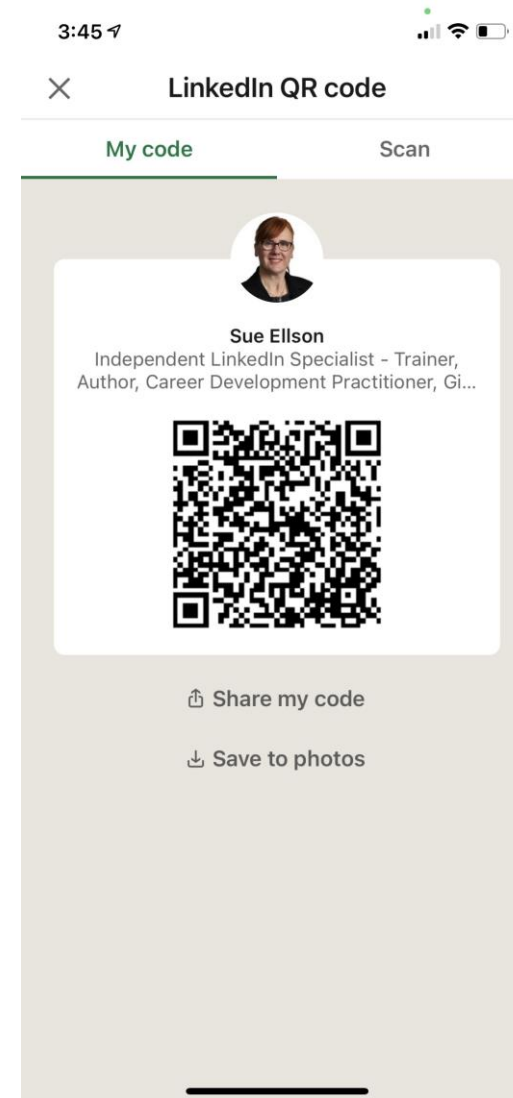
Make sure you reach out to your 'VIPs' at least once a year to maintain the relationship or visit their LinkedIn Profile or Company Page and click on the **Notification Bell** so you can be informed when they Post.



# Top 10 Ways To Use LinkedIn For Sales People

**5. Add Connections** – everyone you meet from now on and match it to your phone and other VIP contact lists – don't choose Connect or Follow, choose the three dots ... and Personalise the invite with a message about where you have met.

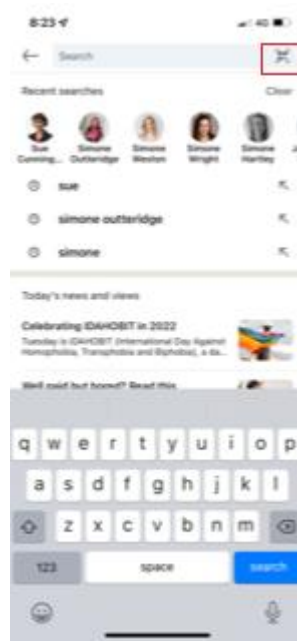
Connect with international people as well.



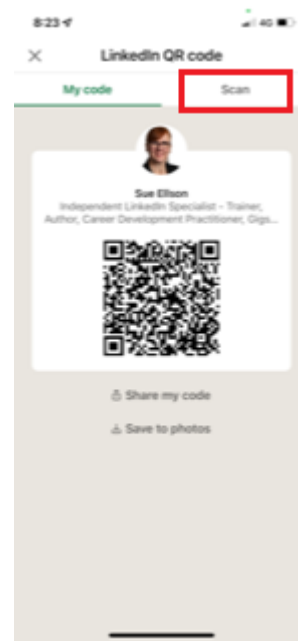
# Connect with me on LinkedIn – part 1



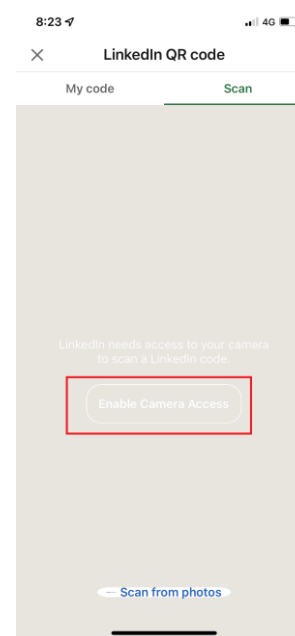
1. Open LinkedIn App and press in Search Box



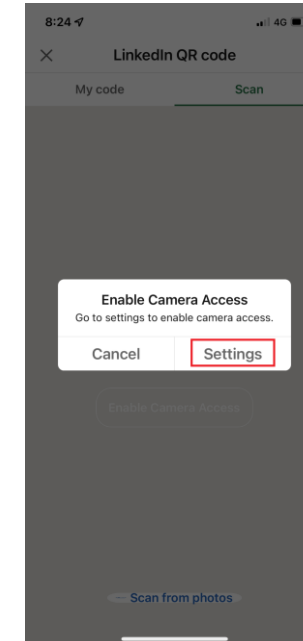
2. Press dots on top right hand side of screen



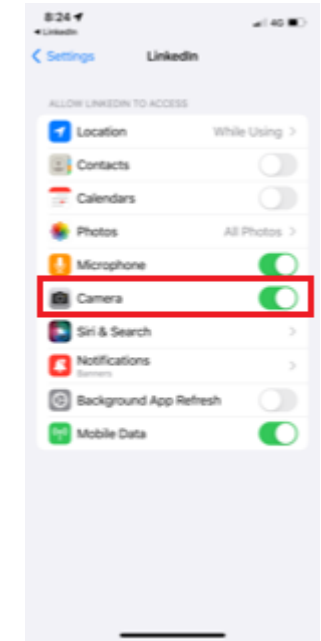
3. Press Scan



4. Press Enable Camera Access



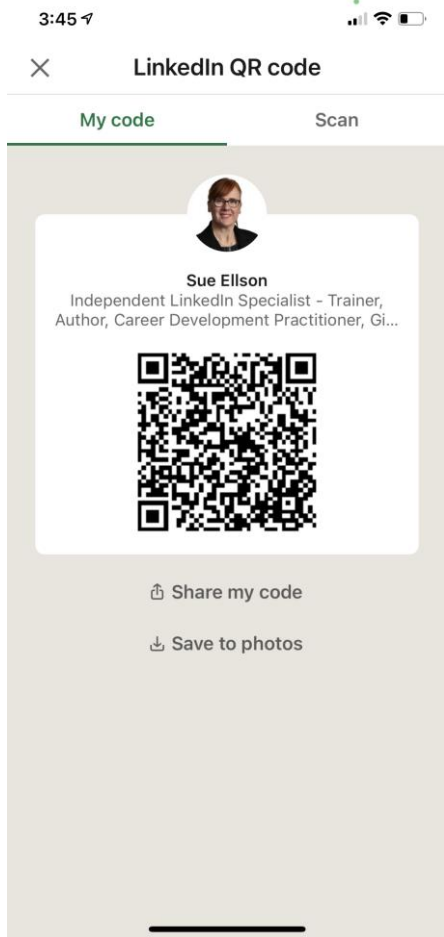
5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera



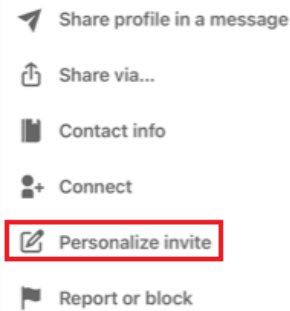
# Connect with me on LinkedIn – part 2



7. Use your phone to Scan this code on the screen



8. Press the three dots next to the Message button



9. Select Personalize Invite



10. Type up a brief message, Send Invitation to Connect

From now on, please connect with everyone you meet in person using your LinkedIn App on your phone

# Top 10 Ways To Use LinkedIn For Sales People

**6. Set your goals** – who do you want to reach, serve, support etc – decide on this before choosing what you publish on LinkedIn - fill in ‘Open to – Providing Services’ as well as ‘Open to Work’ if it is relevant

The screenshot displays a LinkedIn profile for 'Sue Ellson's Services'. On the left is a navigation sidebar with options: 'Service page' (highlighted), 'Requests', 'Client projects', and 'Reviews status'. Below the sidebar is a link for 'Questions? Learn more'. The main content area includes: a profile picture and name 'Sue Ellson's Services' with an 'Admin view' button; a 'Services provided by Sue Ellson' section with 'Edit page' and 'Share page' buttons; an 'About' section with a bio and a 'See more' link; a 'Location' section showing 'Greater Melbourne Area' and 'Available Remote or in person'; a 'Services provided' section with tags for Career Development Coaching, Training, Social Media Marketing, Writing, Marketing Consulting, Business Consulting, Public Speaking, Content Strategy, Search Engine Optimization (SEO), and Web Development; and a 'Media' section with an '+ Add media' button.

# Top 10 Ways To Use LinkedIn For Sales People

**7. Abide by Social Media Policy** – what Recommendations does your Employer or Professional Association have for your LinkedIn Profile?

Recommend being friendly and professional rather than personal.

Have a strategy in place for negative trolls, nasty people, unwanted Connection requests and triggering comments.

Be respectful before you leave an organisation. Don't burn bridges, remain friendly. Ease the transition if at all possible.

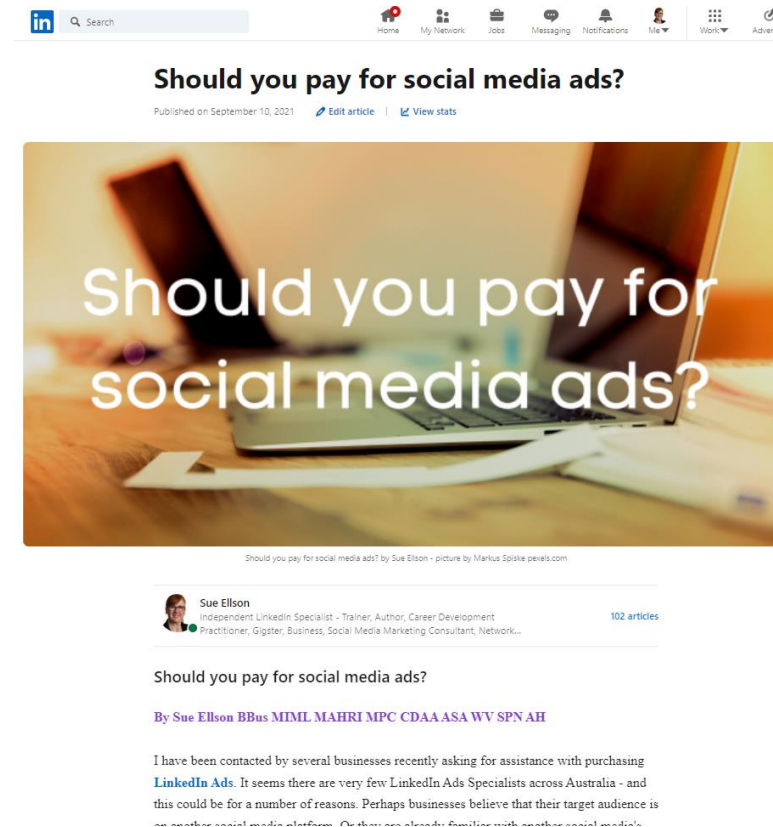


<https://www.linkedin.com/pulse/what-do-before-you-quit-your-job-sue-ellson>

<https://www.linkedin.com/pulse/what-do-before-you-sack-someone-sue-ellson>

# Top 10 Ways To Use LinkedIn For Sales People

**8. Consider writing Articles** – these can remain online indefinitely (but keep a copy) – even if you do not have a lot of experience, you can still be a part of the conversation



# Top 10 Ways To Use LinkedIn For Sales People

9. If you are going to be self employed or in business, review your entire online presence

– bring your story to life as only you know how

– you can start with a LinkedIn Profile and a free Google website, all for FREE

Join the dots between your website, social media, reviews, directory links and other links (including media and other websites where you are listed)

<https://sueellson.com/blog/how-to-be-found-on-page-one-of-google-search-results-for-your-name-keywords-and-company>

<https://www.linkedin.com/pulse/google-my-business-free-website-seo-strategies-sue-ellson>



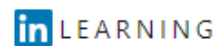
# Top 10 Ways To Use LinkedIn For Sales People

## 10. Remember that Consistency is Key, abide by the LinkedIn User Agreement and keep learning!

Provide continuous engagement (responding to all Comments where you are @mentioned if realistic), be on top of the latest features and make use of them to show your digital competency.



Cannot automate processes (people or tech) but can systemise. <https://www.linkedin.com/legal/user-agreement>

**Keep learning** – a student or local library card can give you free access to <https://www.linkedin.com/learning> micro credentials



Welcome

Choose an account

 RMIT University	→
 Personal account	→

# Top 10 ways to manage your LinkedIn activity in 20 minutes per week





# Top 10 ways to manage your LinkedIn activity in 20 minutes per week

1. Logon and engage with the Newsfeed  
– 8 minutes – two reactions (likes) and one lengthy comment
2. Review and act upon your Notifications  
– 2 minutes
3. Review and act upon your Network Connection requests, Event and Newsletter Invitations and Company Follow Invites  
– 2 minutes
4. Visit and Engage with the content of your Clients/Connections/School/Employer/Enterprise – 2 minutes
5. Edit or update your own Profile or Settings  
– 1 minute
6. Post an item in the Newsfeed (curated or created)  
– 2 minutes (once every three months, publish an article)
7. Reflect on your statistics, activity and results and make plans for next week (consider providing endorsements, writing recommendations, giving kudos etc) – 3 minutes



**Subscribe to Sue Ellson Shares LinkedIn Newsletter**

<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>



Where to from here?

Please choose three things from this session to do in three hours from now (or 3 days if you must)

3 in 3

# Publications and Upcoming Events

**Today's recording – LinkedIn for Sales People**

<https://sueellson.com/blog/linkedin-for-sales-people>

**Publications**

<https://sueellson.com/publications>

**Presentations**

<https://sueellson.com/presentations>

**Video recordings**

<https://sueellson.com/videos>

**Register for next LinkedIn Insight Webinar – LinkedIn for Migrants, Expatriates and Repatriates  
12pm Wednesday 14 December 2022** <https://www.linkedin.com/events/linkedinforsalespeople-educatio6985445734938537985>

<https://linkedininsights14.eventbrite.com.au>

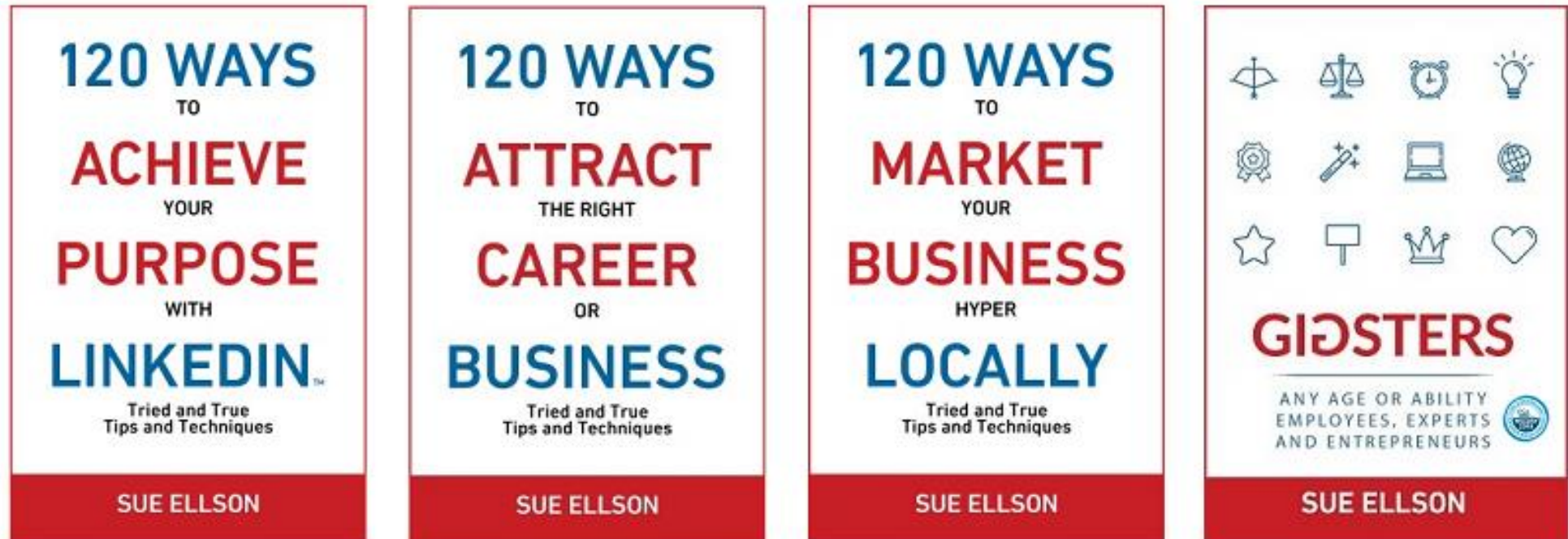
**Professional Services**

<https://sueellson.com/services-and-pricing> - 10% savings if you mention this webinar

# LinkedIn Insight Webinars

- **LinkedIn for Medical, Health and Nursing Professionals** 12pm 11 January 2023
- **LinkedIn for Recruiters, Headhunters and Executive Search Professionals** 12pm 8 February 2023
- **LinkedIn for Social Media, Marketing and Digital Strategy Professionals** 12pm 8 March 2023
- **LinkedIn for Military, Defence and Emergency Services Professionals** 12pm 12 April 2023
- **LinkedIn for Real Estate and Commercial Property Professionals** 12pm 10 May 2023
- **LinkedIn for Politicians, Public Servants and Government Professionals** 12pm 14 June 2023
- **LinkedIn for Lawyers, Solicitors, Barristers and Legal Professionals** 12pm 12 July 2023
- **LinkedIn for Bankers and Finance Professionals** 12pm 9 August 2023
- **LinkedIn for Teachers, Tutors and Training Professionals** 12pm 13 September 2023
- **LinkedIn for Consultants and Advisors** 12pm 4 October 2023 (1st Wednesday)
- **LinkedIn for Scientists and Technical Professionals** 12pm 8 November 2023
- **LinkedIn for Managers and Senior Leadership Professionals** 12pm 13 December 2023
  
- **All Registration Links, Slides and Recordings from past webinars** since October 2021 at <https://sueellson.com/linkedin-insight-webinars-and-recordings>

# Special Gift – Free Downloads



✓ latest offer <https://sueellson.com/latest-offer>

✓ <https://sueellson.com/services-and-pricing> - 10% savings if you mention this webinar

✓ you can say thank you by following me on social media!

# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,138 Connections, 25,832 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (586 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (147 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (408 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (329 Followers)
- ✓ YouTube [https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub\\_confirmation=1](https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1) (110 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (20 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (4,674 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Email Newsletter (1,842 Subscribers) <http://eepurl.com/hjxQkP>



# Gain Value = Buy Me A Coffee



<https://www.buymeacoffee.com/sueellson>

# What has been most helpful to you today?

## How to say thank you

- ✓ Add a comment in the Zoom chat now
- ✓ Connect on LinkedIn and endorse Skills or write a Recommendation <https://www.linkedin.com/in/sueellson>
- ✓ Write a Review at <https://g.page/sue-ellson-author/review> (122 Google Reviews) or <https://sueellson.com/reviews>
- ✓ Create a social media post with a link to the slides and recording and @mention Sue Ellson  
<https://sueellson.com/blog/linkedin-for-sales-people>
- ✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



Follow Socials / Contact