

10 Ways to Improve your LinkedIn Sales

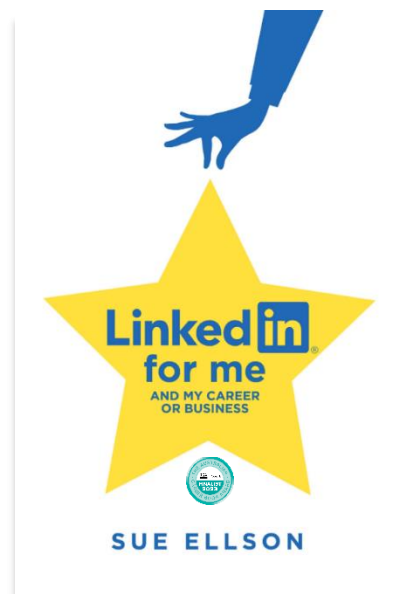


Sue Ellson

GK BBus MPC PCDAAs ASA WV SPN MedPlus AWS

Independent LinkedIn Specialist
Author, Educator, Practitioner

4 September 2024



sueellson@sueellson.com

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

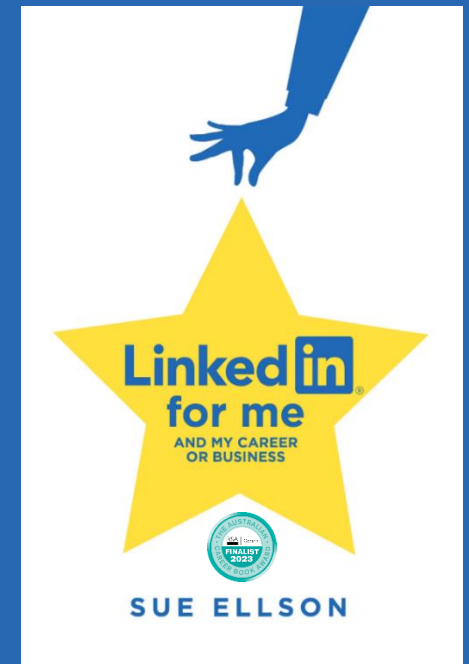
Welcome

- ✓ 10 ways to improve your LinkedIn Sales
- ✓ specific tips
- ✓ relevant examples
- ✓ pick your 3 things to do in 3 hours from now



10 Ways to Improve your LinkedIn Sales

1. Abide by the LinkedIn User Agreement
2. Close the deal
3. Start with Warm Leads
4. Follow up New Connections
5. Engage with your Tribe
6. Conscious Strategy
7. Consistent Content
8. Be Smart
9. Open To and Services Page and Company Page
10. Paid Advertising



Fast Facts – more at 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>

Special Gift – Free Downloads

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

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ will send these direct to active participants!

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Saturday 14 September 2024 9:30am – 1:30pm in person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

✓ keep up to date by following me on social media



Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (25,224 Connections, 29,034 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (644 Subscribers, 156 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (889 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (230 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (448 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (451 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (52 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (6,092 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (315 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Website Blog Notifications Email (68 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (264 Subscribers)** <https://sueellson.com/newsletters>



News

LinkedIn Quiz - How much do you know?

All answers are based on my extensive experience on the platform since 21 December 2003 (Member Number 77,832)

- + [Who purchased LinkedIn on 13 June 2016?](#)
- + [What can you edit on your LinkedIn Profile to help you appear in search results when someone searches for you by name?](#)
- + [Which LinkedIn Profile Section is the best place for your keywords?](#)
- + [Which LinkedIn Profile Section is the second best place for your keywords?](#)
- + [How can you tell whether or not your LinkedIn Profile is appearing in search results regularly?](#)
- + [How many LinkedIn Profile Sections allow you to add in Skills related to that item?](#)
- + [What is the minimum number of Recommendations that you should give and receive?](#)
- + [Is it better to have a brief LinkedIn Profile or a more comprehensive LinkedIn Profile?](#)
- + [Should you delete your LinkedIn Profile when you retire?](#)
- + [Is it worth paying for LinkedIn Premium?](#)
- + [Who should you connect with on LinkedIn?](#)
- + [How many times a day or week should you react to an item in the Newsfeed and/or add a lengthy comment?](#)
- + [How many times a day or week should you post on LinkedIn?](#)
- + [How often should you write an Article on LinkedIn?](#)
- + [How often should you publish a LinkedIn Newsletter?](#)

<https://sueellson.com>



News

CHECKLIST

How to choose a LinkedIn Expert,
Specialist, Consultant or Trainer

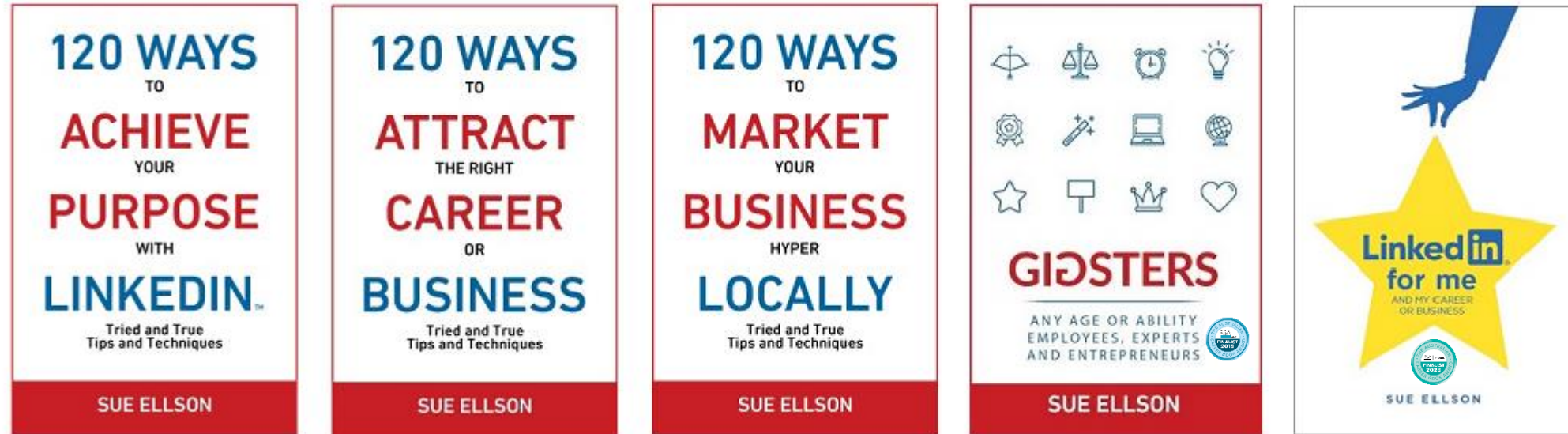
[Includes a video](#)



Checklist

<https://sueellson.com/blog/linkedin-expert-specialist-consultant-or-trainer>

Author of five books

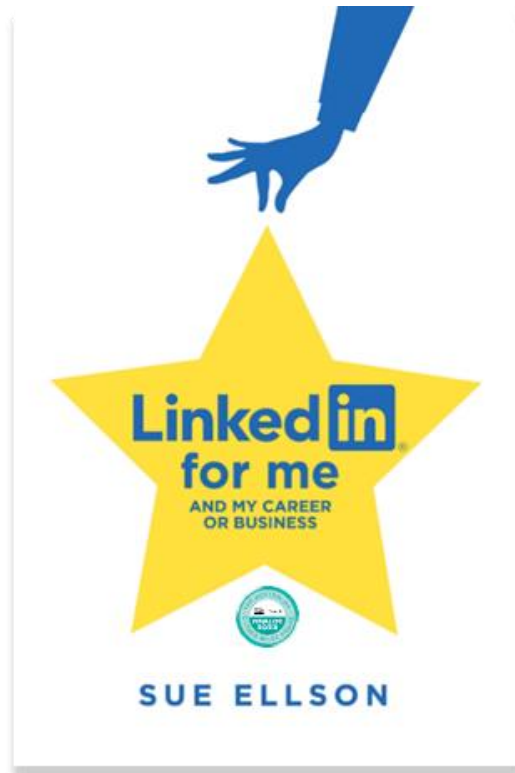


Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

Online Course



LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

4 weeks – four hours a week

\$97 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

“Can I just say that as a person who has not had to look for a job in over 30 years this course is proving invaluable and I'm only onto the third section”

Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ 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
- ✓ 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** – and make notes – this is like a dream, forget when you wake up!
- ✓ 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)
- ✓ if you are watching this later, the screen may have changed
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work
 - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review



10 Ways to Improve your LinkedIn Sales

What are you trying to sell on LinkedIn?

- 1 – yourself (for a job)
- 2 – services
- 3 – products
- 4 – enterprise
- 5 – other (please describe)

Please add a number that relates to your MAIN focus in the chat



10 Ways to Improve your LinkedIn Sales

1. Abide by the LinkedIn User Agreement

- LinkedIn User Agreement Section 8 – Read the Do's and Don'ts
- Professional Community Policies
- DO NOT connect and pitch
- DO NOT automate, aggravate, spam or date
- DO NOT @mention inappropriately
- DO NOT group message, humble brag, post sales messages in the newsfeed

Recommend

Don't kill the goose that lays golden eggs

Review

<https://www.linkedin.com/legal/user-agreement>

<https://www.linkedin.com/legal/professional-community-policies>



10 Ways to Improve your LinkedIn Sales

2. Close the deal

- is it obvious what the viewer must do?
- is it easy for the viewer to do it?
- have you made your content meet their needs?
- focus on the benefits not the features

Recommend

Make it clear in many ways and make yourself accessible

Review

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



10 Ways to Improve your LinkedIn Sales

3. Start with Warm Leads

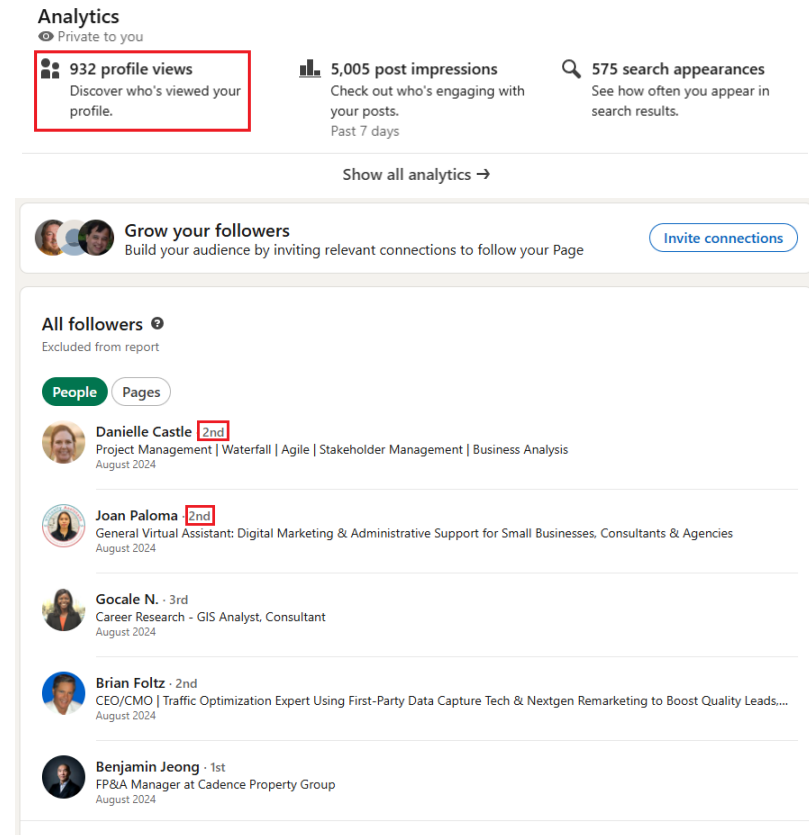
- people who have viewed your LinkedIn Profile (reverse stalk)
- people who engage with your content
- people who engage with similar content
- people who follow your company page
- people who follow similar people or pages

Recommend

Have a process to reach out to these people monthly

Review

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



The screenshot shows the LinkedIn Analytics section for a profile. The 'Analytics' header is visible, with a sub-header 'Private to you'. Three key metrics are displayed: '932 profile views' (highlighted with a red box), '5,005 post impressions', and '575 search appearances'. Below the analytics is a 'Show all analytics' link. The 'Grow your followers' section is also visible, with a sub-header 'Build your audience by inviting relevant connections to follow your Page' and an 'Invite connections' button. The 'All followers' section is shown, with a sub-header 'Excluded from report' and two tabs: 'People' (selected) and 'Pages'. The list of followers includes: Danielle Castle (2nd), Joan Paloma (2nd), Gocale N. (3rd), Brian Foltz (2nd), and Benjamin Jeong (1st). Each follower entry includes a profile picture, name, job title, and the date they followed (August 2024).

10 Ways to Improve your LinkedIn Sales

4. Follow up New Connections

- create a continuous stream of new connections (up to 30,000)
- systemise your process of follow up (locally)
- keep details in a spreadsheet and add date each step done
- offer no-obligation value at least three times
- match your CRM with your Connections
- get a copy of your data <https://www.linkedin.com/mypreferences/d/download-my-data>








Recommend

If you create a Newsletter, new Connections will automatically be invited to subscribe to it

Review

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

Manage my network

	Connections	25,224
	Following & followers	
	Groups	65
	Events	239
	Pages	603
	Newsletters	288
	Hashtags	8

10 Ways to Improve your LinkedIn Sales

5. Engage with your Tribe

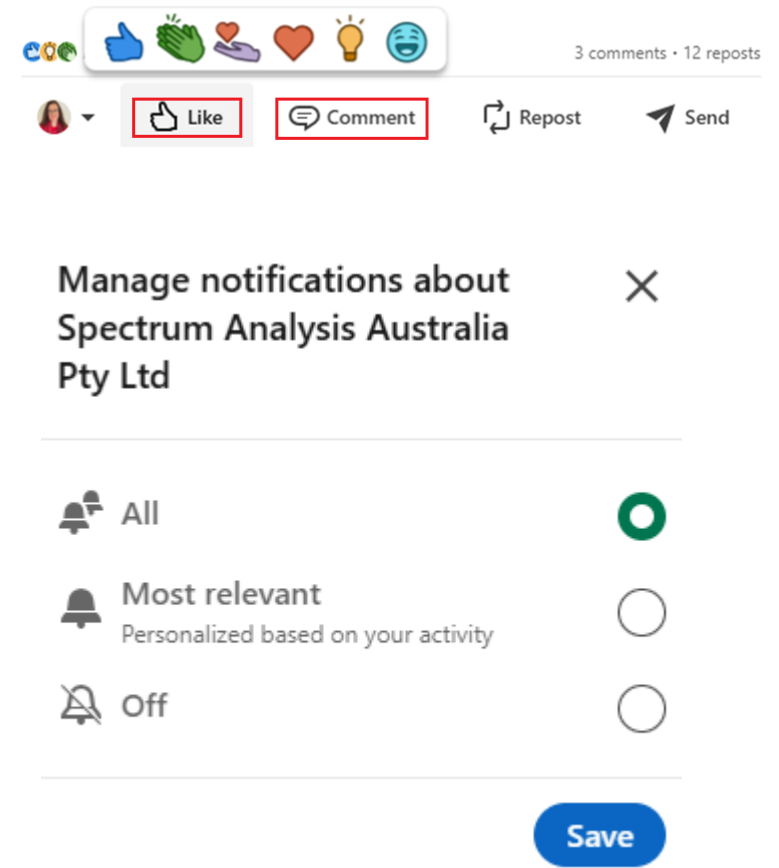
- referrers (click Notification 🔔 and choose All New Posts)
- key clients (all Connected to you)
- key suppliers (all Connected to you)
- key future clients (especially in your local area – FOLLOW pages)

Recommend

Don't connect and forget. Keep the relationship alive by engaging

Review

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



10 Ways to Improve your LinkedIn Sales

6. Conscious Strategy

- who are you selling to?
- branding – emotional connection – service
- marketing – immediate action – product
- what will work for your audience – do they want to find you or do you need to find them and be ready for the sale?

Recommend

Create, iterate, consolidate

Review

<https://sueellson.medium.com/is-social-media-a-waste-of-time-for-business-5215c46d499d>



10 Ways to Improve your LinkedIn Sales

7. Consistent Content

- consider Posts (Newsfeed – Dynamic)
- consider Articles (Page – Lifetime)
- consider Newsletters (Articles with Notifications)
- consider Groups (Well Moderated)
- consider Events (Free, monthly or bi-monthly)

Recommend

Videos are appearing in the top of the app. Polls still work

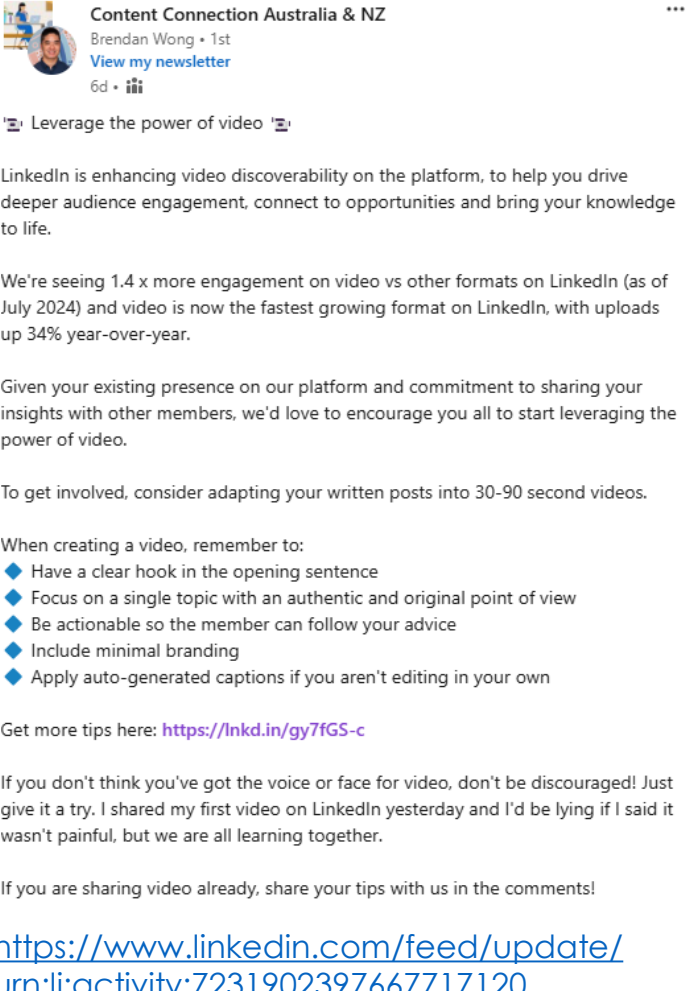
Review


<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-posts>

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-articles>

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-newsletters>

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-events>



Content Connection Australia & NZ
Brendan Wong • 1st
[View my newsletter](#)
6d • 

📺 Leverage the power of video 📺

LinkedIn is enhancing video discoverability on the platform, to help you drive deeper audience engagement, connect to opportunities and bring your knowledge to life.

We're seeing 1.4 x more engagement on video vs other formats on LinkedIn (as of July 2024) and video is now the fastest growing format on LinkedIn, with uploads up 34% year-over-year.

Given your existing presence on our platform and commitment to sharing your insights with other members, we'd love to encourage you all to start leveraging the power of video.

To get involved, consider adapting your written posts into 30-90 second videos.

When creating a video, remember to:

- ◆ Have a clear hook in the opening sentence
- ◆ Focus on a single topic with an authentic and original point of view
- ◆ Be actionable so the member can follow your advice
- ◆ Include minimal branding
- ◆ Apply auto-generated captions if you aren't editing in your own

Get more tips here: <https://lnkd.in/g/y7fGS-c>

If you don't think you've got the voice or face for video, don't be discouraged! Just give it a try. I shared my first video on LinkedIn yesterday and I'd be lying if I said it wasn't painful, but we are all learning together.

If you are sharing video already, share your tips with us in the comments!

<https://www.linkedin.com/feed/update/urn:li:activity:7231902397667717120>

10 Ways to Improve your LinkedIn Sales

8. Be Smart

- say thank you as often as possible
- endorse Skills
- write and request Recommendations
- observe trends
- follow competitors
- follow thought leaders and niche journalists
- create your VIP list and personally contact 3x year
- set up Auto Responder on Messages (Premium feature)

Recommend

Consider using Google Advanced Search tool
https://www.google.com/advanced_search

Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-research>

PREMIUM

Away message On

Away messages are only sent to connections. [Learn more](#)

Start date: 9/2/2024 — End date: 12/2/2024

Message

I aim to respond within 24 hours

Watch a free webinar
<https://sueellson.com/linkedin-insight-webinars-and-recordings>

LinkedIn for me Online Course
<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business> AUD\$97

One-on-one support AUD\$195 per hour

Group training AUD\$500 per hour

298/300

Cancel Save

10 Ways to Improve your LinkedIn Sales

9. Open To and Services Page and Company Page

- Open to Work – five job roles
- Services – 10 types
<https://www.linkedin.com/services/page/1402873078b01b7021>
- Company Page – Lead Generation Form
- Website – Make sure you link to LinkedIn!

Recommend

Complete extra sections to appear in more results

Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-page>

Open to work
Corporate Trainer, Book Author, Workshop Instruc...
[Show details](#)

Services

Career Development Coaching • Training • Social Media Marketing • Writing • Marketing Consulting • Business Consulting • Public Speaking • Content Strategy • Search Engine Optimization (SEO) • Web Development

[Show all →](#)



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](#)



10 Ways to Improve your LinkedIn Sales

10. Paid Advertising

- consider your target audience
- consider size of your audience 300+
- consider if your audience visits LinkedIn frequently
- are you ‘experimenting’ with cash? Fun, food and free can work better!
- has your ‘free’ content actually worked?

Recommend

Do all the ‘free’ stuff first! If purchasing a paid LinkedIn Product, fully test before purchasing and make sure you WILL use it!

Review

<https://www.linkedin.com/in/wilcoxaj> AJ Wilcox – LinkedIn ads specialist

https://www.linkedin.com/posts/richardvanderblom_algorithm-insights-2024-report-v10-activity-7160527422398844928-VnIE Richard van der Blom – annual LinkedIn Report

<https://www.linkedin.com/in/lynnairejohnston> Lynnaire Johnston – LinkedIn News



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What were your faves?

Please choose three things from this session to do in three hours from now

3 in 3

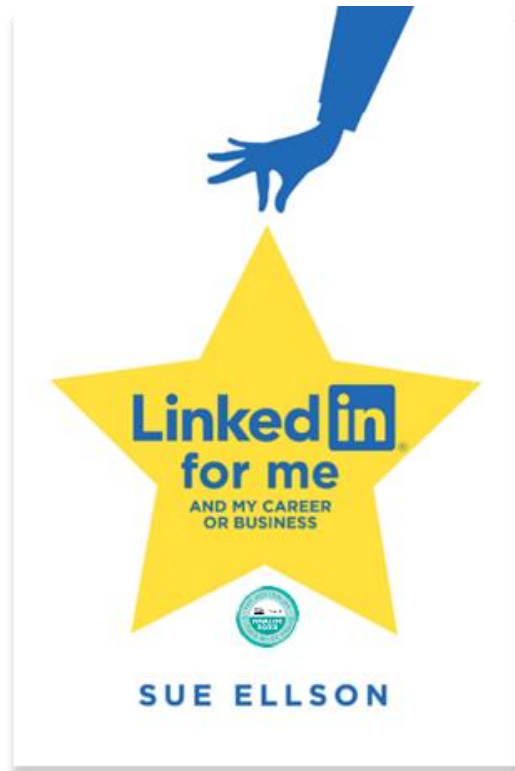
LinkedIn Insight Webinars

Next LinkedIn Insight Webinar – 37th – 10 Ways to Improve your LinkedIn Lead Generation 9 October 2024 <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-lead-generation>

- 10 Ways to Improve your LinkedIn Sales 4 September 2024
- 10 Ways to Improve your LinkedIn Marketing 28 August 2024
- 10 Ways to Improve your LinkedIn Branding 10 July 2024
- 10 Ways to Improve your LinkedIn Recruiting 12 June 2024
- 10 Ways to Improve your LinkedIn Career Results 8 May 2024
- 10 Ways to Improve your LinkedIn Business Results 10 April 2024
- 10 Ways to Improve your LinkedIn Research 13 March 2024
- 10 Ways to Improve your LinkedIn Networking 14 February 2024
- 10 Ways to Improve your LinkedIn Strategy 10 January 2024
- 10 Ways to Improve your LinkedIn Events 13 December 2023
- 10 Ways to Improve your LinkedIn Newsletters 7 November 2023
- 10 Ways to Improve your LinkedIn Articles 11 October 2023
- 10 Ways to Improve your LinkedIn Posts 13 September 2023
- 10 Ways to Improve your LinkedIn Engagement 9 August 2023
- 10 Ways to Improve your LinkedIn Page 12 July 2023
- 10 Ways to Improve your LinkedIn Profile 14 June 2023
- LinkedIn for Real Estate and Commercial Property Professionals 10 May 2023
- LinkedIn for Military, Defence and Emergency Services Professionals 12 April 2023
- LinkedIn for Social Media, Marketing and Digital Strategy Professionals 8 March 2023
- LinkedIn for Recruiters, Headhunters and Executive Search Professionals 8 February 2023
- LinkedIn for Medical, Health and Nursing Professionals 11 January 2023
- LinkedIn for Migrants, Expatriates and Repatriates 14 December 2022
- LinkedIn for Sales People 9 November 2022
- LinkedIn for Career Changers 12 October 2022
- LinkedIn for Tradespeople 14 September 2022
- LinkedIn for Students and Future Graduates 10 August 2022
- LinkedIn for Women Wednesday 13 July 2022
- LinkedIn for Authors Wednesday 8 June 2022
- LinkedIn for Early Career Professionals Wednesday 11 May 2022
- LinkedIn for Creatives Wednesday 13 April 2022
- LinkedIn for Education Professionals Wednesday 9 March 2022
- LinkedIn for Human Resource Professionals Wednesday 9 February 2022
- LinkedIn for Journalists and Media Professionals Wednesday 12 January 2022
- LinkedIn for Board Directors and Senior Leaders Wednesday 8 December 2021
- LinkedIn for CEO's and Business Owners Wednesday 3 November 2021
- LinkedIn for Business Coaches and Career Specialists Wednesday 6 October 2021

All Registration Links, Slides and Recordings from past webinars – all FREE plus list of future webinars <https://sueellson.com/linkedin-insight-webinars-and-recordings>

Online Course



LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
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Special Gift – Free Downloads

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- ✓ Facebook <https://www.facebook.com/sueellson2> (230 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (448 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (451 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (52 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (6,092 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (315 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Website Blog Notifications Email (68 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (264 Subscribers)** <https://sueellson.com/newsletters>



Extra Resources

Blog

<https://sueellson.com/blog>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Podcasts

<https://sueellson.com/podcasts>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>

Today's slides and recording will be at <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-sales>



What has been most helpful to you today?

✓ You can add a comment saying what was most helpful in the Zoom chat now – great reflection for others

✓ Please complete the Exit Survey when you leave the webinar

✓ **Write a Review** ★ I'll say thank you!

Google <https://g.page/sue-ellson-author/review> (148 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (8 Reviews)

Online <https://sueellson.com/reviews> (lots!)

✓ **Follow Sue Ellson's Socials or Contact directly** <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact