

LinkedIn for Sales

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30 July 2025

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Fast Facts – more at sueellson.com

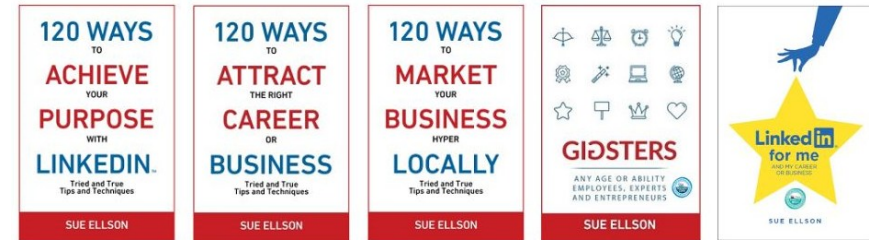
Sue Ellson is a Member of



Sue Ellson is the Founder of



Sue Ellson is the Author of



Books Available at <https://sueellson.com/books>

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

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- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (26,272 Connections, 30,971 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (744 Subscribers, 198 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (1,065 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (279 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (433 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (491 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (89 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (22 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,843 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (411 Subscribers)
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter (1,884 Subscribers)
<https://sueellson.com/newsletters>



LinkedIn For Sales

LinkedIn is the world's largest professional networking platform with over 1 billion members in over 200 countries.

But how can you use LinkedIn to generate sales for your products and services?

How do you do this without using paid features?

How do you attract opportunities?

How do you network?

What content ideas are likely to work?

All this and more!

**** Please complete survey when you leave the webinar**

Slides and recording will be online at <https://sueellson.com/blog/linkedin-for-sales>

Why are you here today?

Add number/s to the chat

1. Sell products
2. Sell services
3. Sell products and services
4. Sell brand
5. Other

Happy for you to mention type of products or services as well

What are you currently using?

Add letter to the chat

- A. LinkedIn Free Account
- B. LinkedIn Premium Account (Careers)
- C. LinkedIn Premium Account (Business)
- D. LinkedIn Sales Navigator
- E. LinkedIn Recruiter
- F. Other LinkedIn related products

Agenda - What I will focus on

All of the free stuff!

1. Defining who your target audience is
2. Creating an aligned presence
3. Attracting opportunities via your LinkedIn Profile
4. Attracting opportunities via your LinkedIn Page
5. Setting up a relationship based regular funnel
6. Utilising networking skills – existing network
7. Utilising networking skills – individuals
8. Utilising networking skills – organisations
9. Utilising content skills – super consistent
10. Questions and answers and evaluation

All whilst abiding by the LinkedIn User Agreement <https://www.linkedin.com/legal/user-agreement>
and Professional Community Policies <https://www.linkedin.com/legal/professional-community-policies>

*Cannot outsource overseas or automate but you **can systemise** or do via an Admin on a Company Page

What I will not focus on

All of the paid stuff!

1. Boosting Posts
2. Boosting Events
3. Sales Navigator
4. LinkedIn Recruiter
5. Ad Accounts
6. Campaigns
7. Business Manager

e.g. Must always do basics first and think about your Target Audience and their behaviour on LinkedIn and likelihood of responding to these formats – **do NOT connect and pitch or spam in any way**

e.g. people pay for ads even if doesn't generate a return because they have 'budget' for it

Methodology

1. Create an Aligned Presence
2. Build your Network Consistently
3. Engage and Publish Consistently
4. *When someone is ready, they find you (on LinkedIn or elsewhere) OR*
5. *When someone is ready, they remember you OR*
6. *If someone is approached directly in an aligned way*
7. They verify you (in whatever way suits them)
8. They purchase
9. They maintain a relationship and refer others

e.g. my own methodology and 40% conversion rate of SAAS client

1. Defining who your target audience is

1. Can create some 'Avatar' types (up to four)
2. Be very clear about how they will find you (keywords and connections)
3. Remember that word-of-mouth is always a great place to start
4. Remember that people want to do their due diligence
 - find your details online
 - verify the story they have been found or been told
 - see online reviews (on LinkedIn – votes for Skills, quality Recommendations, regular activity, representative content)
5. You must make it easy for them to purchase your products or services
 - easy to see your main message
 - easy to self-select
 - easy to purchase
 - easy to contact if need

e.g. Northcote Music School

2. Creating an aligned presence

1. Are all of your digital assets 'on brand' (verify via email)?
2. Does the algorithm know what to expect?
3. Are you a good LinkedIn Citizen?
 - listen more than speak (high Engagement Ratio)
 - aware of what is tracked [linkedin.com/dashboard](https://www.linkedin.com/dashboard)
 - stick to your topics and Post consistently (once a month/max 2x week)
 - respond promptly to messages and notifications
 - play nice (no spamming, reports, blocks etc)
 - show up consistently and regularly (friendly and professional)
 - support other LinkedIn Citizens
 - regularly support your main referrers (VIPs 🛎)
 - curate your Newsfeed – Connect/Follow, Notify 🛎, Reactions & Comments

e.g. Avoid Personal and Political

3. Attracting opportunities via your LinkedIn Profile

1. Fully Completed - ALL Sections possible
2. 500+ Connections
3. 100+ Views per 90 Days
4. 50+ Search Appearances 7 Days
5. 20+ Endorsements for top Skills
6. 6+ Recommendations Given and Received
7. Aligned Photo, Banner, Featured Section
8. Skills in About, Experience, Education, Licenses and Certifications, Projects
9. Connections
 - everyone you meet online or offline **from now on**
 - people in your industry and profession

e.g. Editing PhDs

4. Attracting opportunities via your LinkedIn Page

1. Fully Completed - ALL Sections possible
2. 500+ Followers – Invite Connections to Follow
3. Regular Posts – due diligence
4. Consider LinkedIn Newsletter (auto subscribes)
5. Consider LinkedIn Events (invite 1,000 Connections per week)
6. Can create one in your own name
7. If you are a service provider or author, consider yourownname.com website

e.g. Sue Ellson Company Page appearing in multiple searches and free newsletter received as a Notification (not an email) reminds people I exist

5. Setting up a relationship based regular funnel

1. Connect with EVERYONE you meet online or offline
2. Selectively Connect with aligned people
3. Keep Engagement Ratio consistent – minimum 3 reactions/comments to 1 post
4. Always be 'solution focused' – no gripes
5. Newsletter once a month – from Profile and Page
6. Post content twice a week – mix of formats, including short portrait video
7. Be alert to new trends – but stay true to purpose
8. Reply to Notifications and Messages as soon as possible
9. Support target Companies and VIPs 🔔
10. Consider aligned direct outreach after a relationship created


e.g. 8 years later and also LA declutterer on Instagram

6. Utilising networking skills – existing network

1. Start with people you are already connected to
2. Settings and Privacy
 - Data Privacy
 - Get a copy of your data
 - Download larger data archive
 - Request Archive
 - Click on Link as soon as email arrives
 - View all Connections – first name, last name, job title, organisation, date connected
 - Cross Match with CRM – add all LinkedIn Contacts to CRM add all CRM Contacts
3. Let this process encourage you to reach out to others you remember
4. Reach out to others from past organisations – max 30,000 Connections
5. Best people to ask for more business are existing customers and clients

e.g. Not what you know, Not who you know,
Who or What finds you and how you can be verified when the need arises that is important

7. Utilising networking skills – individuals

1. Everyone you meet online or offline
2. 3+ people per in person event, average 50 people per week online
3. Different sources
 - Member of a Professional Association
 - Member of an Industry Association
 - Attendee of an online event (see people who have registered)
 - People who have engaged with a Profile's or Page's Posts
 - People who have engaged with specific content / hashtag Post
 - People you find via Google Advanced Search (your parameters)
 - People who can refer people to you (allied and friendly, not competitors)
 - People you may know who meet your criteria (Connections, Activity, Authority)
4. Curate your News Feed with  All Posts for VIPs

e.g. Create spreadsheet, Date, First Name, Last Name, LinkedIn URL, Step 1 Date, Step 2 Date, Step 3 Date – remember, provide value – not Connect and Pitch

7. Utilising networking skills – individuals

- Search on Google Advanced Search (unlimited)
https://www.google.com.au/advanced_search
- Right click, Open in New Tab
- If aligned, invite to connect



Advanced Search

Find pages with...

To do this in the search box.

all these words:	<input "location"="" "more="" and="" specific="" type="text" value="specific words" words"=""/>	Type the important words: tri-colour rat terrier
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "rat terrier"
any of these words:	<input type="text"/>	Type OR between all the words you want: miniature OR standard
none of these words:	<input type="text"/>	Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
numbers ranging from:	<input type="text"/> to <input type="text"/>	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:	<input type="text" value="any language"/>	Find pages in the language that you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time that you specify.
site or domain:	<input type="text" value="linkedin.com"/>	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	<input type="text" value="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.
file type:	<input type="text" value="any format"/>	Find pages in the format that you prefer.
usage rights:	<input type="text" value="not filtered by licence"/>	Find pages that you are free to use yourself.

Advanced Search

8. Utilising networking skills – organisations

1. All organisations you have an existing relationship with (Employers, Education, Organizations)
2. Curate your News Feed with 🔔 All Posts for VIP organisations you want a relationship with
3. Target all relevant Local Organisations (or simply because they are local)
4. Target all relevant Domestic Organisations
5. Target all aligned International Organisations (to get referrals from other countries)
6. Look for specific people in these Organisations (not just the CEO)
7. Look for other Suppliers, Stakeholders, Industry Affiliations who deal with the same target audience
8. Support Professional Associations, Regulators, Government (Local, State, Federal)
9. Add VIPs to Internet Browser Bookmarks to regularly visit and engage with Posts

e.g. Create spreadsheet, Date, Organisation Name, LinkedIn URL, Step 1 Date, Step 2 Date, Step 3 Date – remember, provide value – not Follow and Pitch

9. Utilising content skills – super consistent

1. Stick to content topics (including reactions and comments)
2. Stick to content consistency (minimum once a month)
3. Mix up content types (although short form portrait video is doing well, consider PDFs and Polls etc.)
4. Make it scroll stopping
5. Avoid AI content
6. Make it unique and memorable
7. Provide enough information (avoid external links and upload direct with captions)
8. Politely @mention and some #hashtags
9. On brand – helps recall – but not 'too' polished or sterile
10. Include faces, place identification

e.g. Viral does not equal Sales – educate target audience and entertain if you can

10. Questions and Answers and Evaluation

1. Any questions
2. Please complete survey when you leave the webinar
3. Please consider adding a review if you found this helpful



What has been most helpful to you today?

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (158 Google Reviews) or
Facebook <https://www.facebook.com/sueellson2/reviews> (13 Reviews)
Online <https://sueellson.com/reviews> (lots!)

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

✓ Questions and Answers



Google Review



Facebook Review



Online Review



Follow Socials / Contact