

**More sales
without wasting time
with social media**



**Keynote Speaking,
Training, Consulting
(617)-PATRICK**

LinkedIn Tip For Sales – 10 Things To Examine In A Target’s LinkedIn Profile

by 617-PATRICK

Every time you cold call somebody, you should examine their LinkedIn profile. The amount of time that you spend doing this depends on how important the prospect is, but it could be anywhere from 20 seconds to 20 minutes. Realize that the entire profile was written by them, so it contains the information that’s important to them. You can use this information:

- as a conversation starter
- as a way to get by a gatekeeper
- to help validate yourself or your product, especially if you have a common connection

Here are 10 of the most important things to look for in a target prospects profile:

1) Common connections

This is one of the most powerful features of LinkedIn for sales people. If you and the target prospect know someone in common, you can now use a technique called “Irish guilt” to approach the prospect.

“Brian, I noticed that were both friends with Jill Konrath. Jill is a very good friend of mine and I was wondering if I could have 5 minutes of your time...”

Let them try to say no to that.

One of my clients can track at least **\$150,000 in sales in 4 months** to using this technique to get meetings with new prospects (with 6 deals of at least \$25,000).

2) Contact info – phone number email address

You may find a cell phone number or an e-mail address in either the Summary or at the bottom of the profile. Sorry, gatekeeper. Just be careful what time you call. You may not want to call their cell phone at night or early in the morning. Polite tip - tell them quickly who you are and ask if this is a good time to talk.

**More sales
without wasting time
with social media**



**Keynote Speaking,
Training, Consulting
(617)-PATRICK**

3) Interests

Look at the bottom of the profile to see if the target put in any of their hobbies or interests. If they care about golf, start by talking about golf. If their interest is the Red Sox, start talking about that. If their interest is the New York Yankees, hang up on them.

4) Professional headline

The professional headline is actually a 10-20 word marketing slogan in which someone can tell people what they do for living. Most new LinkedIn users let it default to their title and their company name, such as “Accountant at Oracle”.

However, if someone has a better professional headline like “Salesperson at Vology, Tampa’s #1 place to work, selling Juniper network equipment” then they have spent time crafting a short, clever, descriptive marketing message about themselves. Read it.

5) Summary

This is the long text description where the person gives the 2000 character summary of their work life. At least skim it.

6) Their Twitter updates

Another surprise? If someone lists a Twitter address (near the top of their LinkedIn profile) at least take a look at their last 10 to 20 tweets. You don’t even need to have a Twitter account. If the tweets are recent it will give you great insight into what’s on their mind and it won’t take you much time.

7) Their blog, either through a website link or the LinkedIn Blogs application

If they took time to write it, and you take time to read it, you will learn more about them. They will like you more if you talk about it. The only problem with this one is that it can take significant time.

**More sales
without wasting time
with social media**



**Keynote Speaking,
Training, Consulting
(617)-PATRICK**

8) Past jobs

There are lots of possibilities here. Maybe you both worked for the same company, or you know people at one of their companies, or know one of their products. Any could be a conversation starter.

9) Flattery points

These can be anywhere in a profile. However, they're most likely to be in the Summary or at the very bottom of the profile, where people often put awards that they have received.

10) LinkedIn Q&A

On the right-hand side LinkedIn will tell you if the prospect has posted any questions in the LinkedIn Questions and Answers forum. This will tell you what is on their mind, or it may tell you "what keeps them up at night."

Summary:

There are certainly other techniques for examining a person's profile, but I wanted to limit this to 3 pages so that you could put it up on your wall and look at every time you cold call.

Be thankful. Ten years ago, salespeople would have given anything to get insightful information that would help to begin a relationship. Today, it's right in front of you.

Use it wisely.
Make more sales.
Make more money.
Send me some.

Call me at (617)-PATRICK when you really want to turbo-charge your sales training and really make more sales.