Maximizing Networks Using LinkedIn

Overview

Business-focused team members learn how to generate more connections and sales on LinkedIn.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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PROGRAM PURPOSES

Bankers Generate More Connections and Sales via LinkedIn

Prospecting and business development are shifting into the virtual world. Traditional strategies – canvassing, referral seeking from a few COIs – are less and less effective.

In the virtual world, many bankers do not yet understand the concepts and strategies for social selling and attracting clients through their contributions to and participation in on-line networks and groups. Further, most banker LinkedIn Profiles look like “hire me” job postings…and not good ones, at that. Even worse, bankers fail to use even the basic LinkedIn functions effectively to connect with highly desirable prospects and influencers. The result: missed or lost opportunity for new clients and revenue.

Outcomes

- Clarity about social selling— how it’s different, why it’s important
- A 100% complete, professional, and optimized LinkedIn Profile
- Personal marketing, prospecting, pre-call planning strategies to engage future and existing customers within the LinkedIn community

Learning Activities

Through a series of eLearning modules, participants in Clarity Advantage’s **Maximizing Networks Using LinkedIn** first learn or review the foundation elements of effective LinkedIn use, then leverage LinkedIn’s powerful search, association, and personal marketing tools to expand networks, gain introductions, and attract more and better quality banking relationships.

Course 1 focuses on social selling strategies, development of a complete Profile, networking through Groups, asking for introductions, and using LinkedIn for prospecting pre-call planning.

Course 2 incorporates successful personal marketing strategies including definition of ideal prospects, creation of a personal value proposition, enhancement of the Profile to appeal to the ideal prospects, and strategies for content sharing and widening the network.

Time: Five hours to seven hours plus post-course sustainment activities.

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PROGRAM DESCRIPTION

COURSE 1 - SOCIAL SELLING

"Social Selling" positions participants professionally on Linked-In with strong Profiles and effective use of Linked-In capabilities.

MODULE 1 – SOCIAL SELLING - Learn the Foundation for the Work

After a brief overview of the program, participants focus on:

- The concept and objectives of social selling… and how social selling differs from traditional selling
- The potential value of LinkedIn to social sellers
- Cautions about compliance with bank social media guidelines

MODULE 2 – BEING SEEN- Develop a complete professional Profile and Summary

Participants sign in to their LinkedIn Profiles and (with guided help and specific instructions) work on their LinkedIn Profiles, one step at a time:

- Engaging headline and professional photo
- Current and previous employment and skills

Then, led by a series of challenging questions (e.g. "To what types of potential clients do you want to appeal? What stories demonstrate your expertise?"), each participant develops a Professional Summary. With their draft Summaries complete, participants then learn about the science and impact of key words and choose key words to include in their headlines and summaries.

MODULE 3 – BEING FOUND – Searching, Connecting, and Proactive Prospecting

Module 3 begins with filtering (i.e. filtering 2nd connections by geography or industry) and following (e.g. following a particular company).

Then, participants shift focus to proactive prospecting:

- Reaching out on a regular basis – why and how
- Using Groups for prospecting and engagement
- Asking 1st connections for warm introductions
- Using LinkedIn for pre-call planning

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COURSE 2 – PERSONAL MARKETING

"Personal Marketing" increases participants' LinkedIn visibility and their ability to "move the market" through thought leadership.

MODULE 1 – Sharpening Focus

- Ideal Prospects –Participants identify the ideal personae they want to attract through their LinkedIn networking, guided by five question and a provided worksheet.
- Unique Value Proposition – Each participant identifies his/her unique value for the ideal personae then drafts a value proposition statement that communicates this value, guided by five challenging questions.
- Customer-Centric Summary – Participants adapt their Personal Summaries to appeal most strongly to their ideal prospects.
- Finding the Style – Participants polish their Profiles into uniquely personalized summaries.

MODULE 2 - Generating Content and Developing Thought Leadership

Participants explore four methods for providing content to position themselves as thought leaders for deepening relationships and attracting new customers.

MODULE 3 - Widening the Net

- Three techniques for increasing the number of Linked In contacts
- Best practices for sending and accepting invitations
- Purpose and best practices for offering and receiving recommendations
- Four advanced people- and company-search features

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