

# LinkedIn Profile

## Video Script



What does your LinkedIn profile say about you? Is it written for job recruiters or your prospects and clients? Get tips for writing a LinkedIn profile that engages people you want to do business with in this video for bank sales people.

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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Hello, Nick Miller, Clarity Advantage, welcome back. This time to talk about our LinkedIn profiles.

So..... I happened to be on LinkedIn looking at a client's sales team members, the ones my team would be training to build their networks more effectively. And I found this gem, names and some details changed to protect the author:

### Branch Manager, ABC Bank, August 2010 – Present

Grew deposits \$53mm in a new market in two years.

Developed new business for the Bank's Commercial bankers - \$20mm in loans.

Prepare for and present recommendations to prospective customers.

Coach and train branch staff – 1<sup>st</sup> place sales revenue growth in new branches, 78% of staff promoted.

Achieve 1<sup>st</sup> place in the bank in cross sells.

Develop centers of influence relationships and community leads to penetrate my markets.

Manage fee income, expenses, and loss prevention.

### Deposit growth...new loans for commercial... presentations...coaching staff and so on.

A lot of stuff. Looks like he's a great branch manager.

But.... scan it for a moment. Where is he focused? Who is he writing for?

### It's completely 'internally focused'. It's a job posting.

If I'm a potential client – maybe this manager has called me for an appointment to introduce me to the bank – and I'm checking this person out. If I'm a potential client, I'm glad to see he's an effective sales person and coach for his team. Impressive, anytime someone manages a team well. And MAYBE that would translate to how he or she might take care of me. Maybe! On the other hand, I have no idea about his or her client experience, how he or she have helped their clients' businesses. And I wonder... sure it's great to brag about sales results... and I wonder how they happened. Forgive my paranoia, I got immediately defensive.

As a business owner, I would have felt much more engaged if there were a few references to how he or she had helped his clients, even something general like: "helped clients increase available cash by speeding up collection of receivables."

What's in your profile?