

10 Actionable BD Tips for LinkedIn

We have collated 10 of LinkedIn's key actionable tips so you can improve your business development on the social media platform. We've also looked at how professionals are using these key points to provide you with some real-life examples.

Source: <https://business.linkedin.com/sales-solutions/social-selling/top-10-sales-tips-tricks>

W: www.thebdconsultancy.com | LI: www.linkedin.com/company/the-bd-consultancy

1

Sales tip #1: Create an effective executive profile

Don't let your LinkedIn profile read like a resume. Customize your LinkedIn experience by:

- **Uploading a professional photo:** You are 11 times more likely to have your LinkedIn profile viewed if you have a picture.
- **Writing a compelling headline:** Add your job title, current company and a tagline about how you help customers.
- **Adding a summary:** Your summary in essence is the 'story of you.' Share the vision you have for your role or company.
- **Adding rich media like videos and presentations:** You'll maximize your exposure on LinkedIn and better showcase your story.

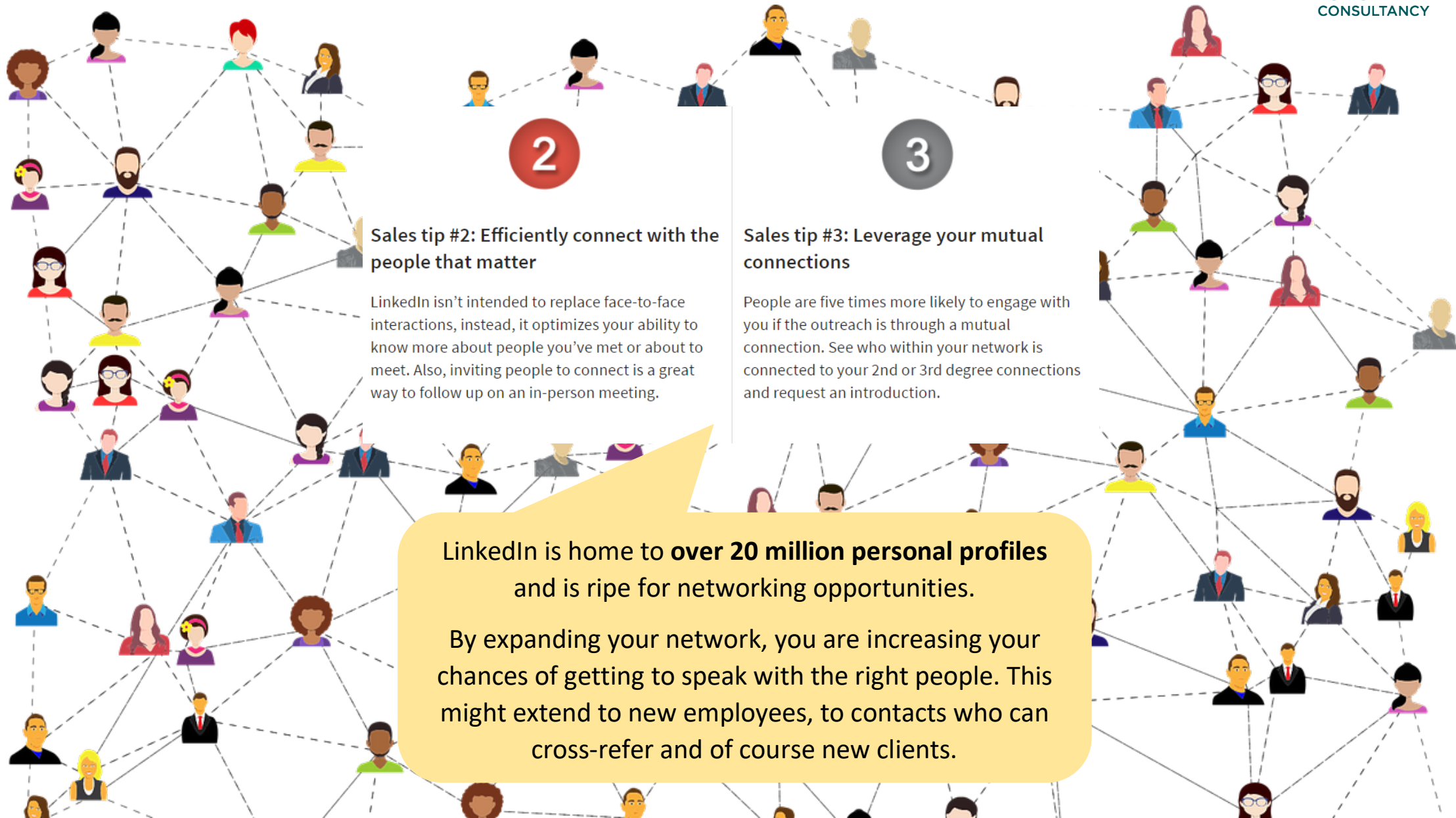
The screenshot shows a LinkedIn profile for Caitlin Roxburgh. Red circles and arrows highlight specific features: a professional headshot, the headline 'Helping professional services firms develop national and international business', the 'About' section, and the 'Featured' section containing a video and a post.

Profile Header: Caitlin Roxburgh · 1st
Helping professional services firms develop national and international business
United Kingdom · 435 connections · Contact info

About:
I am currently working as a marketing and BD consultant, helping international professional services organisations, networks and firms to develop their businesses. Alongside my work, I am studying a Masters in Ethnicity and Multiculturalism at The University of Bristol. I also have a First Class BA Hons degree in English Language and Linguistics.

Featured:
BD TV: Twenty Minutes at Two PM on Thursdays
Would you like to hear directly from people in your position at other firms in the UK and globally? We ar...

Post:
Why not use the home advantage?
Caitlin Roxburgh on LinkedIn
Long-term relationships with others are one of the real joys of work. We want to help you over the years to...



4

Sales tip #4: Find your top tier customers

Sales is about people, but nurturing relationships takes time. LinkedIn allows you to find your customers by searching by name, company, or position so you can easily connect and establish better relationships.

5

Sales tip #5: Follow your customers' activity in real-time

If you are connected with your customers, their public activity will appear in your newsfeed. Keep tabs on your contacts' interests and updates so you can remain top of mind and provide them necessary information.

6

Sales tip #6 Listen to conversations and debate

Joining and following Group discussions in your industry is an excellent way to gain customer insights about needs, interests and more.

Within LinkedIn, you can search for people who previously worked at a specific business and are now at a certain company/role/level. This will help you to **filter people** to find who you should be talking to.

This gives you a chance to start **modelling how you articulate a position** - and it **gives a bit of colour** as to how you might act as an advisor.

7

Sales tip #7 Use LinkedIn Pulse to stay on top of industry trends

LinkedIn Pulse curates content in real-time based on your interests and the companies and influencers you follow. Share and comment on these articles to demonstrate your insights.

8

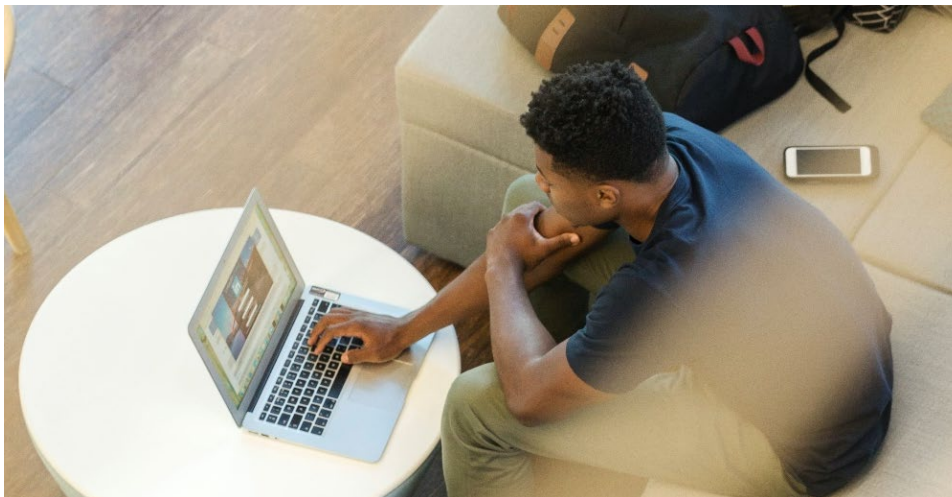
Sales tip #8 Reach people directly and more credibly with InMail

Effective sales prospecting requires communicating in a way that gets noticed. Identify something personal about the person that you can reference in the message. Then send a follow up InMail 1-2 weeks after the original - it increases the response rate by 500%.

9

Sales tip #9 Engage with your customers

Today there's over 1.5 million unique publishers actively sharing content on LinkedIn. You can become a voice in your industry by sharing relevant blog posts, insights and industry news.



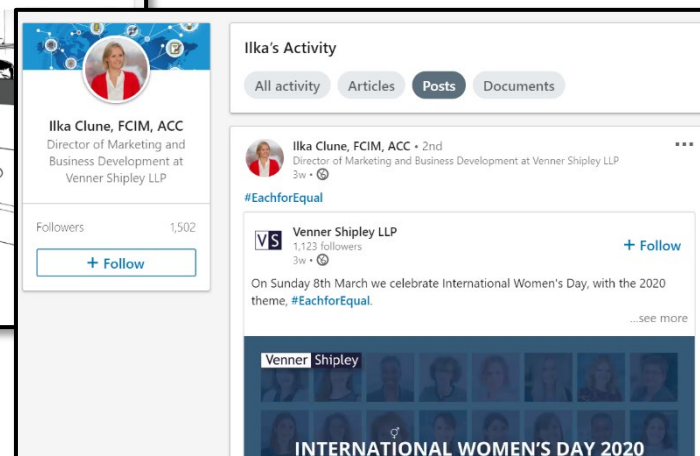
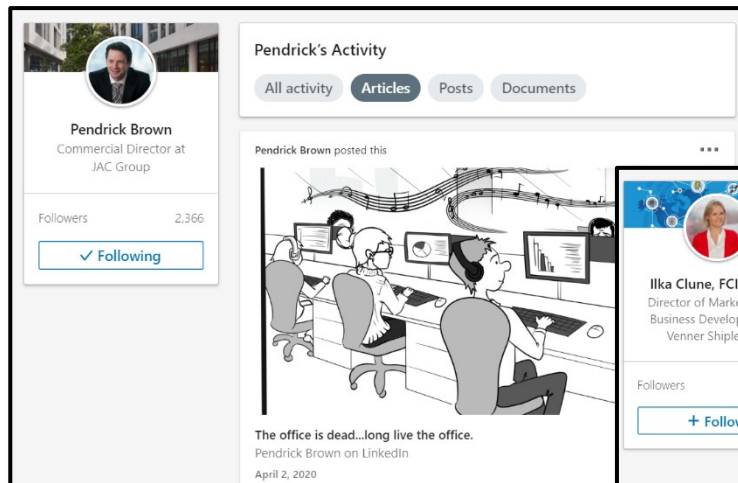
Make sure your messages:

- ✓ Are client-centred
- ✓ Relevance immediately established
- ✓ Reference common ground e.g. by mentioning mutual connections

10

Sales tip #10 Publish content

Leverage LinkedIn's Publishing Platform to share long-form posts with your network and beyond. When you publish a post on LinkedIn, your content becomes part of your profile and is shared with everyone, even those outside of your network.



The BD Consultancy's top tips:

Writing content on LinkedIn provides you with a **chance to share a bit of personality**. Content includes anything from humorous anecdotes (within reason), to video, to personal views.

Certain content may be more suitable for certain things e.g. sharing a position you have on a particular subject/illustrating your work's breadth.

The most important thing is to **avoid just adding to the noise** – your content needs to stand out in some way.

It is worth **focussing very precisely on the community you understand** and the service you provide, rather than commenting on current affairs (unless of course that's your day job).