

LinkedIn SOCIAL SELLING – 301

LinkedIn Advanced Sales Techniques

Previous Assignments

- Login to Social Jack
 - Setup profile
- Understand your network
- Know your target customer/partner
- Add key connections in LinkedIn
- Build your Team
- Keep building (20 min @ day)
- Reference classes →

Course Catalog

Welcome to the Social Jack™ Course Catalog. Below are the courses you have available based on your membership access level. You can filter by activity.

Social Selling Fast Track Program

| Course | |
|------------------------------------|--|
| ▼ Social Selling Fast Track Course | |
| Module 1 | Social Selling 101FT - Foundation/LinkedIn Beginner Fast Track |
| Unit 1 | Social Selling 101 - Social Selling Foundation - LinkedIn Beginner |
| Module 2 | Social Selling 201FT - Building Your Ideal Network (Social Team) |
| Unit 1 | Social Selling 201FT - Building Your Ideal Network (Social Team) |
| Module 3 | Social Selling 301FT - LinkedIn Advanced Sales Techniques |
| Unit 1 | Social Selling 301FT - LinkedIn Advanced Sales Techniques |
| Module 4 | Social Selling 302FT - LinkedIn Advanced Sales Routine |
| Unit 1 | Social Selling 302FT - Getting into Your Routine |

Social Selling Black Belt Certification Program

| Course | |
|--|---|
| ▶ White Belt - Social Network Intro Course | |
| ▶ Green Belt - LinkedIn Getting Started Course | |
| ▼ Blue Belt - Social Network Team Building Course | |
| Module 1 | Social Jack Orientation 201 - Defining Your Destination |
| Unit 1 | Social Jack Orientation 201 - Defining Your Destination |
| Module 2 | Social Jack Orientation 202 - Building Your Ideal Network |
| Unit 1 | Social Jack Orientation 202 - Building Your Ideal Network |
| Module 3 | Social Jack Orientation 203 - The Referral Machine |
| Unit 1 | Social Jack Orientation 203 - The Referral Machine |
| ▶ Red Belt - LinkedIn Advanced Sales Training Course | |

Dean DeLisle
Sign Out
dean@forwardprogress.net

- Home
- Courses
- Engage
- Groups
- Members
- Affiliate Area
- Help Videos
- Cart

Welcome to the Social Jack™ Academy



Courses

Events

Quick Start Videos

Choose a category below to browse the resource center:

- All
- ABB
- Blogging
- Boot Camps
- Career Advancement
- Centrust
- Chicagoland Chamber Coaching
- Docs
- Facebook
- Flash Class
- Get More Appointments
- Get More Leads
- Google+
- LinkedIn
- Marketing
- Outlook
- Podcasting
- SMSS-2019
- Social Jack Minute
- Social Jack TV
- Social Jack™ Influence Factory
- Social Jack™ Weekly Coaching Session
- Social Selling

Course Objectives

- Boost Network Ranking
- Improve Personal Branding
- Advance Business Influence
- Gain Social Selling Skills
- Building Powerful Network
- Online Appointment Setting
- Increase Targeted Referrals
- 20 Minute a Day Routine



IDC Statistics

Ranking of Information Resources During the Purchase Process Stages

Q. For each stage of the purchase process, please rate the value of the following resources.

| Information Resource | Earliest Stage Rank | Middle Stage Rank | Final Stage Rank |
|---|---------------------|-------------------|------------------|
| Industry-specific media | 1 | 2 | 6 |
| Third-party expert recommendations | 4 | 1 | 2 |
| Professional social networks (e.g., LinkedIn) | 8 | 4 | 1 |
| Internet search | 2 | 3 | 10 |
| Microblogs (e.g., Twitter) | 3 | 13 | 5 |
| General word of mouth | 5 | 8 | 8 |
| In-person events | 6 | 9 | 12 |
| Vendor Web sites | 7 | 6 | 11 |
| Vendor content (e.g., white papers, infographics) | 9 | 5 | 7 |
| General media | 10 | 10 | 13 |
| Personal social networks (e.g., Facebook) | 11 | 11 | 4 |
| Private domain or topic specific | 12 | 7 | 3 |
| Digital events (e.g., Webcasts, virtual events) | 13 | 12 | 9 |

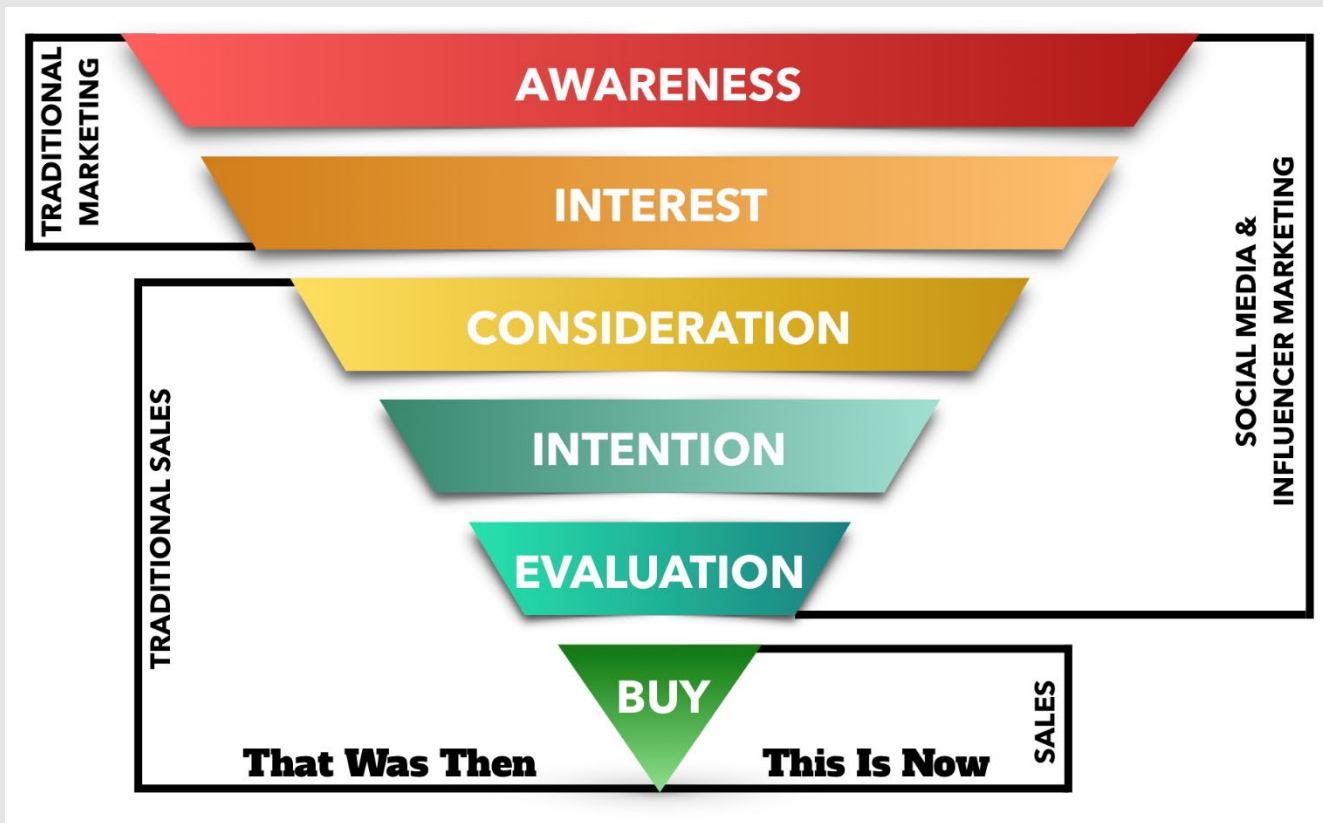
Source: IDC #247829

Social Selling

Social selling is the process of developing relationships as part of the sales process. Today this often takes place via social networks such as [LinkedIn](#), [Twitter](#), [Facebook](#), and [Pinterest](#), but can take place either online or offline. Examples of social selling techniques include sharing relevant content, interacting directly with potential buyers and customers, personal branding, and social listening. Social Selling is gaining popularity in a variety of industries, though it is used primarily for [B2B](#) (business-to-business) selling or highly considered consumer purchases (e.g., financial advisory services, automotive, realty).


Social selling has become more popular since companies have looked to increase their return on investment of [social media](#) interaction.^[5] Sales teams within organizations frequently mine data from [social media](#) that may help them connect to customers in order to create a more genuine [sales lead](#).^[5] The technique frequently focuses on approaching potential clients in a less direct way, meaning they don't interrupt their daily lives with [cold calls](#) and [hard sells](#).^[6] Koka Sexton stated that the art of social selling is said to speed up many sales processes, while also improving relationships.

Source: Wikipedia: Social Selling



Commit to Your Success

FORWARD PROGRESS


Social JackTM

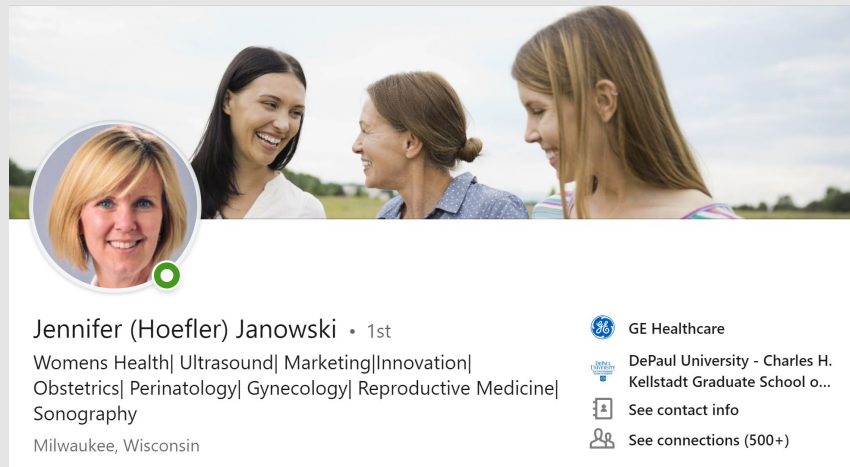
| Task | Date | Due Date | Leverage | Benefit Notes |
|------|------|----------|----------|---------------|
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Commit Your Time – Twenty Minutes a Day

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|---|-----------------------------------|--|--|------------------------------------|
| 16 | 17 | 18 | 19 | 20 |
| SCI PRESS RELEASE; Dean DeLisle | 8:00am Austin Texas 8:30pm | | | |
| | | Marven BootCamp | | |
| Meditation; "For I know tl | Meditation; "For I know tl | Meditation; "For I know tl | Meditation; "For I know tl | Meditation; "For I know tl |
| SJ40 - Scouting and Draf | SJ40 - Scouting and Draf | SJ40 - Scouting and Draf | SJ40 - Scouting and Draf | SJ40 - Scouting and Draf |
| GST - Dean and Cait; PHC | GST - Dean and Cait; PHC | GST - Dean and Cait; PHC | GST - Dean and Cait; PHC | GST - Dean and Cait; PHC |
| GE COACHING - 30 minute Jackson DeLisle | | Sonixphere Social Sales Coa Client site and Gote Meeting | GE - Group A - Online Training G2W Jackson DeLisle | GE - Group B - Online Training G2W |
| REMINDER | | | | We hav We hav |

What are your Goals?

- Thought Leader
- Executive Presence
- Humanize Your Brand
- Attract Speaking Opportunities
- Increase Referrals
- Generate New Business



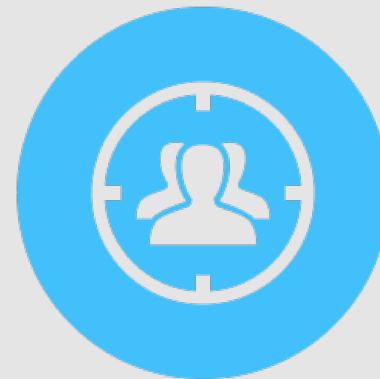
Know the Numbers!

SHARE YOUR GOALS!

Identify Your Target

Who is your target customer/client/partner?

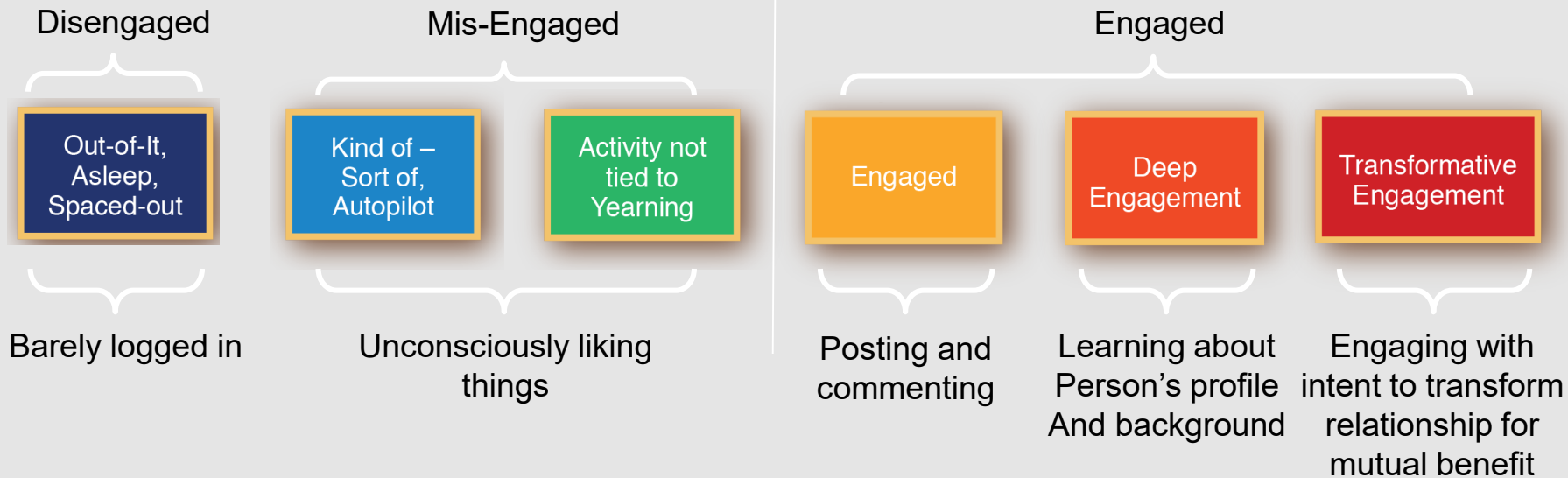
- What do they look like?
- What industry are they in?
- What size company do they work for?
- Who do they know?
- If they are consumers, what are their interests?
- Who will you be talking to?



The Network



Engagement Continuum

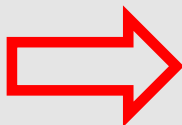


Dr. Bob Wright – Wright Graduate University

Setting Your Jacktivity Plan

Intention for Your Twenty Minutes

Social Jack Professional Game Plan



| | | |
|-----------------------|----------------------|---|
| Jack Track -----> | <input type="text"/> | Business Development/Sales/Acct Exec/Career |
| My Target -----> | <input type="text"/> | CEO, Director, Vice President IT Companies >25M |
| My Destination -----> | <input type="text"/> | Get 8 weekly appointments through my SJ40 Team |

| | | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|----------------------------|--|---------------------------|--|--|---|---|
| | Time Per Day MAX 20 Min | LinkedIN | LinkedIN | LinkedIN | LinkedIN | LinkedIN | LinkedIN |
| Social Jacktivity (Remember 2 Play 2 Try Outs) | | Home Page Scan - Status Update - Add Connections | Key Convo- Network Diving | Home Page Scan - S.C.A.G. - Group Diving | Status Update - Key Convo - Network Diving | Inbox Review - S.C.A.G. - Skill Connect | Profile Review Update/Give-Get Recommendation |
| Goal | 8 Appts | 2 | 2 | 1 | 2 | 1 | |
| | 2 Referrals | | | 1 | | 1 | |
| Outcome | 0 | | | | | | |

Setting Your Jacktivity Plan

Intention for Your Twenty Minutes

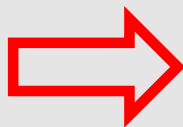
Social Jack Professional Game Plan

Jack Track -----> _____ Business Development/Sales/Acct Exec/Career

My Target -----> _____ CXO, Director, Vice President IT Companies >25M

My Destination -----> _____ Get 8 weekly appointments through my SJ40 Team

| | | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|----------------------------|--|---------------------------|--|--|---|---|
| | Time Per Day MAX 20 Min | LinkedIN | LinkedIN | LinkedIN | LinkedIN | LinkedIN | LinkedIN |
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| Goal | 8 Appts | 2 | 2 | 1 | 2 | 1 | |
| | 2 Referrals | | | 1 | | 1 | |
| Outcome | 0 | | | | | | |



Setting Your Jacktivity Plan

Intention for Your Twenty Minutes

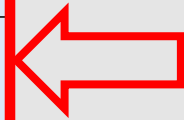
Social Jack Professional Game Plan

Jack Track -----> _____ Business Development/Sales/Acct Exec/Career

My Target -----> _____ CXO, Director, Vice President IT Companies >25M

My Destination -----> _____ Get 8 weekly appointments through my SJ40 Team

| | | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|------------------|--|---------------------------|--|--|---|---|
| | Time Per Day MAX | LinkedIN | LinkedIN | LinkedIN | LinkedIN | LinkedIN | LinkedIN |
| Social Jacktivity (Remember 2 Play 2 Try Outs) | 20 Min | Home Page Scan - Status Update - Add Connections | Key Convo- Network Diving | Home Page Scan - S.C.A.G. - Group Diving | Status Update - Key Convo - Network Diving | Inbox Review - S.C.A.G. - Skill Connect | Profile Review Update/Give-Get Recommendation |
| Goal | 8 Appts | 2 | 2 | 1 | 2 | 1 | |
| | 2 Referrals | | | 1 | | 1 | |
| Outcome | 0 | | | | | | |



Setting Your Jacktivity Plan

Intention for Your Twenty Minutes

MONDAY

Social Jack Professional Game Plan

Jack Track -----> _____ **Business Development/Sales/Acct Exec/Career**

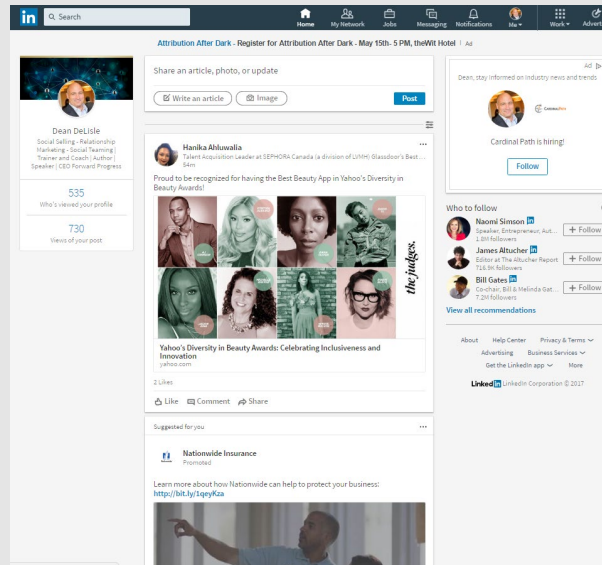
My Target -----> _____ **CXO, Director, Vice President IT Companies >25M**

My Destination -----> _____ **Get 8 weekly appointments through my SJ40 Team**

| | | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|----------------------------|--|---------------------------|--|--|---|---|
| | Time Per Day MAX 20 Min | LinkedIN | LinkedIN | LinkedIN | LinkedIN | LinkedIN | LinkedIN |
| Social Jacktivity (Remember 2 Play 2 Try Outs) | | Home Page Scan - Status Update - Add Connections | Key Convo- Network Diving | Home Page Scan - S.C.A.G. - Group Diving | Status Update - Key Convo - Network Diving | Inbox Review - S.C.A.G. - Skill Connect | Profile Review Update/Give-Get Recommendation |
| Goal | 8 Appts | 2 | 2 | 1 | 2 | 1 | |
| | 2 Referrals | | | 1 | | 1 | |
| Outcome | 0 | | | | | | |

Engaging with Your Network

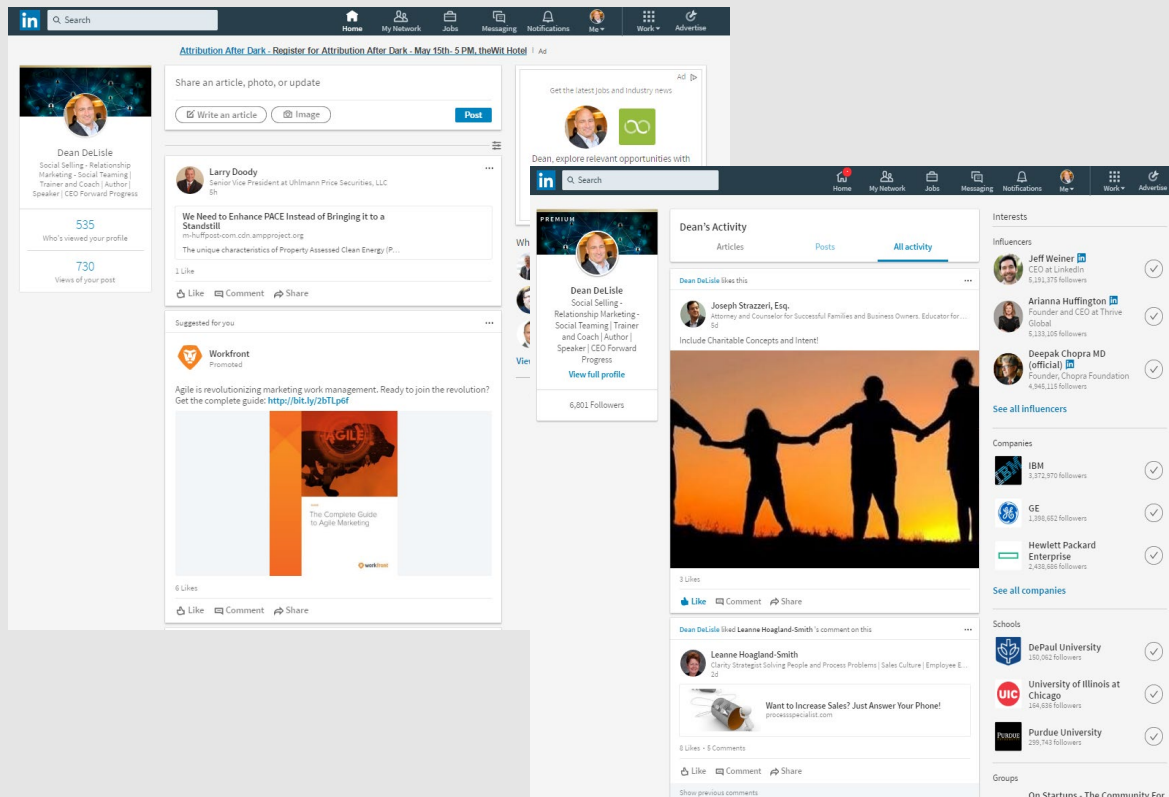
- Home Page Scan
- Adding Ideal Connections
- Status Update



Live Demo

You Are The HOST

Home Page Scan



The screenshot displays the LinkedIn home page for user Dean DeLisle. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. The main content area is divided into several sections:

- Profile Card:** Shows Dean DeLisle's profile picture, name, and bio: "Social Selling - Relationship Marketing - Social Training | Trainer and Coach | Author | Speaker | CEO Forward Progress". It also displays 535 views of his profile and 730 views of his post.
- Post:** A post by Larry Doody titled "We Need to Enhance PACE Instead of Bringing it to a Standstill" with a link to a project.org page. It has 1 like and options to like, comment, or share.
- Suggested for you:** A promoted post from Workfront titled "Agile is revolutionizing marketing work management. Ready to join the revolution? Get the complete guide: http://bit.ly/2bT1pef". It features an image of a person holding a globe and has 3 likes.
- Activity Feed:** Shows Dean DeLisle's activity, including a post by Joseph Strazzeri, Esq. with a photo of a family silhouette at sunset. It also shows a comment by Leanne Hoagland-Smith on a post about increasing sales.
- Interests:** A sidebar on the right lists influencers (Jeff Weiner, Arianna Huffington, Deepak Chopra MD), companies (IBM, GE, Hewlett Packard Enterprise), schools (DePaul University, University of Illinois at Chicago, Purdue University), and groups (On Startups - The Community For).

Live Demo

Power Move – Conversation



Spencer X. Smith likes this



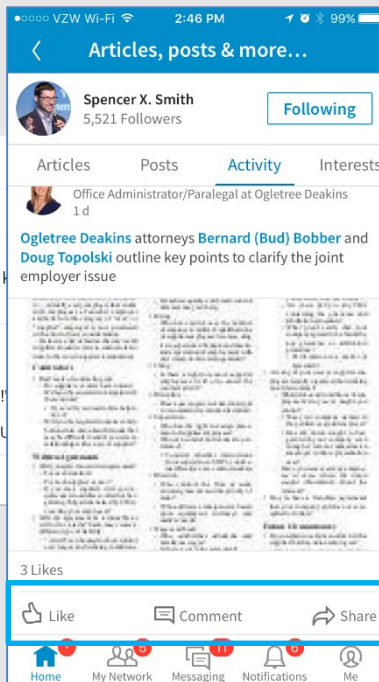
Suzanne Schwartz

Office Administrator/Paralegal at Ogletree Deakins

Ogletree Deakins attorneys **Bernard (Bud) Bobber** and **Doug Topolski** outline key points to clarify the joint employer issue



Like • Comment • Share • 3



Power of 8,000 to 1
“Likes” and “Comments”

Power of million to 1
“Shares”

Build Rapport with Ideal Connections

**POWER
MOVE**

You can customize this invitation ✕

Include a personal message (optional):

Tim,

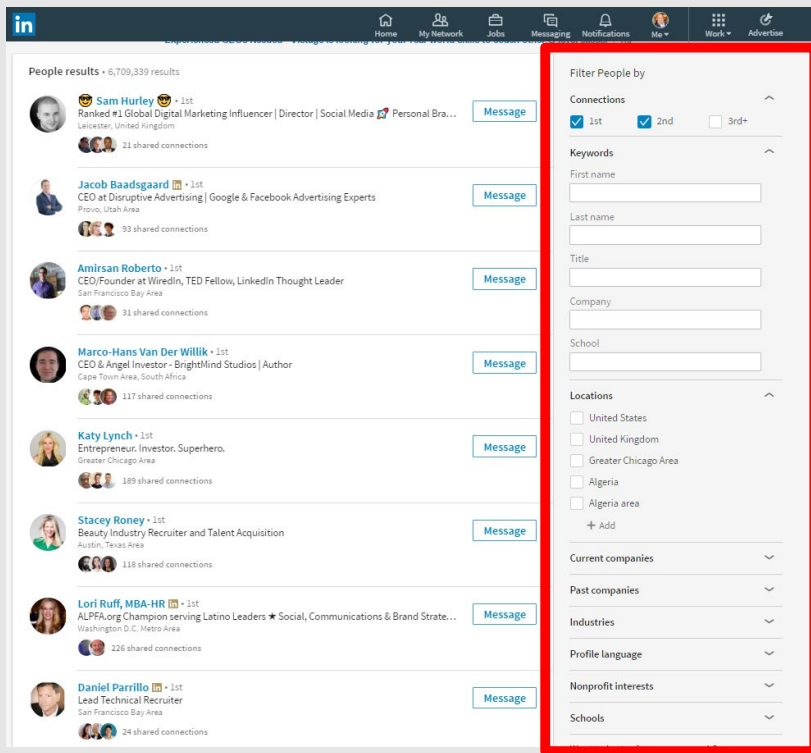
Great meeting you at the Bank Association breakfast. Thanks again for offering to refer me to Jim, seems like we should all get together. It was also great talking about our kids in Theater.

I will send you an email to meet next week as discussed.

Talk soon, Dean
630-555-1212

16

Adding Ideal Connections



The screenshot shows the LinkedIn search interface. On the left, a list of search results is visible, including profiles for Sam Hurley, Jacob Baadsgaard, Amirsan Roberto, Marco-Hans Van Der Willik, Katy Lynch, Stacey Roney, Lori Ruff, and Daniel Parrillo. Each profile includes a profile picture, name, title, location, and a 'Message' button. On the right, a sidebar titled 'Filter People by' is highlighted with a red border. This sidebar contains several filter categories: 'Connections' (with checkboxes for 1st, 2nd, and 3rd degree connections), 'Keywords' (with input fields for First name, Last name, Title, Company, and School), 'Locations' (with checkboxes for United States, United Kingdom, Greater Chicago Area, Algeria, and Algeria area), and several dropdown menus for 'Current companies', 'Past companies', 'Industries', 'Profile language', 'Nonprofit interests', and 'Schools'.

Live Demo









Searching for Ideal Connections

Search: Real Estate

Top **People** Jobs Posts Companies Groups Schools

[Frank Chebalo Story - Business broker powerhouse becomes a Murphy Business Fran...](#)

Showing 7,398,278 results.

-  **Derrick Jackson II** • 1st
Real Estate Broker at HomeSmart Connect Real Estate
Greater Chicago Area
 17 shared connections [Message](#)
-  **Bill Alexander** 
Real Estate and Facilities Management at Xylem Inc
Greater Chicago Area
Current: Vice President, Global Real Estate & Facilities Management at Xylem Inc. [Connect](#)
-  **Melissa Hormann Real Estate**
International Luxury Real Estate Lifestyle Expert
Miami/Fort Lauderdale Area
Current: International Luxury Real Estate Lifestyle Expert at Opulence International Realty [Connect](#)
-  **Sal Gaddam, M.D.** • 2nd
Real Estate Broker at Keller Williams Realty Infinity
Greater Chicago Area
 44 shared connections [Connect](#)
-  **Mark Lavin** • 3rd
Senior Director, Real Estate at WinCo Foods
Boise, Idaho Area [InMail](#)

Live Demo

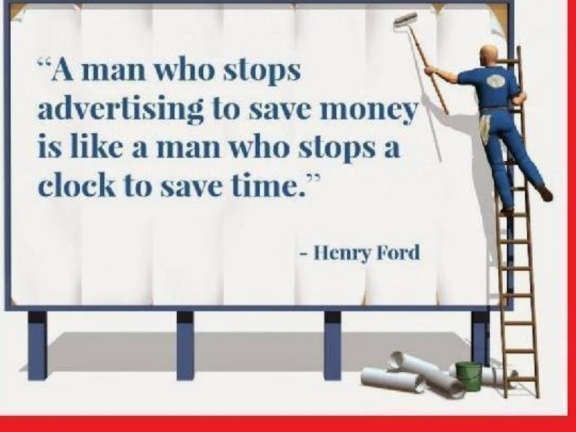
Status Updates

Live
Demo

Dean DeLisle
Influencer Marketing - Social Selling | Trainer | Coach | Author | Speaker | CEO Forward...
10h

One of those famous quotes, I really like! :-> **#advertising**

Mirna Bard
Business Development & Digital Strategy Consultant | Always open to collaborati...




“A man who stops advertising to save money is like a man who stops a clock to save time.”
- Henry Ford

Like Comment Share

Dean DeLisle
Influencer Marketing - Social Selling | Trainer | Coach | Author | Speaker | CEO Forward...
11h · Edited

The power of **#Influencers** is so strong that it's helped solve 6 big marketing challenges facing companies. Find out which ones those are here:
<http://ow.ly/J59M30jwBzF> **#marketing**



Like Comment Share

Value Based
Posting

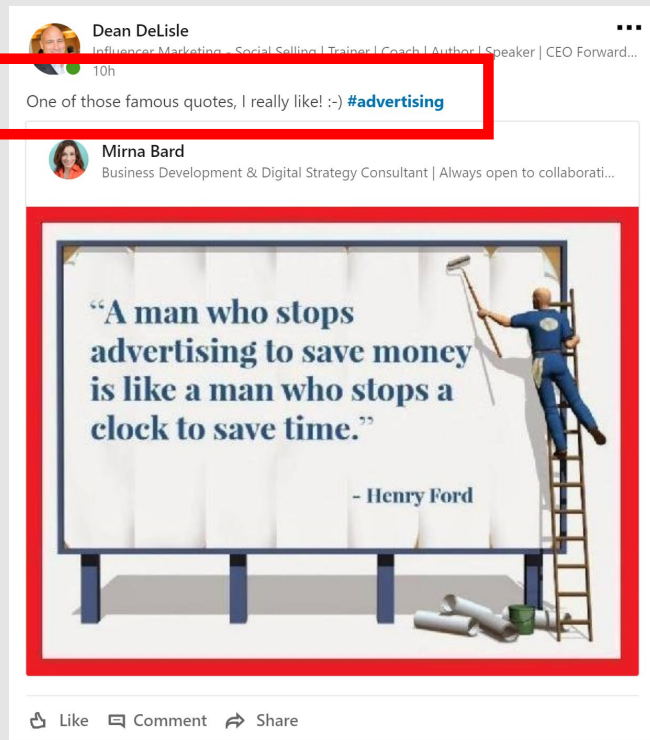
5-1
RULE

Now
#Hashtags

Status Updates

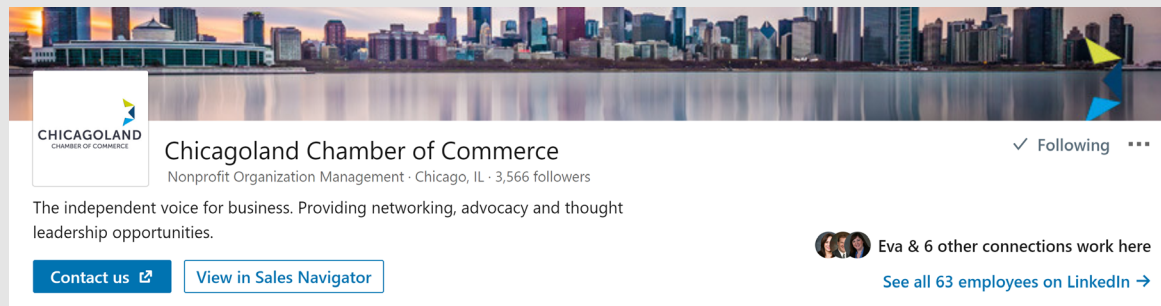
Value Based Posting

Live
Demo



1. Though Leadership share
2. Highlight member or team
3. Ask for advice\input
4. Teach something
5. Share something cool
 - a. Personal fun
6. Then Call to Action!

Content Sources



CHICAGOLAND
CHAMBER OF COMMERCE

Chicagoland Chamber of Commerce

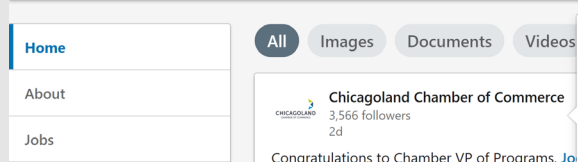
Nonprofit Organization Management · Chicago, IL · 3,566 followers

The independent voice for business. Providing networking, advocacy and thought leadership opportunities.

Contact us [View in Sales Navigator](#)

Following

Eva & 6 other connections work here
[See all 63 employees on LinkedIn](#)



- Home
- About
- Jobs

All Images Documents Videos

Chicagoland Chamber of Commerce
3,566 followers
2d
Congratulations to Chamber VP of Programs, Jo



Chicagoland Chamber of Commerce

CHICAGOLAND
CHAMBER OF COMMERCE

Chicagoland Chamber of Commerce
3,566 followers

Like Follow + Create Fundraiser



Chicagoland Chamber
19.5K Tweets

CHICAGOLAND
CHAMBER OF COMMERCE

Following

Chicagoland Chamber
@ChicagolandCmbr Follows you

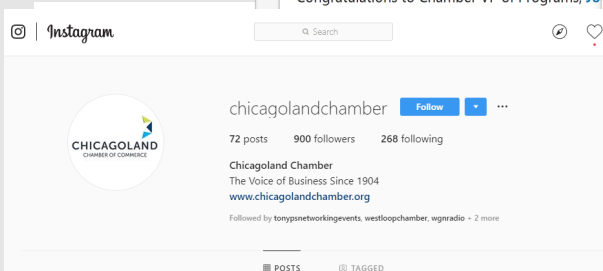
Chicagoland's most influential business organization. goo.gl/9rDd8n

Chicago, Illinois chicagolandchamber.org Joined April 2009

10.6K Following 14.3K Followers

Followed by Gage Hospitality, Informs Chicago, and 63 others you follow

Tweets Tweets & replies Media Likes



Instagram

chicagolandchamber

72 posts 900 followers 268 following

Chicagoland Chamber
The Voice of Business Since 1904
www.chicagolandchamber.org

Followed by tonypnetworkingevents, westloopchamber, vgnradio · 2 more

POSTS TAGGED

#Hashtags

- **DON'T** add spaces. Multiple word hashtags should be grouped together. For example: #JustDolt not #Just Do It.
- **DO** capitalize multi-word hashtags. Titlecasing will vastly improve readability and will prevent hashtags from being read incorrectly. (See [#nowthatchersdead](#) or [#Susanalbumparty](#))
- **DON'T** use symbols or punctuation marks. Grammarians may cringe over turning I'm into lm or you're into youre, but hashtags operate under their own rules. Thus, Hillary Clinton's 2016 campaign slogan "I'm With Her" became #ImWithHer in hashtag format.
- **DO** include punctuation around your hashtag. If your hashtag is in a sentence and should be followed by a comma, end mark, or other form of punctuation, including one will not affect the tag.
- **DO** check your spelling. Hashtags can often be overlooked in proofreads, but a misspelled hashtag is a missed connection.

Value Based
Posting

5-1
RULE

Now
#Hashtags

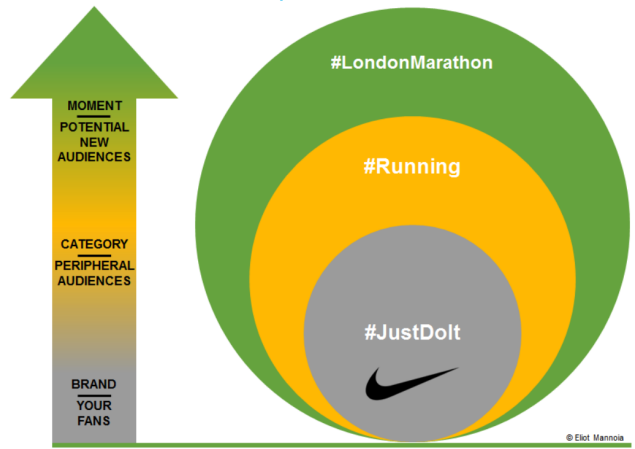
Live
Demo

#Hashtags

Live
Demo

The three Hashtag types I would recommend (example Nike):

1. Brand related (#JustDolt)
2. Category related (#Running)
3. Moment/cultural (#LondonMarathon)

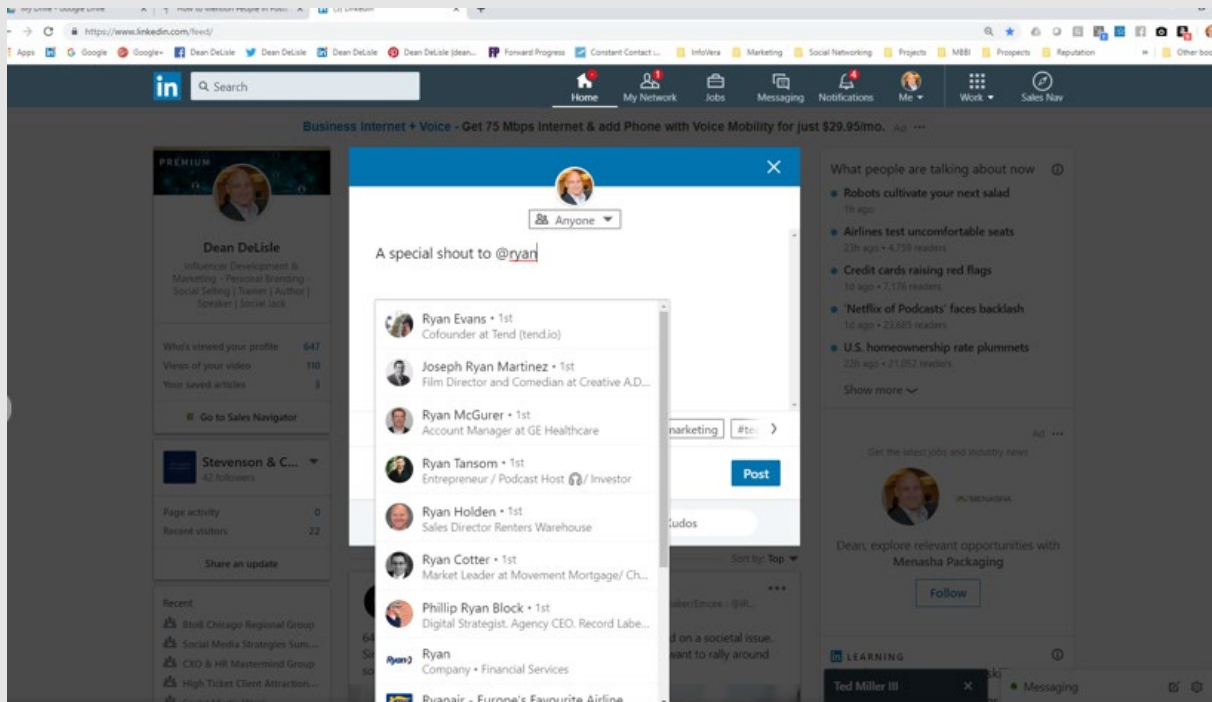


Value Based
Posting

3-5 per
POST

Use
#Hashtags

@Tagging Partners



Have permission or
good relationship

3-5 per
POST

Use in conversation,
thanking them, or
seeking advice

Introduction to Setting Appointments

**POWER
MOVE**

Subject: "Guess who" -or- "Hey" -or- "Catch up"

Hey _____.

How have you been? You flashed up on my screen in LinkedIn and can't believe how long it's been since we have talked! I would love to catch up with you.

Let me know if you have this xxdayofweekxx or next xxdayofweekxx to talk. I'm looking forward to catching up.

Regards,

FIRST NAME

PHONE

Questions?



Confirm Assignments

- Login to Social Jack
- Setup profile
- Know your goals
- Know your target customer/partner
- Practice your power moves daily
- Keep engaging (20 min @ day)
- Reference classes →

Course Catalog

Welcome to the Social Jack™ Course Catalog. Below are the courses you have available based on your membership access level. You can also monitor your course progress and access any of your existing class activity.

Social Selling Fast Track Program

| Course | Your Progress | Your Overall Grade |
|------------------------------------|---|--------------------|
| ▼ Social Selling Fast Track Course | <div style="width: 50%;"><div style="width: 50%;"></div></div> 50% | n/a |
| Module 1 | Social Selling 101FT - Foundation/LinkedIn Beginner Fast Track | |
| Unit 1 | Social Selling 101 - Social Selling Foundation - LinkedIn Beginner | ✓ |
| Module 2 | Social Selling 201FT - Building Your Ideal Network (Social Team) | ✓ |
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| Unit 1 | Social Selling 302FT - Getting Into Your Routine | |

Social Selling Black Belt Certification Program

| Course | Your Progress | Your Overall Grade |
|---|--|--------------------|
| ▶ White Belt - Social Network Intro Course | <div style="width: 100%;"><div style="width: 100%;"></div></div> 100% | 81.0% |
| ▶ Green Belt - LinkedIn: Getting Started Course | <div style="width: 0%;"><div style="width: 0%;"></div></div> 0% | n/a |
| ▶ Blue Belt - Social Network Team Building Course | <div style="width: 0%;"><div style="width: 0%;"></div></div> 0% | n/a |
| ▼ Red Belt - LinkedIn: Advanced Sales Training Course | <div style="width: 0%;"><div style="width: 0%;"></div></div> 0% | n/a |
| Module 1 | LinkedIn Advanced Sales 301 - Sales Goals and Destination Mapping | |
| Unit 1 | LinkedIn Advanced Sales 301 - Sales Goals and Destination Mapping | |
| Module 2 | LinkedIn Advanced Sales 302 - Sales Engagement Power Moves | |
| Unit 1 | LinkedIn Advanced Sales 302 - Sales Engagement Power Moves | |
| Module 3 | LinkedIn Advanced Sales 303 - Your 20 Min a Day Plan | |
| Unit 1 | LinkedIn Advanced Sales 303 - Your 20 Min a Day Plan | |

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- Engage
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- Help Videos
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Courses

Events

Quick Start Videos

Choose a category below to browse the resource center:

- All
- ABB
- Blogging
- Boot Camps
- Career Advancement
- Centrust
- Chicagoland Chamber Coaching
- Docs
- Facebook
- Flash Class
- Get More Appointments
- Get More Leads
- Google+
- LinkedIn
- Marketing
- Outlook
- Podcasting
- SMSS-2019
- Social Jack Minute
- Social Jack TV
- Social Jack™ Influence Factory
- Social Jack™ Weekly Coaching Session
- Social Selling

Thank You!

Connect WITH us!



Dean@forwardprogress.net