

How to Build Relationships on LinkedIn® During Quarantine



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Your Social Selling Trainers



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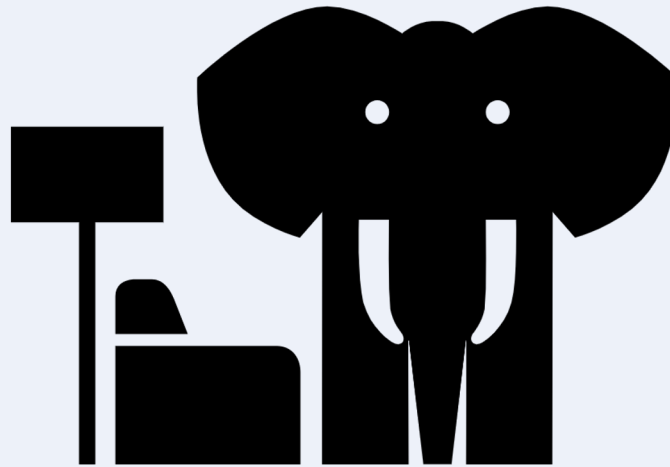
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Agenda

1. Outreach Philosophy
2. Find your 1st Degree connections
3. Engage your targeted 1st-degree connections
4. Thought Leadership



The Elephant in the Room



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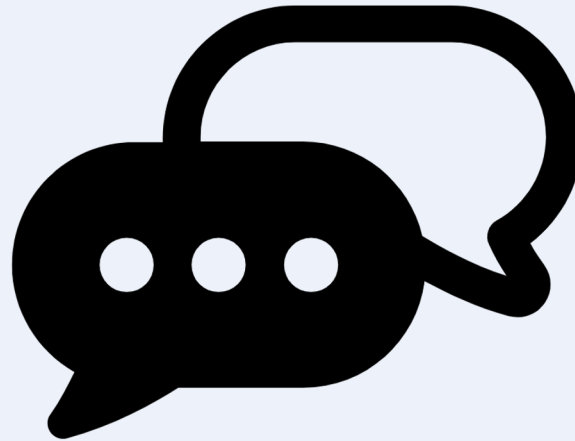
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LinkedIn During the COVID-19 Crisis

**“Now is the time to build relationships,
show real empathy and be a
resource... the sales will come when
the time is right.”**



Goal of LinkedIn for Social Selling... in a Crisis



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Find Your Existing Connections

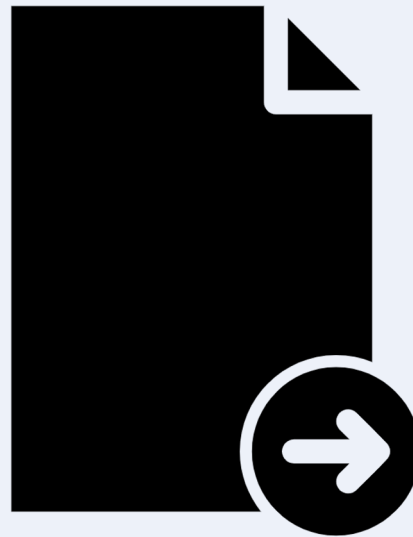
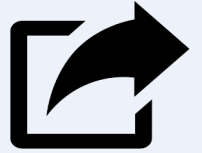


1. **Clients**
2. **Prospects**
3. **Referral Partners**
4. **Vendors**
5. **Co-workers**
6. **Community Leaders**



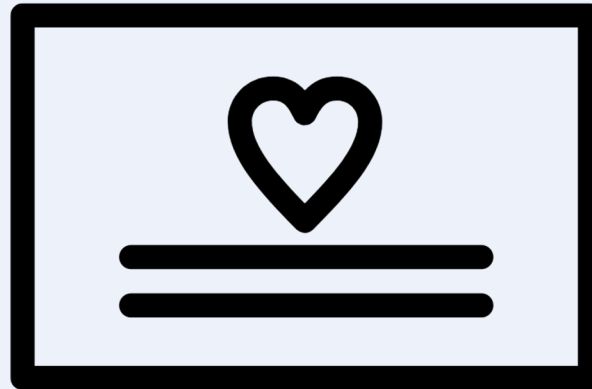
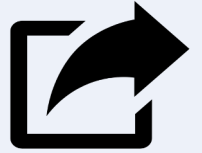
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Export Your Connections

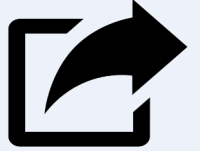


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Kudos

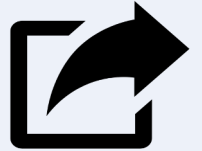


Endorse



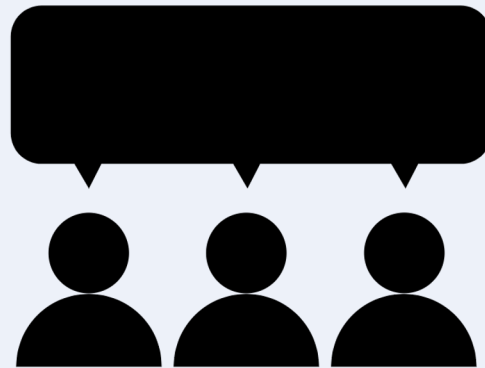
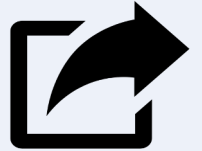
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LinkedIn Recommendation



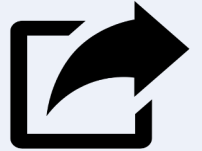
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Make Introductions



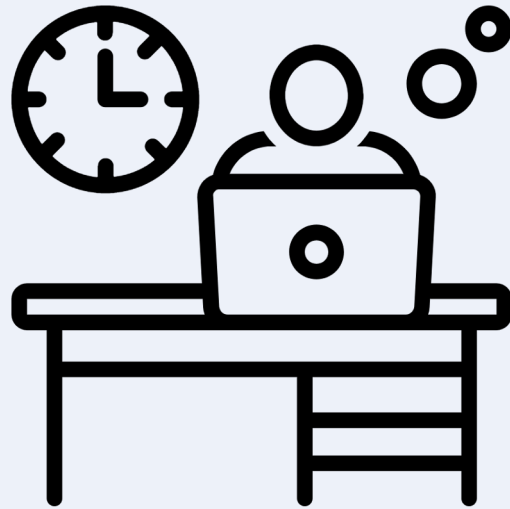
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Engage on Their Content



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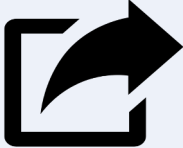
Hold Open Office Hours



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Video Messaging from the App



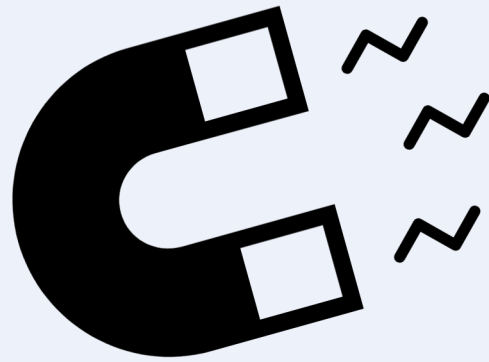
Curate, Create & Share Thought Leadership



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Know, Like & Trust is Now Attract, Teach & Engage



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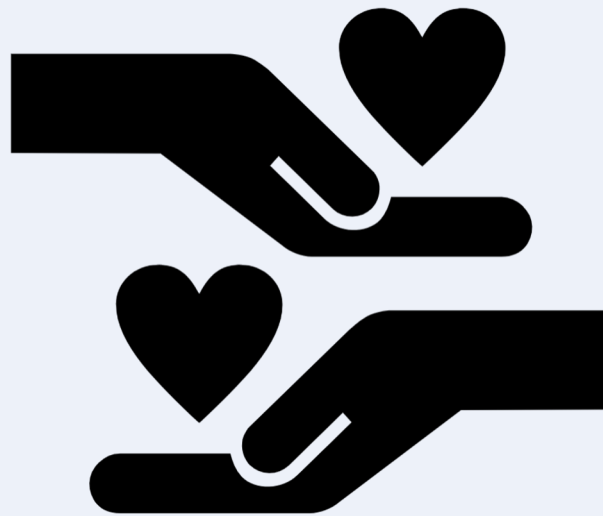
Thought Leadership is a Gift



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Earn the Right to Have a Conversation



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Ask/Offer Ratio



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Be a Resource - What Do Your Clients Need Now?



1. What are their challenges?
2. What has changed in their business?
3. How are they personally impacted?
4. What does their team look like now?
5. What new solutions do they need?

What insights and value can you bring to them in their current state?



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Your Profile is Thought Leadership Too



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Recap

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Q&A



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