



TO WIN TEAM ROAD MAP



Rick Lambert Digital Sales Performance Coach

selltowin®

I'm one of you.



xerox[™]

- 1989 Rookie of the Year
- President's Clubs

SHARP

- #1 Dealer in Canada
(\$10M)

IKON
Office Solutions

- VP of Sales
(\$30M)

selltowin[®]

- Sales Coaching
(21 Years)

in² COMMUNICATIONS


- Digital Marketing
(12 Years)



LinkedIn TO WIN TEAM ROAD MAP

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"Imaging Industry" Validation




selltowin
ecademy™
Unleash Your Sales Potential

Rick Lambert's
30-Day LinkedIn Bootcamp Testimonial

*"Since taking Rick's 30-Day LinkedIn Bootcamp, I have **gained over 15 prospects** & over **40K in GP pipeline!**"*

John D.
Account Manager
11+ Years In Sales

selltowin.com




selltowin
ecademy™
Unleash Your Sales Potential

Rick Lambert's
30-Day LinkedIn Bootcamp Testimonial

*"Rick's 30-Day LinkedIn Bootcamp has helped me add at least **10% more contacts to my pipeline!**"*

Stacey V.
Technology Advisor
11+ Years In Sales

selltowin.com



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ecademy™
Unleash Your Sales Potential

Rick Lambert's
30-Day LinkedIn Bootcamp Testimonial

*"I have made over **6 high level contacts** in some of our top net new targeted accounts!"*

William M.
Region VP
11+ Years In Sales

selltowin.com

2,800+ Graduates

100% Recommended

LinkedIn® TO WIN TEAM ROAD MAP

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Marketing

*“Letting people
know what
you’ve got.”*



Sales

*“Getting rid of
what you’ve
got.”*



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DIGITAL MARKETING FUNNEL



The next generation of lead generation

NOW is the **TIME**.



SEPT

OCT

NOV

DEC

2023



xerox
Canon



80% of SMBs have their fiscal
year end on December 31st.

Deloitte.

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Typical Imaging Focus

TOTAL OFFICE Focus



"Best training I've seen in my 23 years in the industry."

Dan Touhy - President, METRO SALES Inc.



NEW PROGRAM



"This program helped me sell a \$3,000 per month Document Management deal and a \$1,000 per month Managed Print deal in the first 60 days!"

Brian B - 7 years Tenure

Typical Imaging Focus

TOTAL OFFICE Focus



TOTAL OFFICE SELLING SYSTEM



Typical Imaging Focus

TOTAL OFFICE Focus



90 Day Dealer Growth Opportunity



# of Sales Reps	Pipeline Growth	Projected Sales	Total Revenue Opportunity	Profit Opportunity
5	\$87,000	\$69,845	\$156,845	\$31,369
10	\$174,000	\$139,690	\$313,690	\$62,738
20	\$348,000	\$279,980	\$627,380	\$125,476
30	\$522,000	\$419,070	\$941,070	\$188,214
40	\$696,000	\$558,760	\$1,254,760	\$250,952
50	\$870,000	\$698,450	\$1,568,450	\$313,690
60	\$1,044,000	\$838,140	\$1,882,140	\$376,428
70	\$1,218,000	\$977,830	\$2,195,830	\$439,166
80	\$1,392,000	\$1,117,520	\$2,509,520	\$501,904
90	\$1,566,000	\$1,257,210	\$2,823,210	\$564,642
100	\$1,740,000	\$1,396,900	\$3,136,900	\$627,380

TOTAL OFFICE SELLING SYSTEM

Powered by selltowin®



TOTAL OFFICE Selling System!



TO WIN TEAM ROAD MAP

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Dealer Growth System

Turnkey Business Accelerators for Imaging Dealers and Beyond!



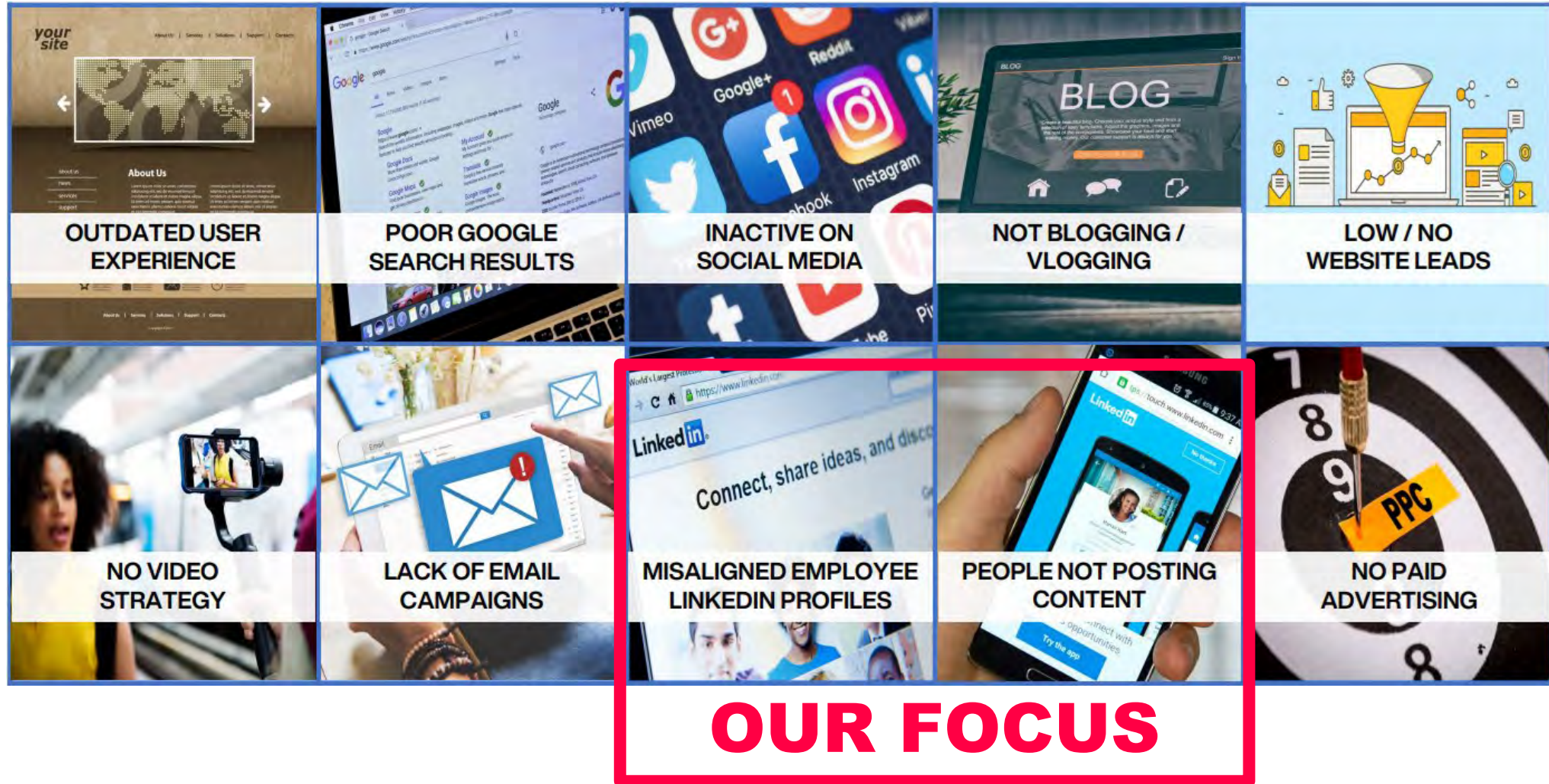
Grow your Revenues & Profits with a virtual **Chief Revenue Officer** to drive Strategy & Execution.



We build your brand and help you sell it.

selltowin

COMMON DIGITAL MARKETING CHALLENGES

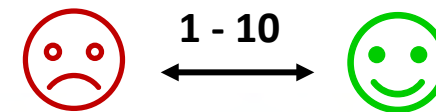


LinkedIn TO WIN TEAM ROAD MAP

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1. I believe effective use of LinkedIn could help us sell more.
2. I have inspected all my sales rep profiles.
3. We have an excellent LinkedIn template for new hires.
4. My reps know what to post on LinkedIn.
5. LinkedIn is part of our sales activity mix.
6. Our reps are connected to all their customers on LinkedIn.
7. Our company posts educational content on a regular basis.
8. We are using LinkedIn AI / Automation.



1. Why & How to Look Like a Team



LinkedIn  **TO WIN TEAM ROAD MAP**

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49%

OF B2B BUYERS VIEW
THE SELLERS LINKEDIN
PROFILE AS PART OF
THEIR BUYING PROCESS

— LinkedIn

LinkedIn TO WIN TEAM ROAD MAP

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**JOB
RESUME?**



**CUSTOMER
RESUME?**



LinkedIn TO WIN TEAM ROAD MAP

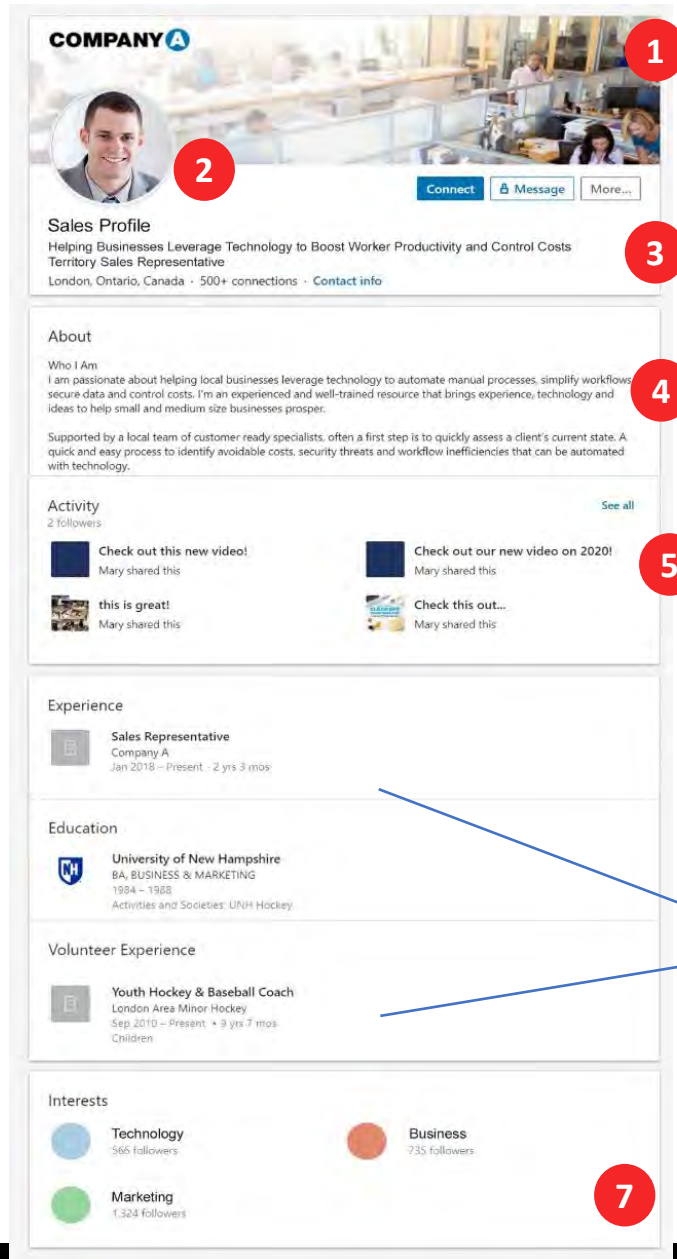
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7 EASY STEPS TO CREATING A

PROFESSIONAL



PROFILE



BANNER IMAGE

PROFILE PICTURE

HEADLINE

ABOUT/SUMMARY

ACTIVITY / SHARE CONTENT

EXPERIENCE

INTERESTS / FOLLOW GROUPS

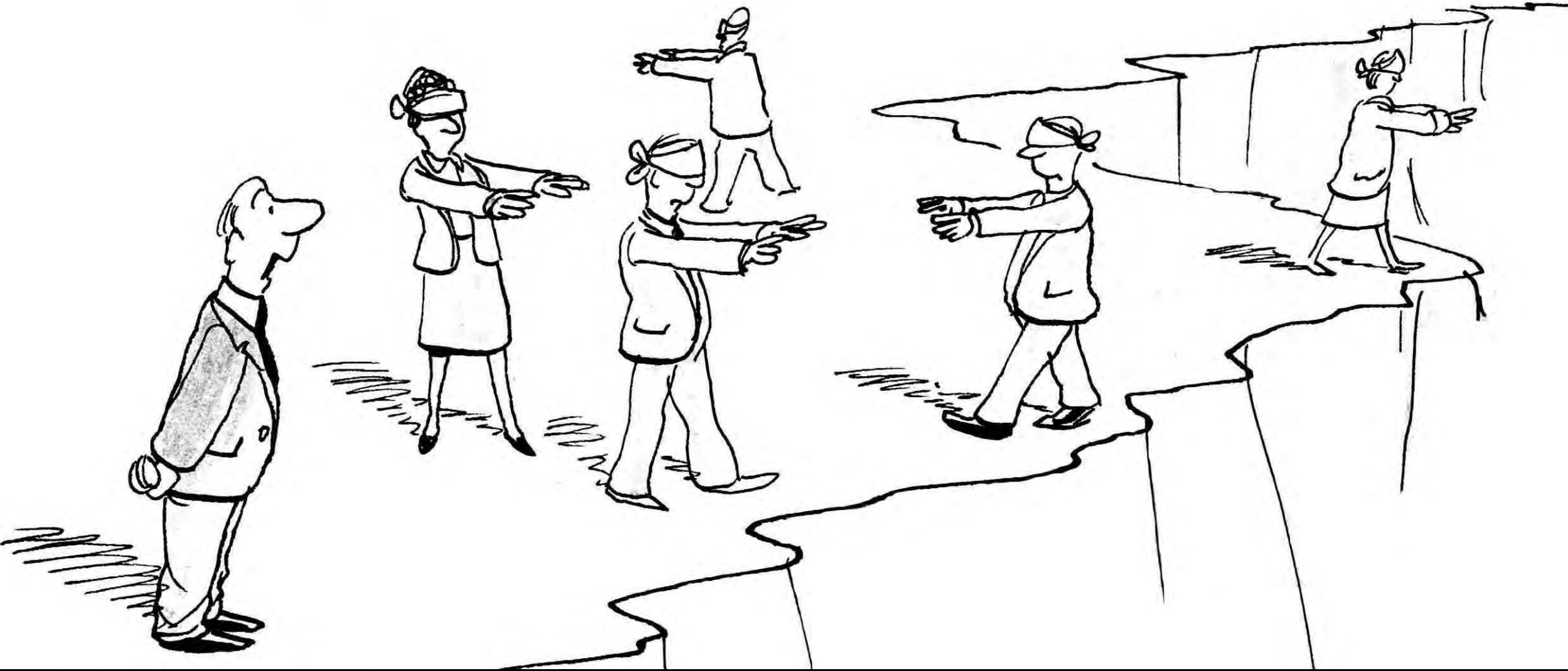
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2. Connect with the RIGHT People



“Go find prospects and sell something.”

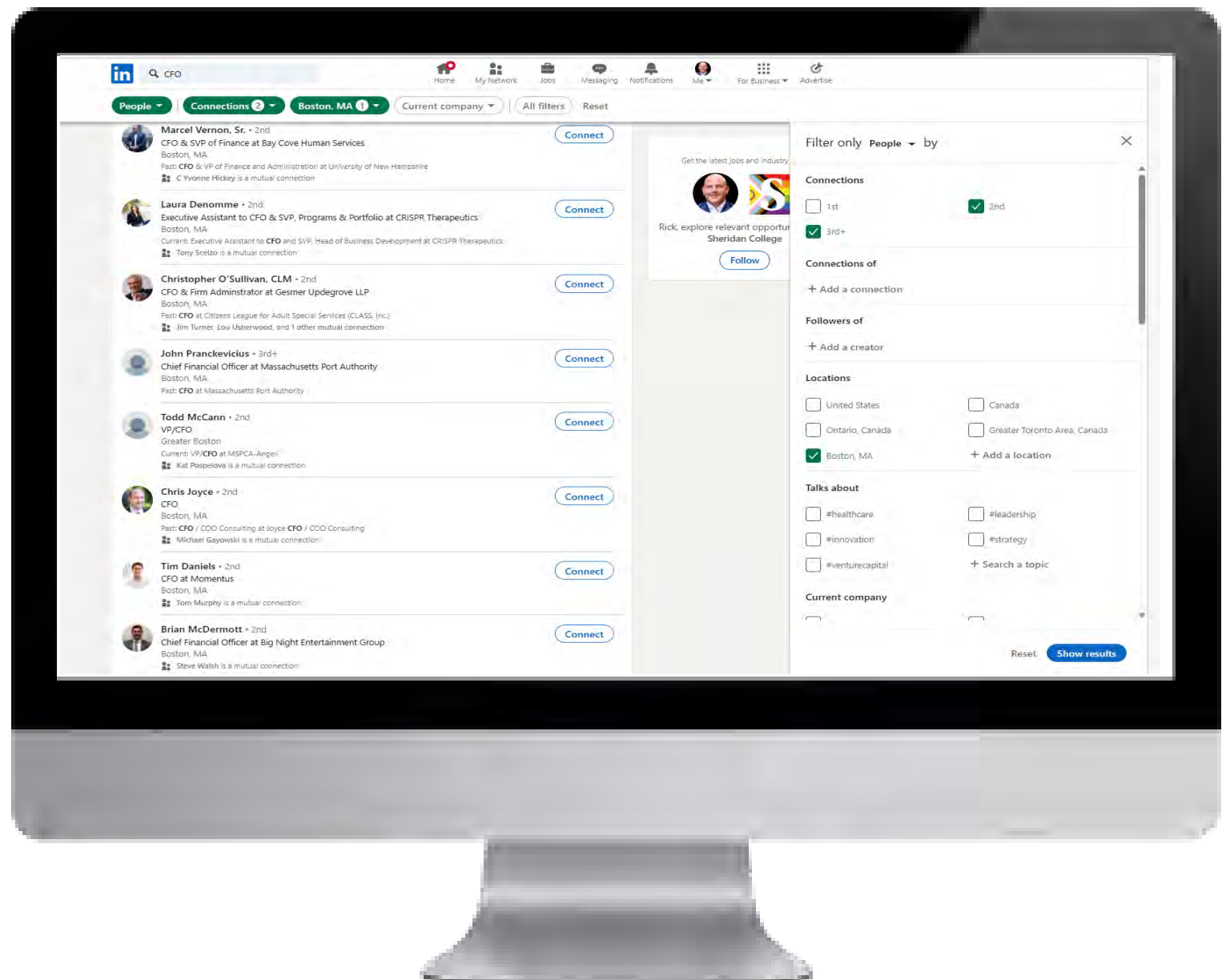


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SEARCH BY

- **Job Title** ex.CFO
- **Location** ex. Boston
- **Industry**



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**This actually
worked!**

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DIGITAL ROLODEX



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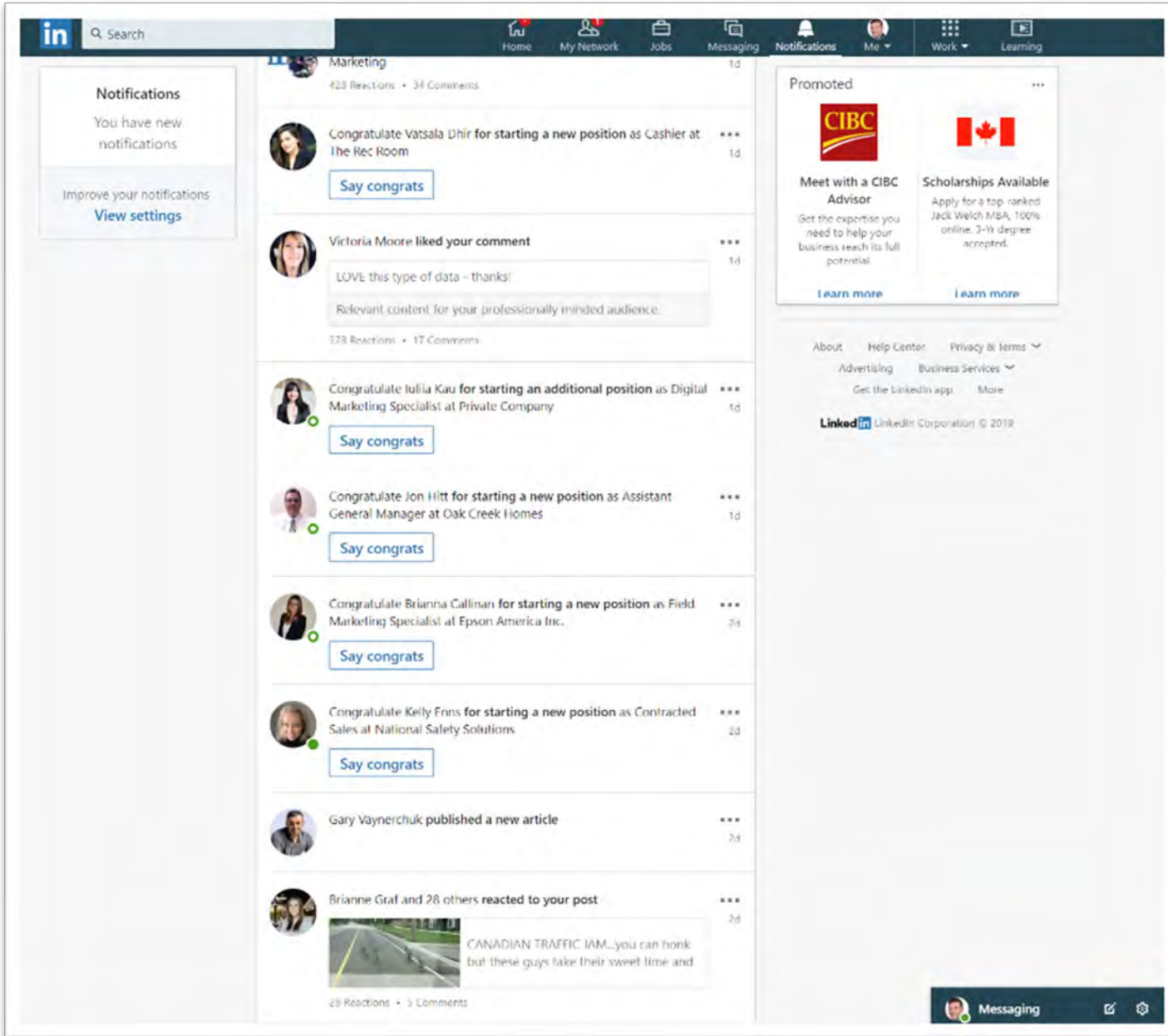
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A woman with short blonde hair, wearing a white t-shirt, is smiling and looking towards the camera. She is holding a dark-colored folder. The background is a blurred office setting with a window, a desk with a potted plant, and a bulletin board.

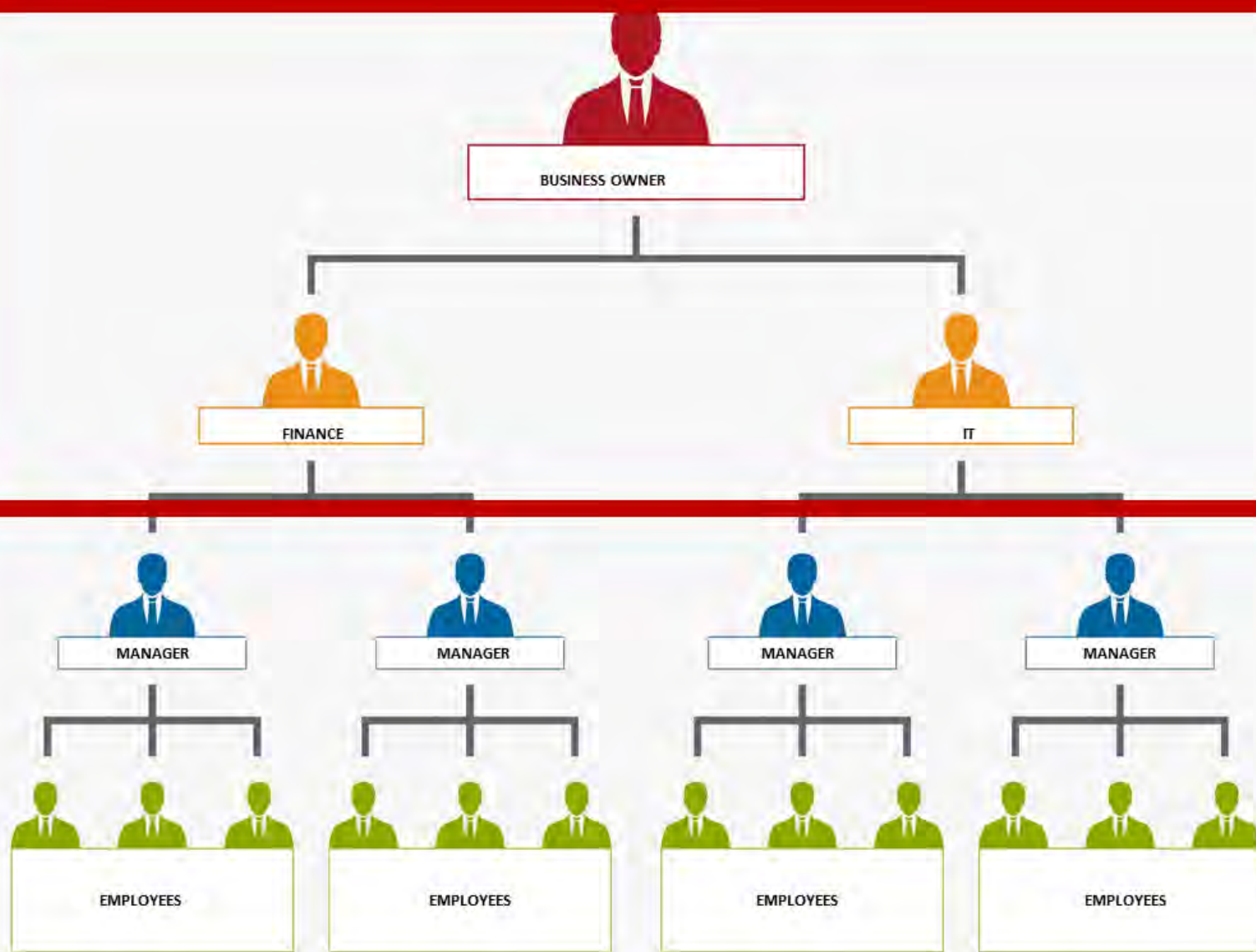
Connect With Your Current Customers

LinkedIn  **TO WIN TEAM ROAD MAP**

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Change
=
Sales
Opportunity



It's not who you know.
It's who knows what you do!

3. How to Create Great Posts



SHOW PEOPLES FACES!



Picture



You in Picture



Narration Video



You in Video



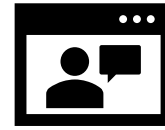
Strongest

Rick's TOP 20 POWER POSTS



PICTURES

1. Outside Your Building
2. Sales Team Pic
3. Service Team Pic
4. Admin team Pic
5. Demo Room Pic
5. Community Events
6. Reps with Products
7. Testimonials
8. Delivery Vehicles
9. President (Face of Business)
10. Awards & Certifications



VIDEOS

1. Company News & Updates
2. Culture / Recruiting
3. How it Works (Explainer)
4. Behind the Scenes
5. **FAQ Videos**
6. Interviews - Internal / External
7. Product or Service Launch
8. Community Involvement
9. Customer Success Stories
10. **Narration**

Rick's World-Famous FAQ Video Template



“Hi I’m YOUR NAME with COMPANY NAME.

Recently a lot of my clients have been asking POSE FAQ QUESTION HERE?

The answer is PROVIDE ANSWER HERE.

Thanks for watching and I hope this helps!”

RICK'S K.I.S.S

(Keep It Short Stupid)



LinkedIn[®] TO WIN TEAM ROAD MAP

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**HIGHLY
RECOMMENDED**

LinkedIn Guidelines



While representing our company, your social media activity will and may directly represent the thoughts and opinions of our company. As such, we request that you abide by the following 10 LinkedIn guidelines to best serve our customers, respect coworkers, and professionally represent our brand.

DO NOT

1. Use foul language on posts (text or verbal.)
2. Post content about your political or religious beliefs.
3. Share confidential customer information.
4. Make negative comments about coworkers, customers or the company.
5. Post copyright material without permission.

DO

6. Create a LinkedIn profile with company branding.
7. Post "Educational Content" to educate customers & prospects.
8. Report any negative posts about the company to your supervisor.
9. Share company posts with your network.
10. Connect with all current customers.

Your signature below confirms that you agree to adhere to each of the above guidelines and understand that you should ask for clarification on any questionable social media matter that may arise while you represent us.

_____ / _____

Company Representative Signature/Date

_____ / _____

Employee Signature/Date





NEWSLETTERS • CHRO DAILY

Why Cisco is training its 84,000 employees to be LinkedIn influencers

Cisco decreased the number of days it takes to fill an open position by about four days by training leaders to be talent influencers.

BY **AMBER BURTON** AND **PAOLO CONFINO**

December 16, 2022 8:10 AM EST



Kelly Jones, chief people officer at Cisco.
Courtesy of Cisco



***YOU MISS 100%
OF THE SHOTS YOU DON'T TAKE.***

- Wayne Gretzky

LinkedIn TO WIN TEAM ROAD MAP

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Key Takeaways

1. INSPECT REP PROFILES
2. CREATE A TEAM “PROFILE TEMPLATE”
3. MAKE CONNECTIONS (Current & New)
4. POST EDUCATIONAL CONTENT



The Next Generation of LEAD Generation.



Professional B2B Sales Coaching.



Let's connect on **LinkedIn** !

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