



# PERSONAL BRANDING TO WIN ON LINKEDIN



Customized For



Your Host

**RICK LAMBERT**

Sales Coach & Marketing Strategist

**IN**

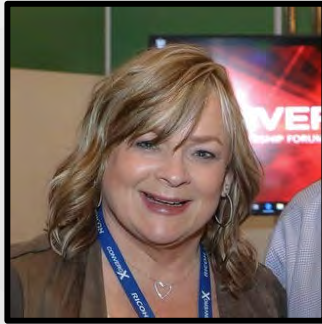
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# THANK YOU



Jim



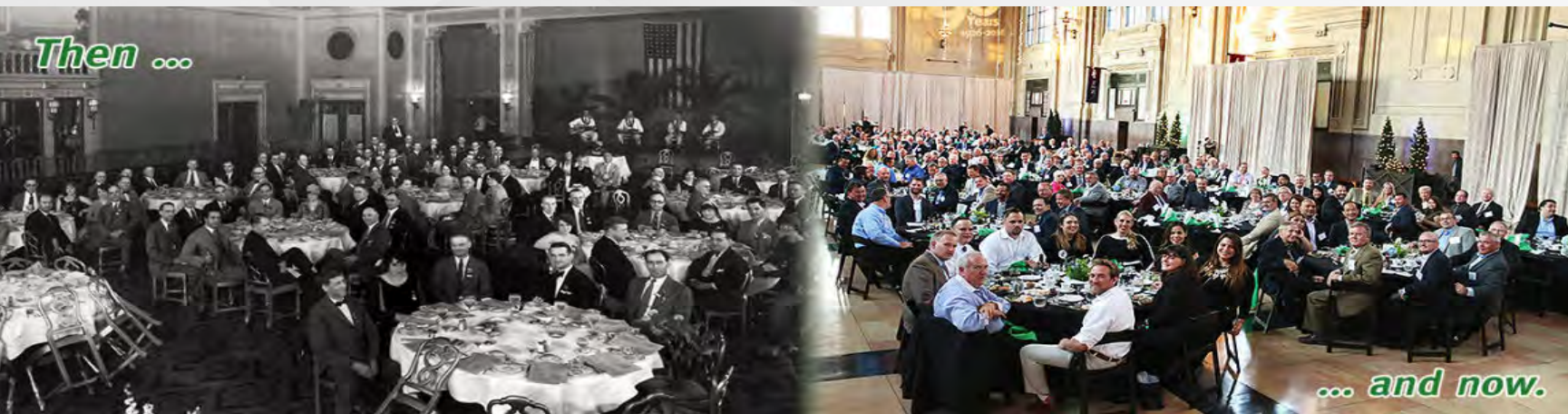
Debra



Brent



Valerie



**BTA** Business  
Technology  
Association®

**Dealers Helping  
Dealers Make  
Profitable  
Connections  
for More Than  
90 Years**

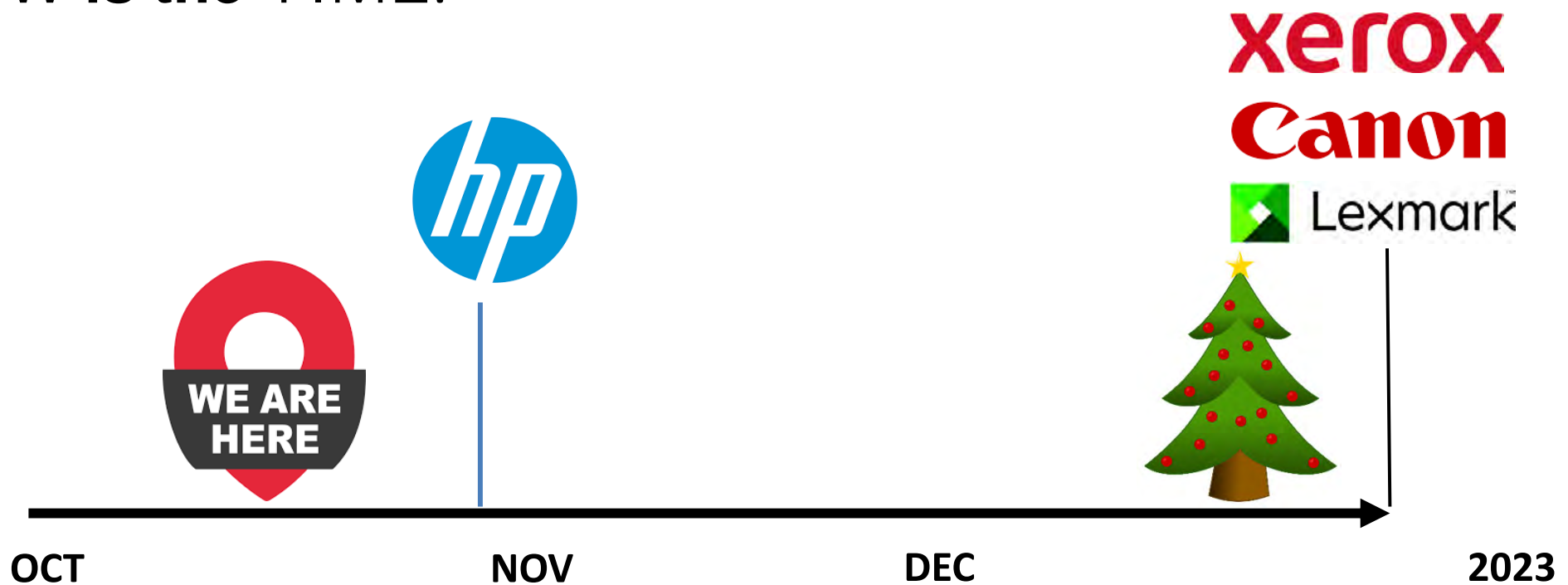
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NOW is the TIME.



80% of SMBs have their fiscal  
year end on December 31<sup>st</sup>.

**Deloitte.**

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# I'm one of you.



**xerox**<sup>TM</sup>

- 1989 Rookie of the Year
- President's Clubs

**SHARP**

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

**IKON**  
Office Solutions

- VP of Sales (\$30M)

**selltowin**<sup>®</sup>

- Sales Coaching (21 Years)

**in2**  
COMMUNICATIONS

- Digital Marketing (12 Years)



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# 2022 ACCOMPLISHMENTS

GLOBAL WINNER  
BEST SALES & MARKETING



MPSA  
MANAGED PRINT  
SERVICES ASSOCIATION

#1 MARKETING CAMPAIGN

RT [RecyclingTimes](#)



2018  
DIFFERENCE MAKER



2019 Lenny Award  
**Winner:**  
Best Channel/Partner  
Training Program



2020  
DIFFERENCE MAKER

RANKED TOP 4  
SALES TRAINER BY **smm**  
SALES & MARKETING  
MANAGEMENT



ENX Magazine



Ranked #12 Globally



150+ Podcasts

YouTube



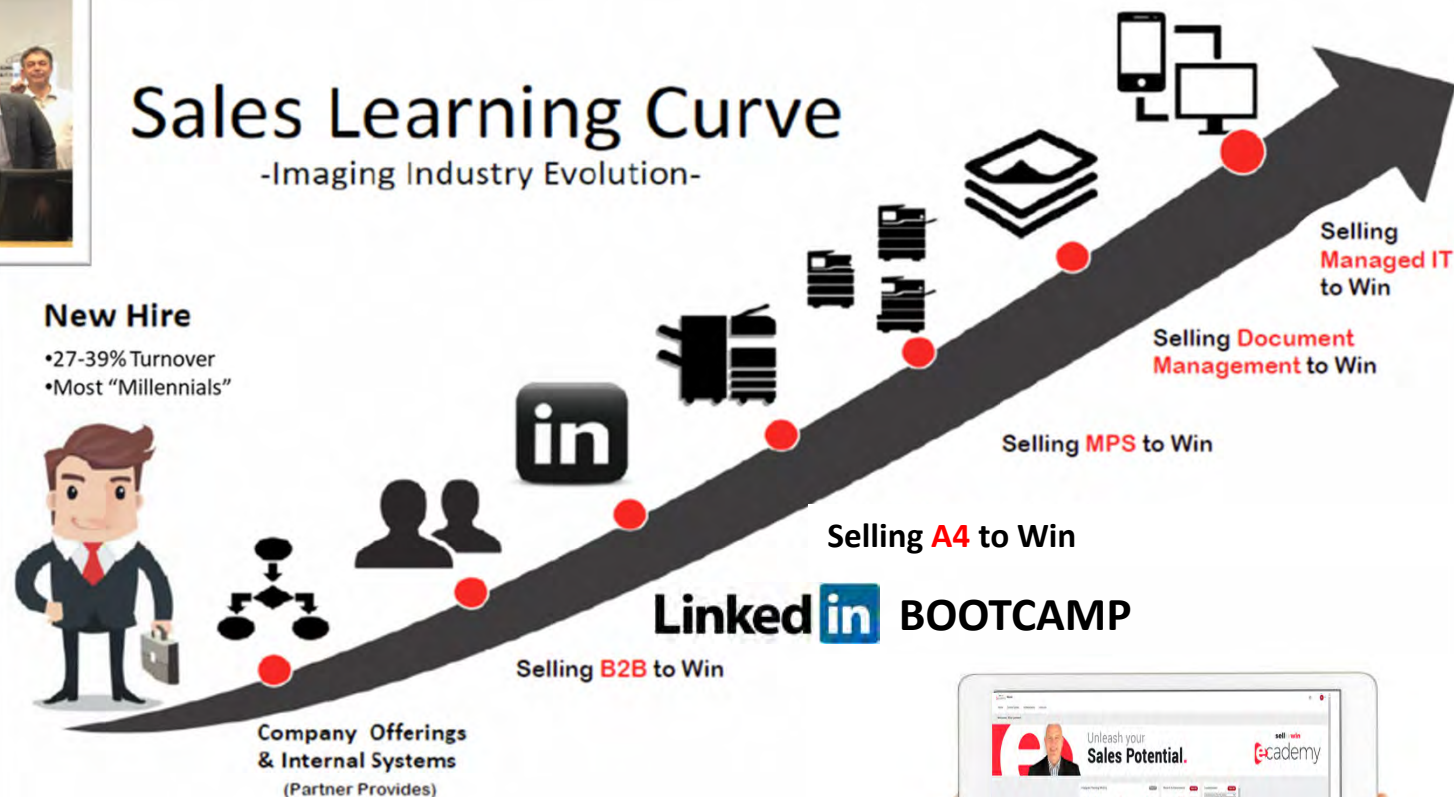
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# Sales Learning Curve

-Imaging Industry Evolution-



## New Hire

- 27-39% Turnover
- Most "Millennials"

LinkedIn BOOTCAMP

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**e**cademy.



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The next  
generation of  
lead generation.



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Sales Performance



# What is “PERSONAL BRAND”?

Your personal brand refers to **how you PRESENT YOURSELF, your SKILLS, your EXPERIENCE, and your BRAND PROMISE to others.**

(Your **personal brand** distinguishes you from the rest of the pack)



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HomeMy NetworkJobsMessaging



PREMIUM




**Rick Lambert**   
Professional Speaker, B2B Sales Coach, Marketing Strategist, Podcast Host of THE SMARKETING SHOW

Followers8,366

Drafts3

**Rick Lambert** • You  
Professional Speaker, B2B Sales Coach, Marketing Strategist, Podcast Host of...  
2d • 

MY DEFINITION OF "SALES"  
I believe sales is a fine art...don't you?  
[...see more](#)



“  
Sales is the  
fine art of  
letting  
someone  
else get  
your way.  
Rick



BOOTCAMP GRADUATES




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# 2022 Validation




**selltowin**  
**ecademy**<sup>TM</sup>  
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



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**ecademy**<sup>TM</sup>  
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**<sup>TM</sup>  
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

2,500+ Graduates      100% Recommended



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# OFFICIAL SCOUTING REPORT

1. Hairdos indicate **mixed tenure.**
2. **Intelligent** group.
3. Tons of **potential!**



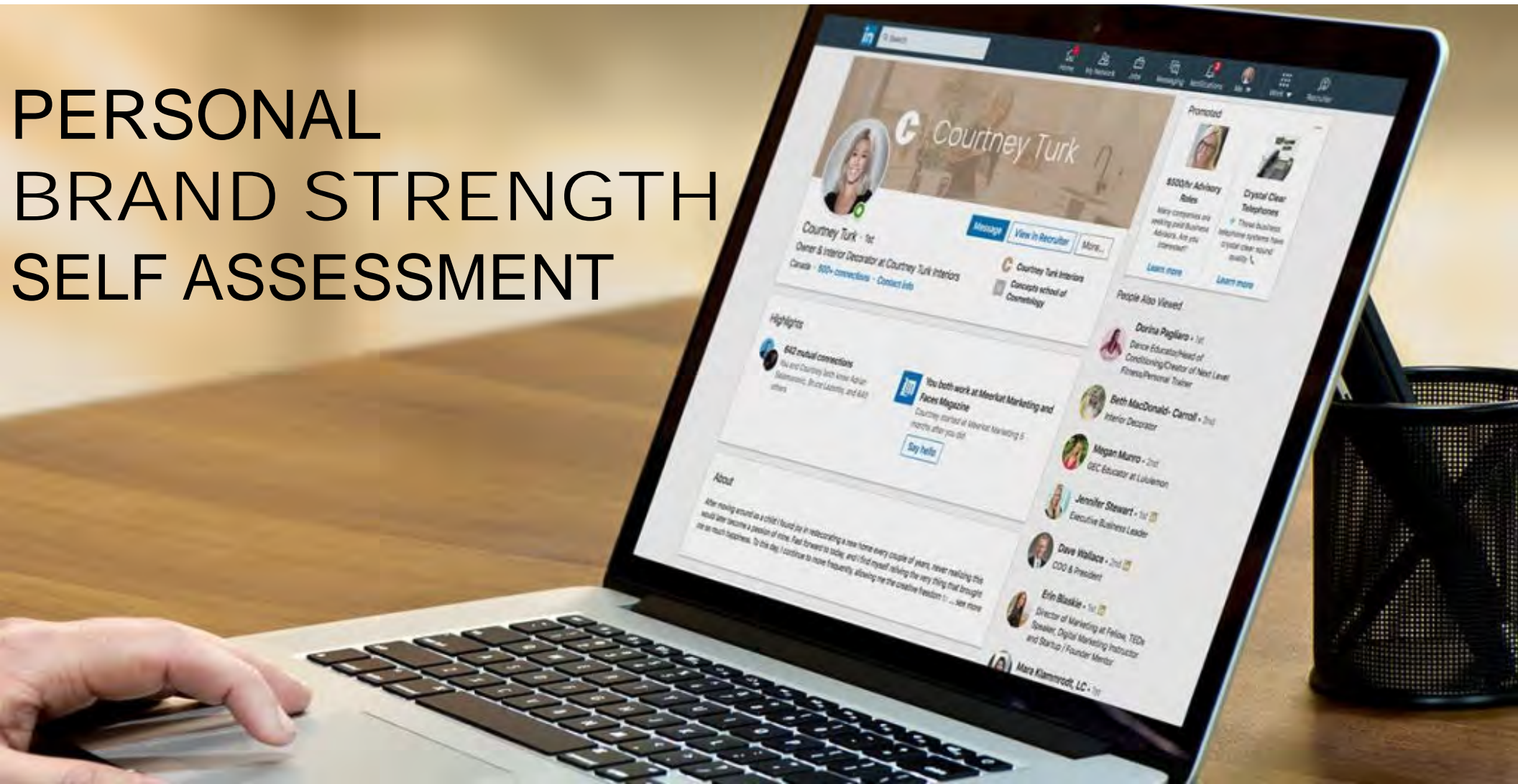
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# PERSONAL BRAND STRENGTH SELF ASSESSMENT

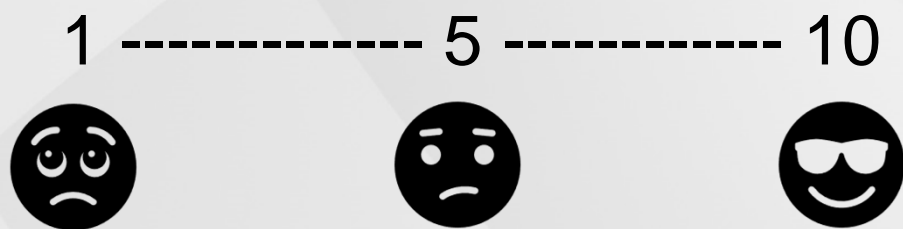


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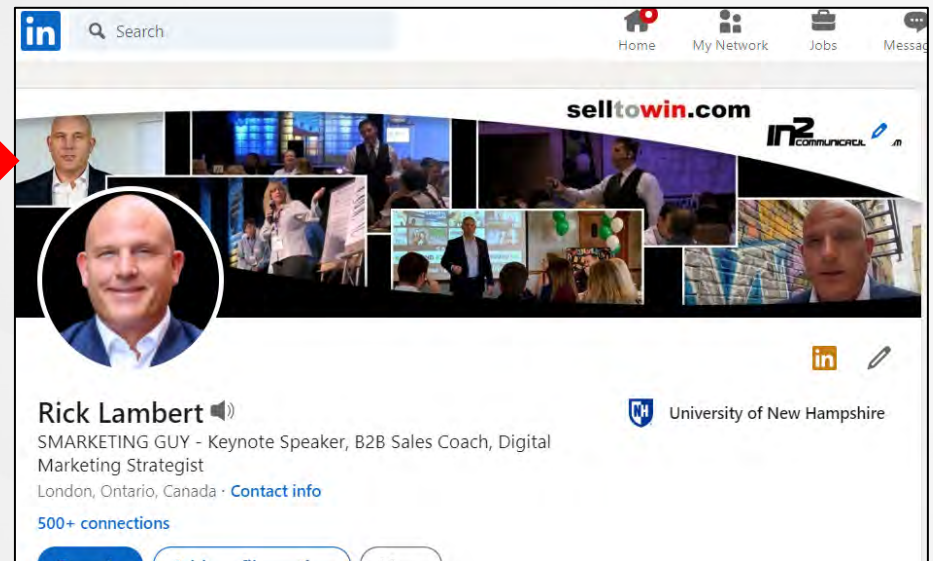
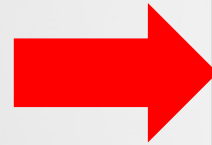
# 1. I'm really proud of my LinkedIn profile.



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2. I have a **professional banner image** on the top of my LinkedIn profile.



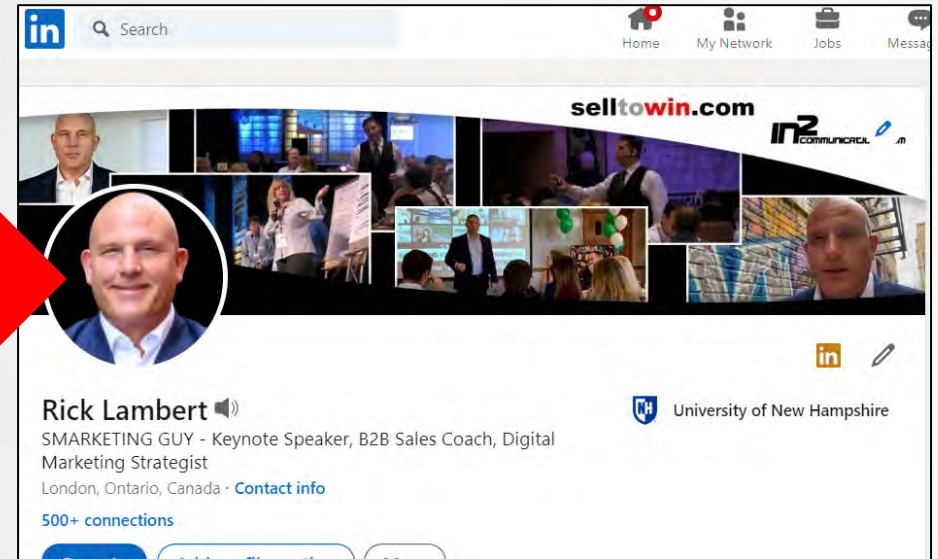
1 ----- 5 ----- 10



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3. The **photo** of me is a good one.



1 ----- 5 ----- 10



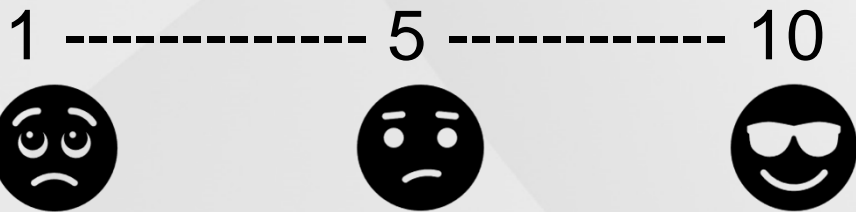
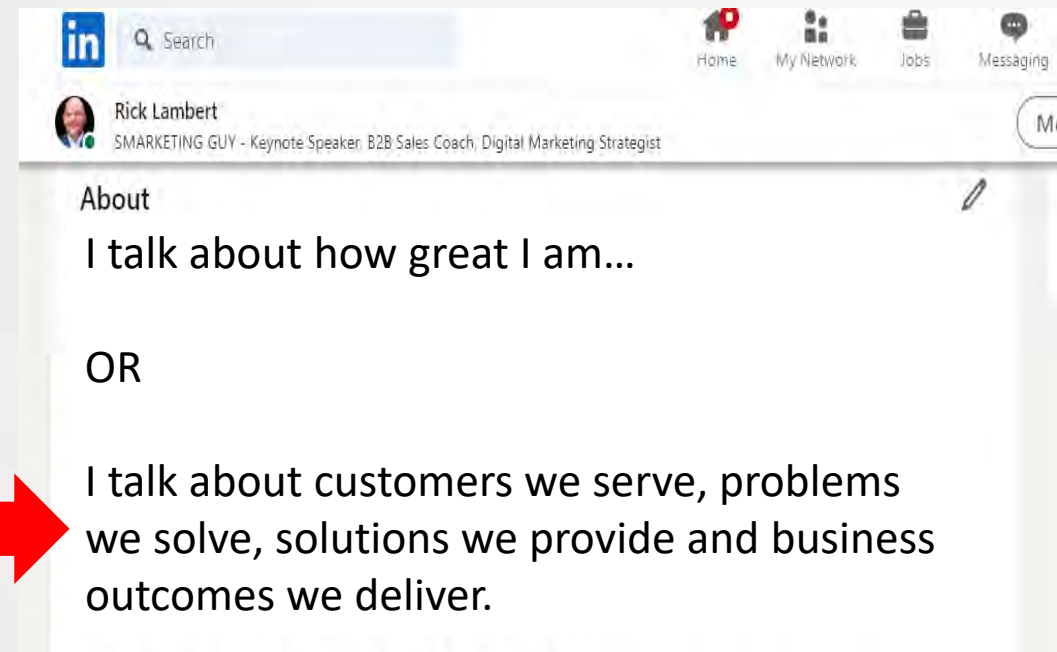
IN

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## 4. My LinkedIn profile reads like a customer resume – not a job resume.

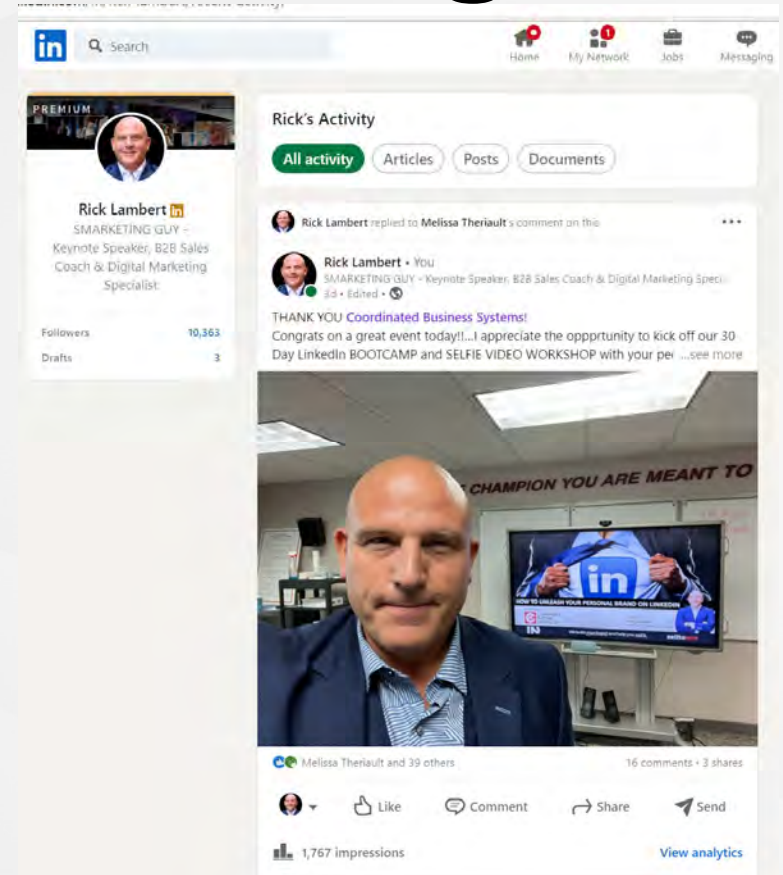


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# 5. I post **pictures** showing my **face**.

1 ----- 5 ----- 10



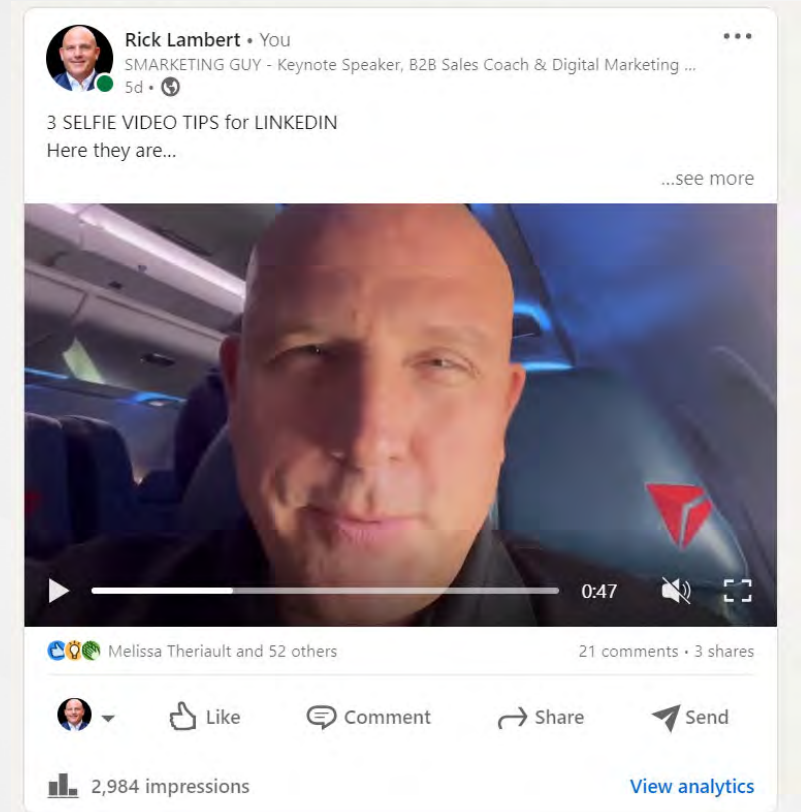
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# 6. I post **videos** of me talking.

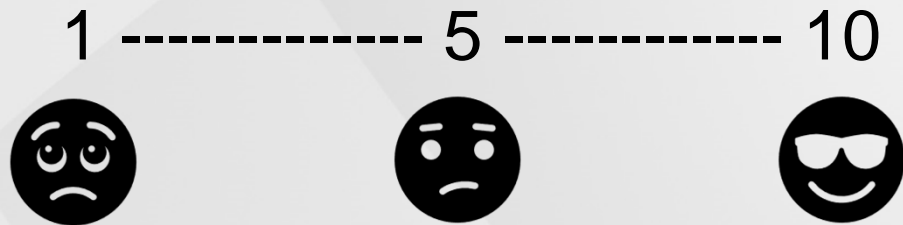
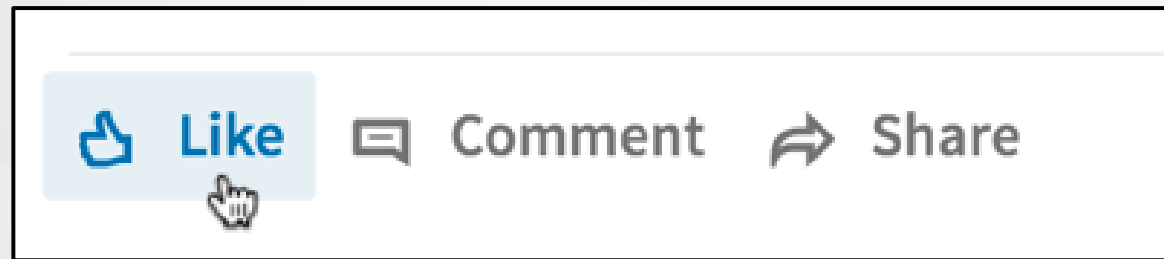
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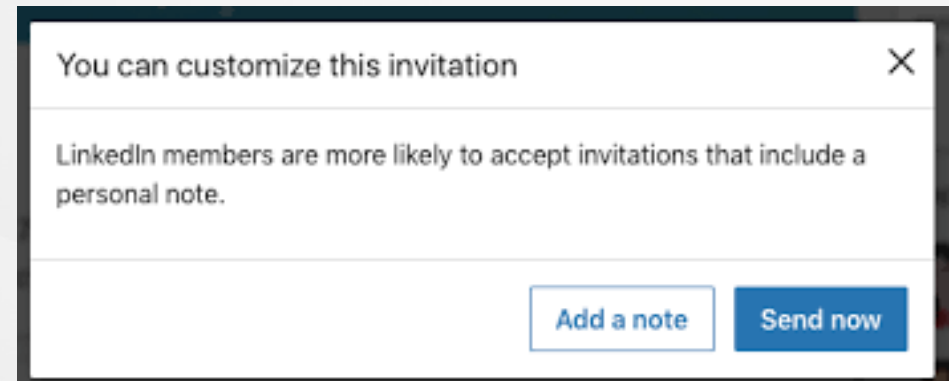
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# 7. I “like” and “comment” on other people's posts.





# 8. I am **actively growing** **my network** on LinkedIn.



1 ----- 5 ----- 10



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# Personal Brand Strength Self Assessment



1. I'm really proud of my **LinkedIn profile**.
2. I have a **professional banner image** on the top of my profile.
3. The **photo** of me is a good one.
4. My profile reads like a **customer resume** – not a job resume.
5. I **post** pictures **showing my face**.
6. I post **videos** of me talking.
7. I **“like”** and **“comment”** on other people's posts.
8. I am **actively growing my network** on LinkedIn.

OFFICIAL  
SCORE

/80



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# RICK'S 10 PRO TIPS



**IN**

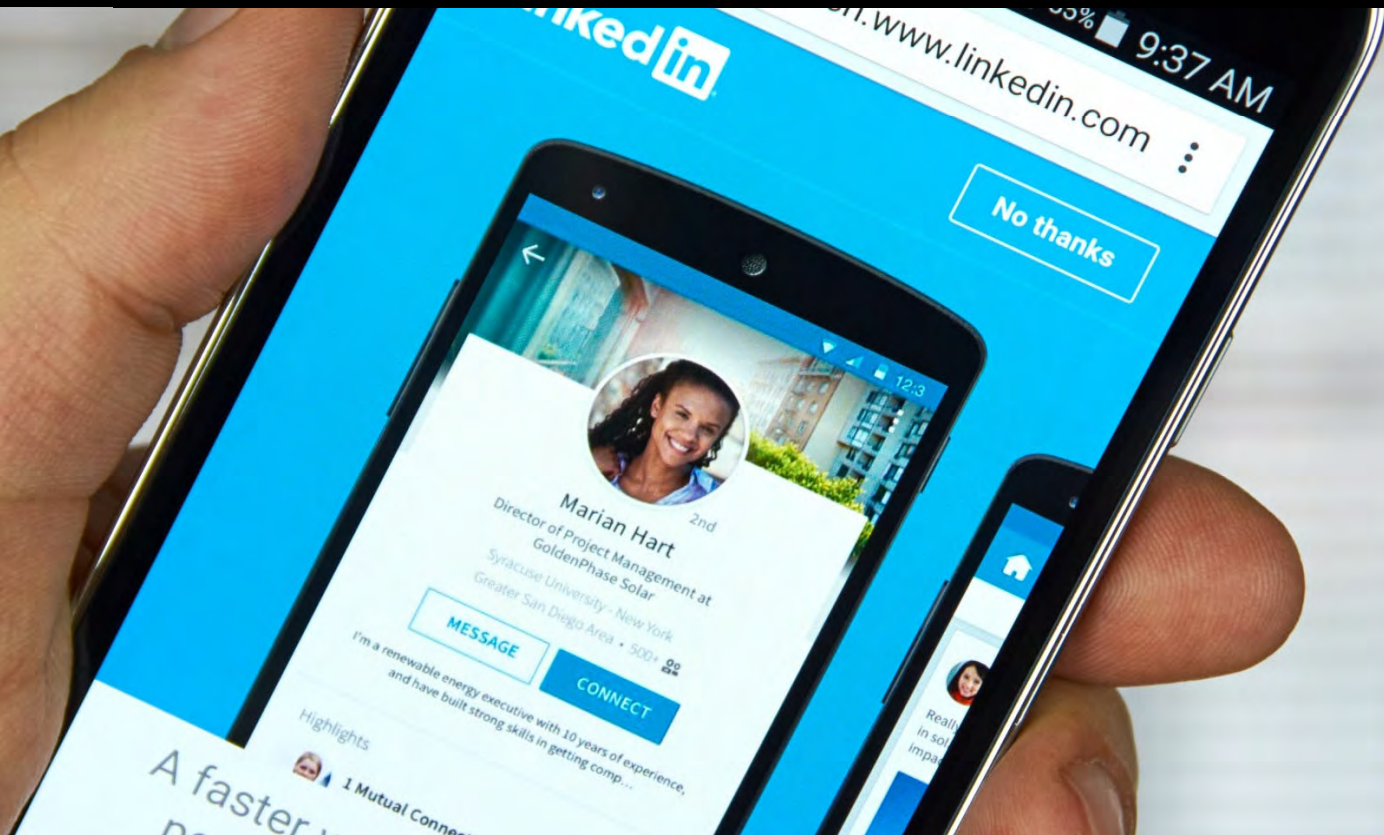
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# Fix Your LinkedIn Profile



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# 49%

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

— LinkedIn



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# Who's Looking at Your Profile?

- ☐ Customers
- ☐ Prospects
- ☐ Employees
- ☐ Job Candidates
- ☐ Vendors
- ☐ Community



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# LET'S LOOK AT YOUR PROFILES?



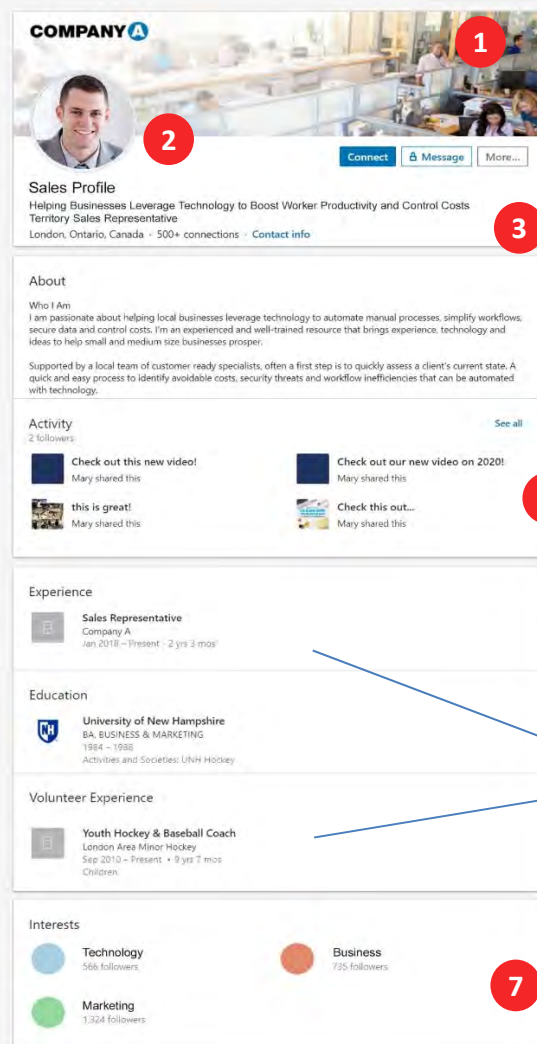
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# 7 EASY STEPS TO CREATING A

PROFESSIONAL

**LinkedIn**  
**PROFILE**



**BANNER IMAGE**

**PROFILE PICTURE**

**HEADLINE**

**ABOUT/SUMMARY**

**ACTIVITY / SHARE CONTENT**

**EXPERIENCE**

**INTERESTS / FOLLOW GROUPS**

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PRO TIP

2

# Be a Brand Spectator

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# Are You **Linked in**<sup>®</sup> or **Linked out**?

**Virtual Personal Branding Event**

**September 23, 2020 | 5:30pm-6:30pm EST**



Host  
**Rick Lambert**



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# Expand Your “Brand Network”

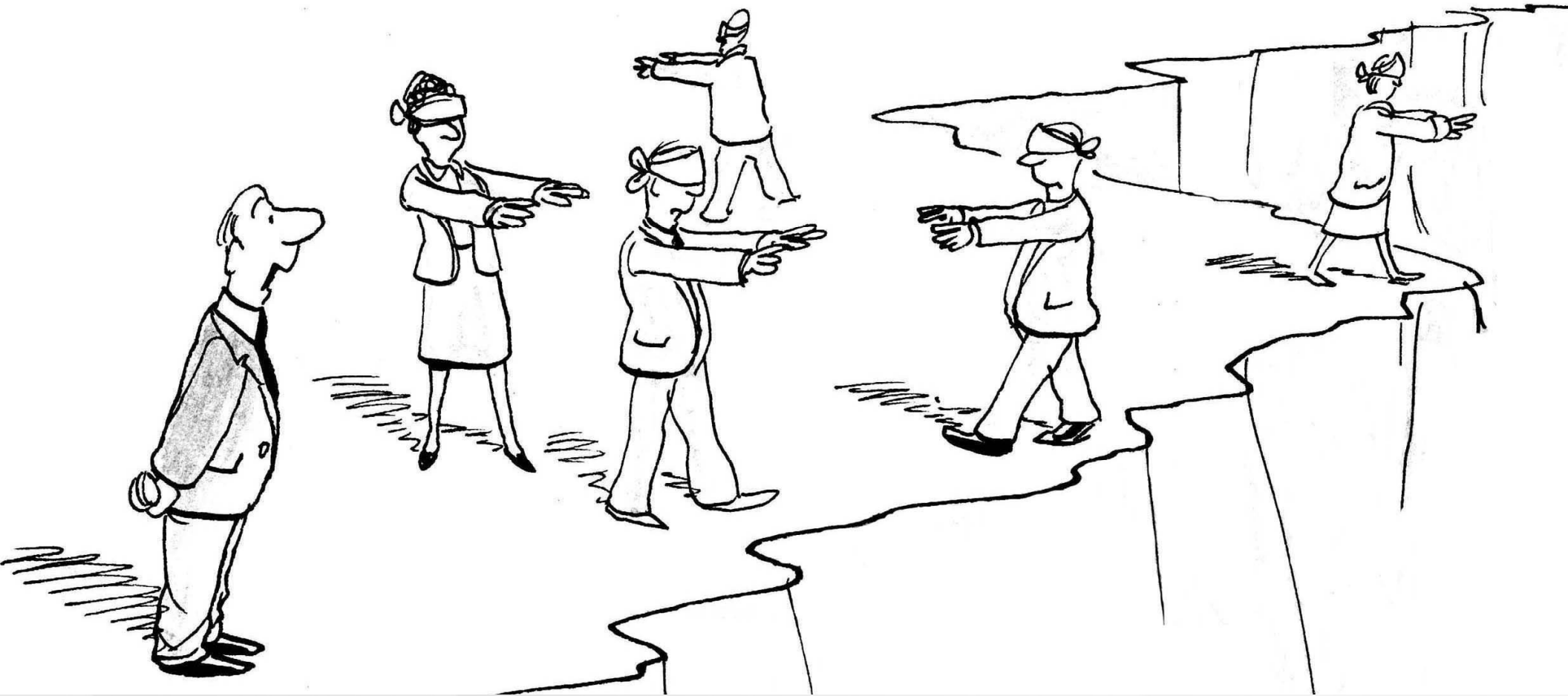


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“Go find some customers.”



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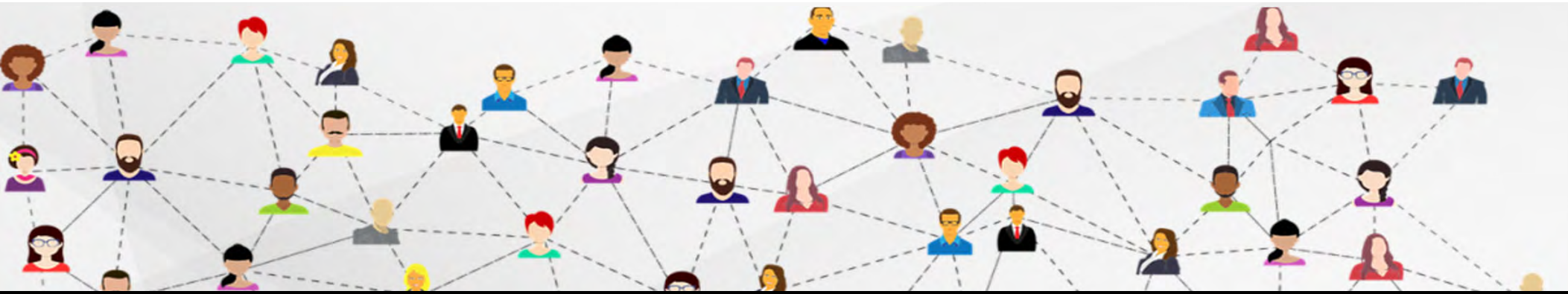
## DIGITAL ROLODEX



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It's not who you know.  
It's who knows YOU.



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**Don't Forget Your Current Customers!**



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PRO  
TIP

4

## Build Your Brand on Other People's Posts



Like



Comment



Share

IN

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***How do you feel when  
someone likes or  
comments on your posts?***

**IN**

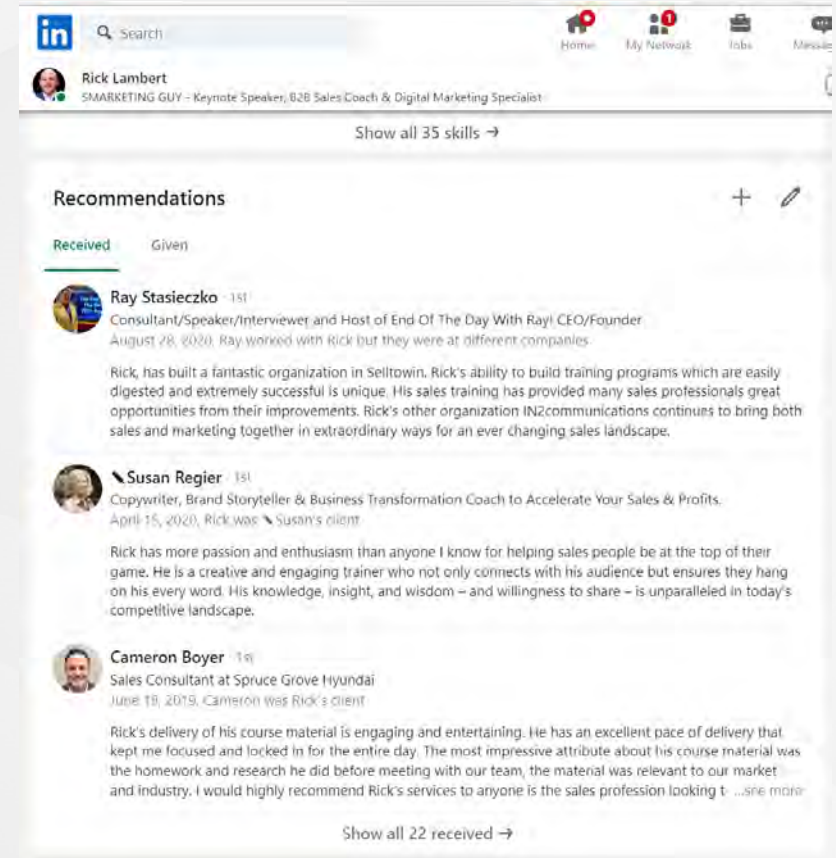
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PRO  
TIP

5

# Seek & Give Endorsements




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If I can do that for  
you...how would you feel  
about giving me a  
recommendation on my  
LinkedIn profile?



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PRO  
TIP

6

# Show Your Face in Pictures You Post



Picture



You in Picture



Narration Video



You in Video

Strongest

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**Wes McArtor** • 1st  
President at NEXERA, A BEI Services Company, Helping Dealers Thrive in the ...  
3mo • 🌐

Great presentation on the impact video can have on your brand. Thank for the insight and actual examples of how to do it right.



Stacey Romak 🌟 and 3 others

👤 Like 💬 Comment ➦ Share ➦ Send

4 Likes - 0 Comments – 0 Shares

**Wes McArtor** • 1st  
President at NEXERA, A BEI Services Company, Helping Dealers Thrive in the ...  
2mo • 🌐

Just catching up from a great meeting with CDA. This was both incredibly rewarding and humbling. Set down with long time customer Steve Sumner (Centriworks). Accompanying him was his daughter Colebee. As we rer ...see more



👍❤️🌐 You and 60 others

11 comments • 3 shares

👤 Like 💬 Comment ➦ Share ➦ Send

60 Likes - 11 Comments – 3 Shares

25X



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# COVID POLL

Are you drinking more while in lockdown ?

yes ☐

no ☐



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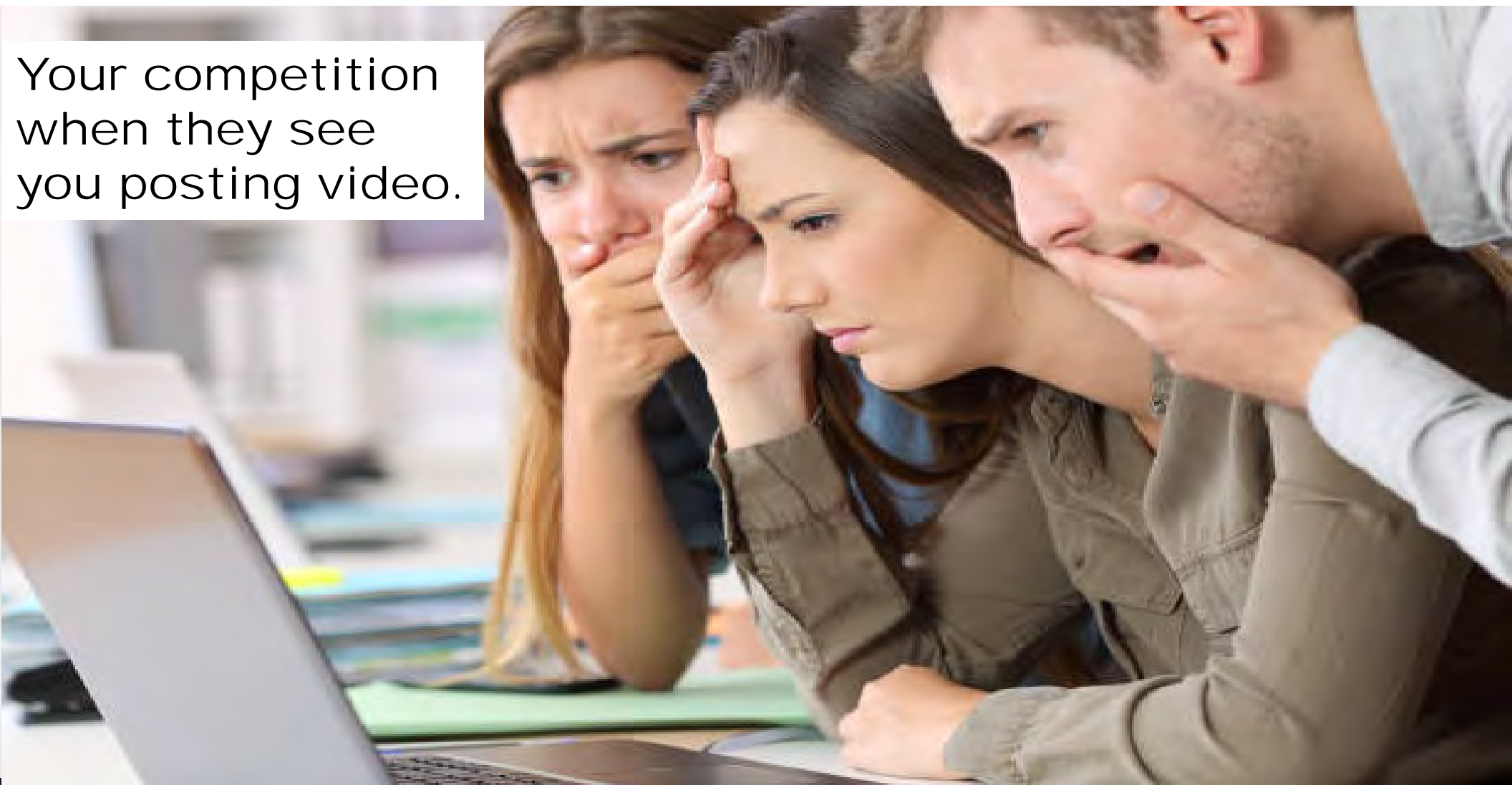
# Post Educational Selfie Videos



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Your competition  
when they see  
you posting video.



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# RICK'S K.I.S.S

(Keep It Short Stupid)



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# SELFIE VIDEO

## Sample Structure

### 1. Who You Are

- Name & Company

### 2. Pose Common Question

- Something Customers Often Ask

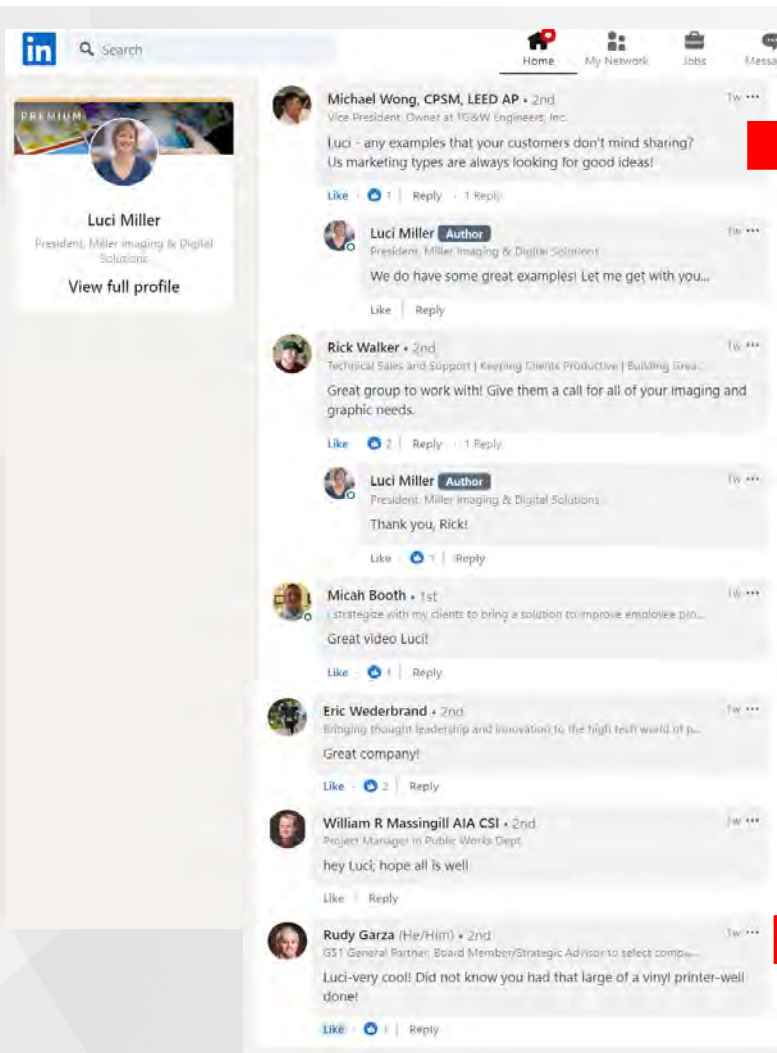
### 3. Answer Question

- Keep it short!

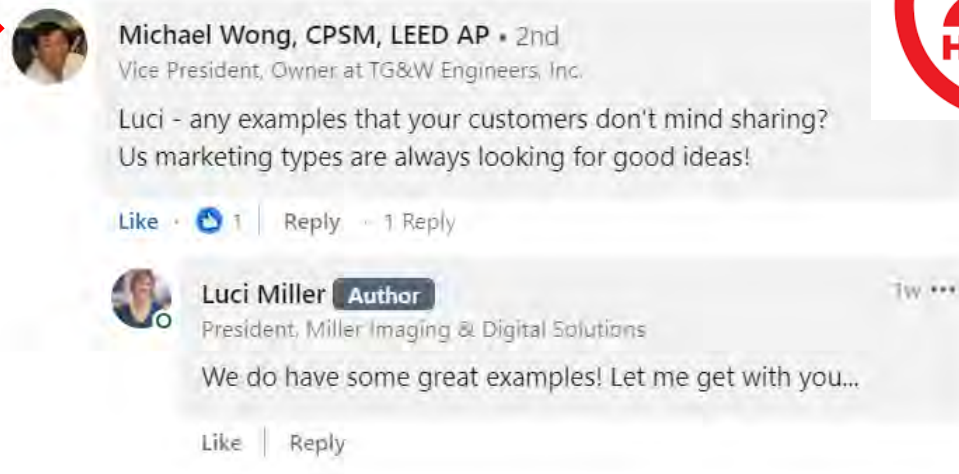


We build your brand and help you sell it.

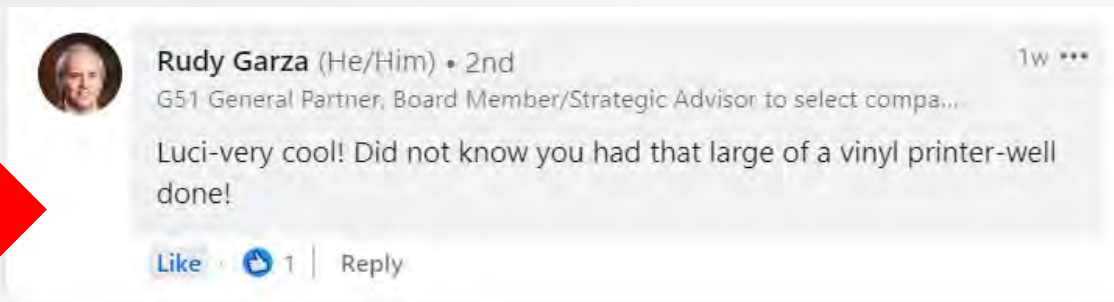
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## SALES LEAD



## EDUCATED CUSTOMER



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# Optimize Your Email Signature



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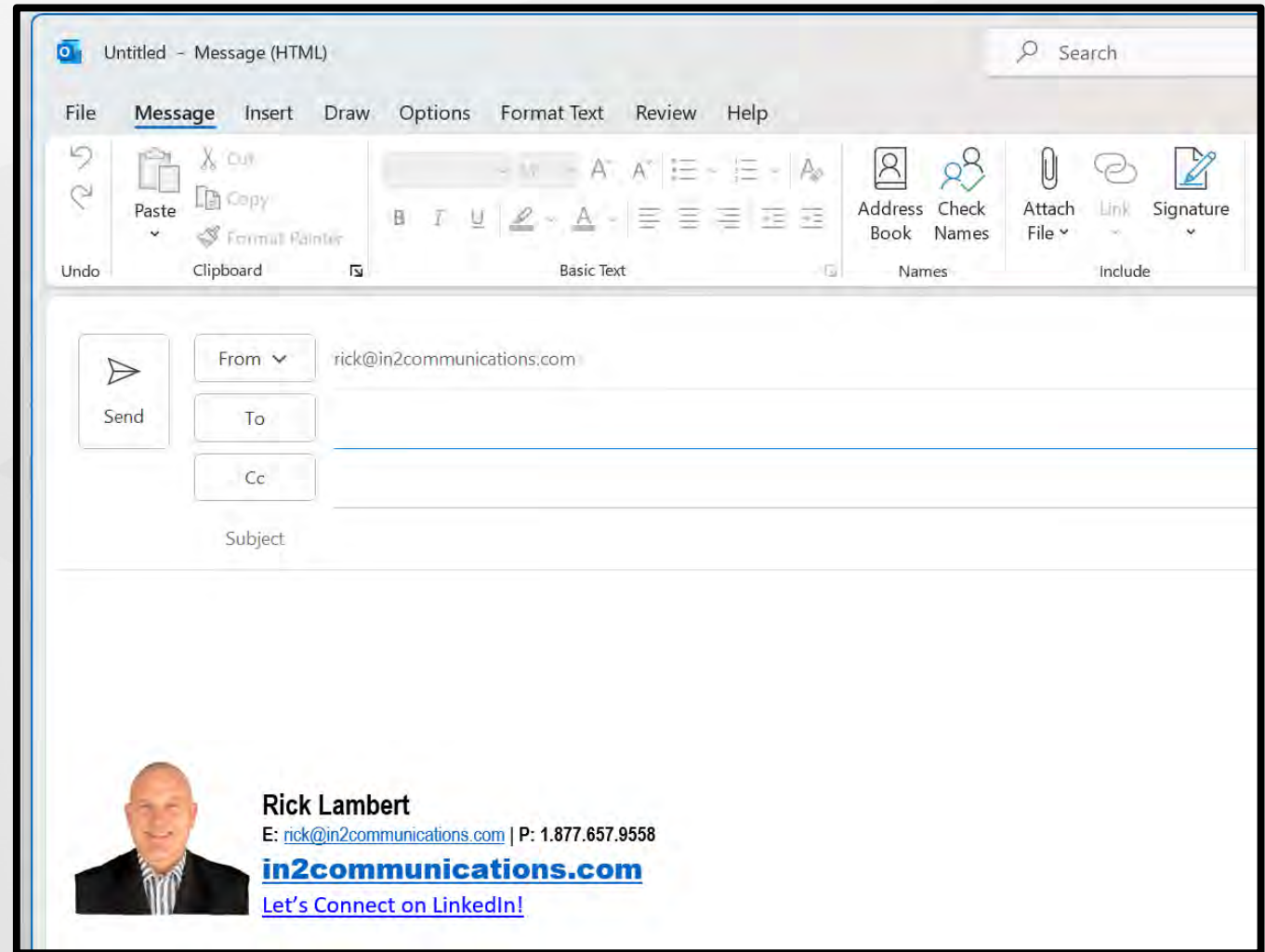
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# Quick Additions!

☐ Your Picture

☐ LinkedIn Access



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# Look The Part in Virtual Meetings

How do buyers  
SEE YOU?



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*Sometimes the more we work from home,  
the more homeless we look!*

**NON-BUSINESS ATTIRE**



**UNPROFESSIONAL BACKGROUND**



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# VIRTUAL BACKGROUNDS

LEAVING A LASTING IMPRESSION

Impression solutions inc.  
Value-Add Distribution



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**PLAN it. DO it. REVIEW it.**



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

*- Wayne Gretzky*

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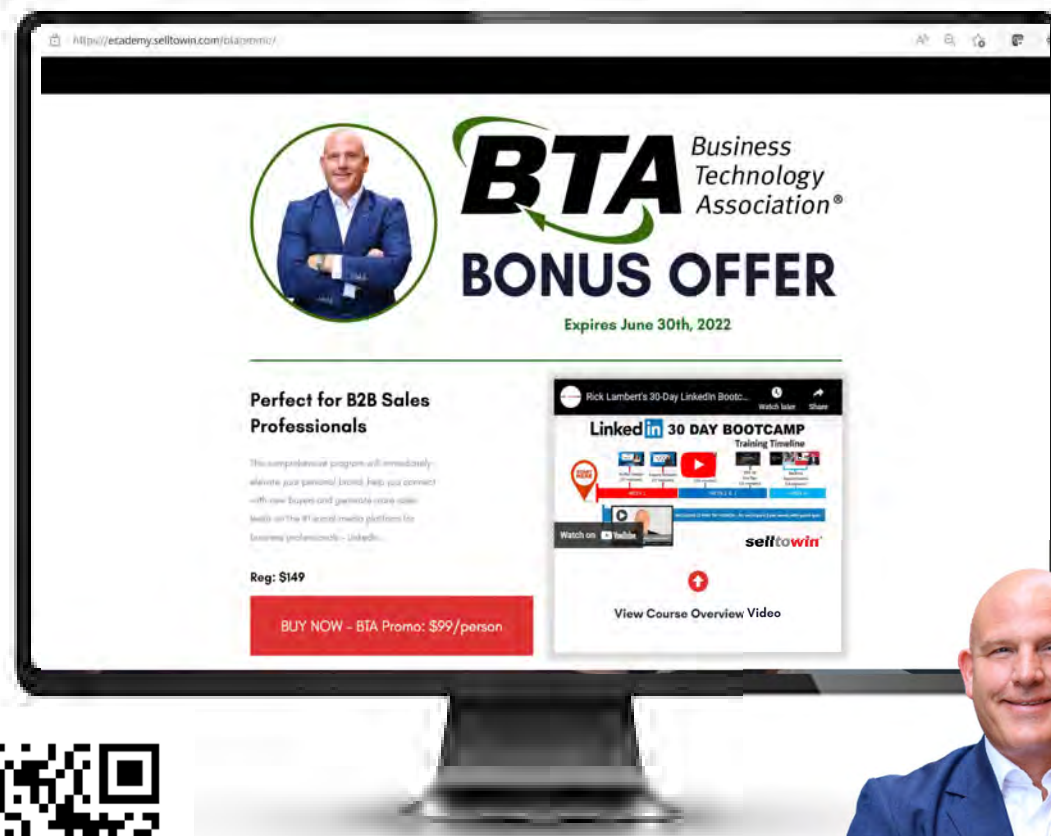
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## Rick's PRO TIPS

1. Fix your LinkedIn profile
2. Be a brand spectator.
3. Expand your brand network.
4. Post, like & share on people's posts.
5. Seek & give endorsements.
6. Show your face in pictures you post.
7. Post educational selfie videos.
8. Optimize your email signature.
9. Look the part in virtual meetings.
10. Plan it. Do it. Review it.



**SAVE 60%**  
Expires November 30<sup>th</sup> 2022



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