

Linked to WIN



UNLEASH YOUR DIGITAL SALES POTENTIAL

Customized For



RICK LAMBERT

Sales Coach & Marketing Strategist

selltowin®

in²COMMUNICATIONS

I'm one of you.



xeroxTM

- 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)



selltowin®

in2 COMMUNICATIONS

selltowin®

Live Events ▾ eCademy ▾ Pro-Tips ▾ Sales Tools ▾ Digital Marketing ▾ Contact Us ▾ [eCademy Login](#)

HAVING TROUBLE BRINGING **NEW HIRES** UP TO SPEED?

We help new hires **sell faster** and tenured reps **sell more** with our new on-demand video training platform.

ecademy™

What is the
selltowin
ecademy
?



B2B SALES COACHING

in2 COMMUNICATIONS

What We Do ▾ How We Do It ▾ Who We Are ▾ Projects ▾ Pricing ▾ Blog ▾ Careers

Ready to launch your digital strategy?

In2communications is a digital marketing agency that creates personalized, impactful marketing messages which drive awareness and generate leads for customers. We turn complex ideas into meaningful engaging content.

[CHECK OUT WHAT WE DO](#)

B2B DIGITAL MARKETING

in2 COMMUNICATIONS

The next generation of lead generation

selltowin®

Sales Performance Solutions

CLIENT SNAPSHOT



The next generation of lead generation



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



Ranked #12 Globally

September 2021



100+ Podcasts

selltowin[®]

Sales Performance Solutions

Sales Learning Curve

-Imaging Industry Evolution-

New Hire

- 27-39% Turnover
- Most "Millennials"



Company Offerings
& Internal Systems
(Partner Provides)



Selling **B2B** to Win

LinkedIn **BOOTCAMP**

Selling **A4** to Win



Selling **Document Management** to Win

Selling **MPS** to Win

Selling **Managed IT** to Win

selltowin®

ecademy.



The next generation of lead generation.

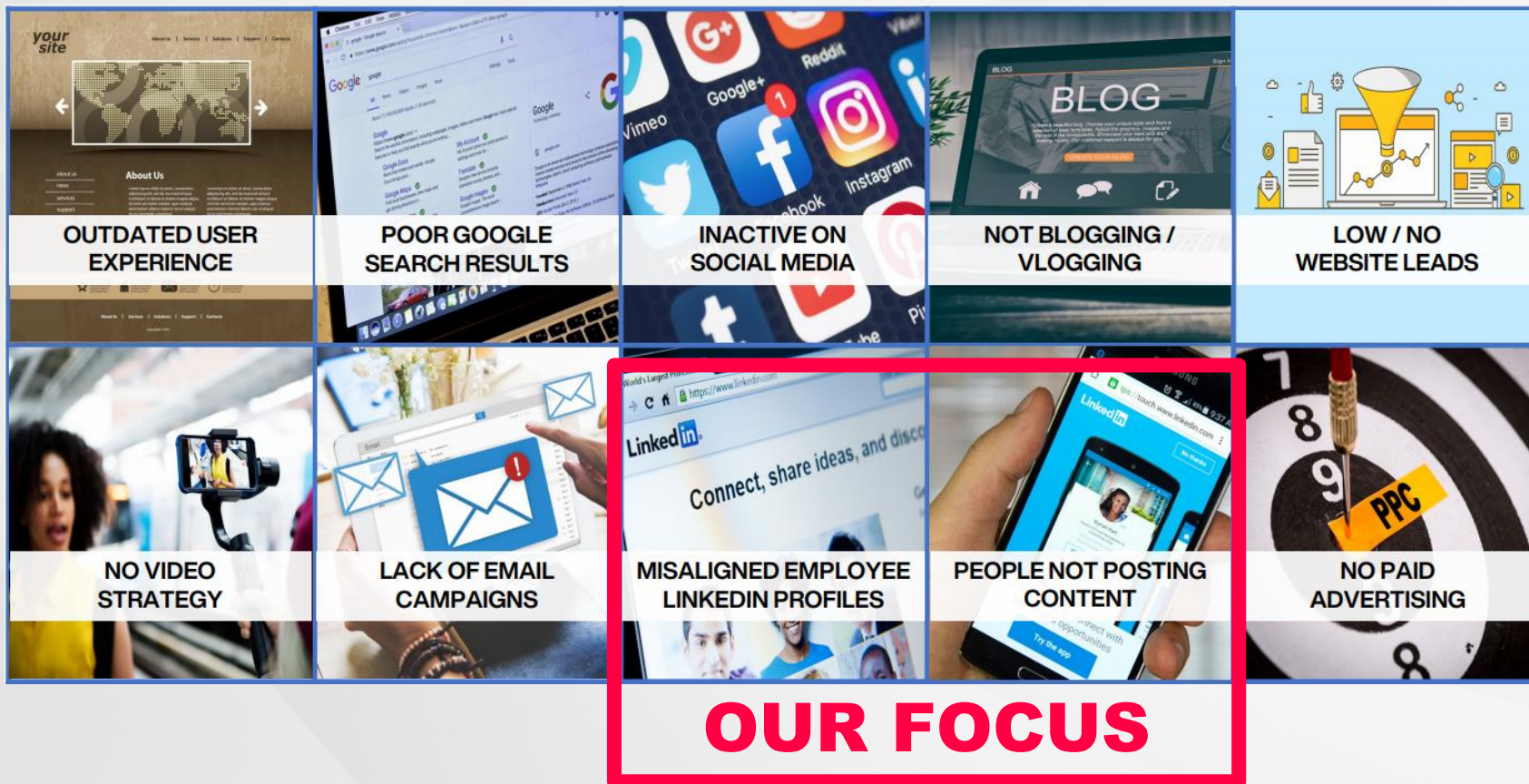


DIGITAL MARKETING FUNNEL



The next generation of lead generation

COMMON DIGITAL MARKETING CHALLENGES



"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

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William M.
Region VP
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selltowin.com

2,000+ Graduates

100% Recommended

OFFICIAL SCOUTING REPORT

1. Hairdos indicate MIXED TENURE.
2. 81% of sales profiles are NOT BRANDED.
3. Reps are NOT POSTING / SHARING.



COMING UP

1. WHY LinkedIn?
2. Peer Success Stories
3. Rick's 10 PRO TIPS

Time Permitting

Famous  Lumberjack Story



Rick Lambert's
30 DAY
LinkedIn
BOOTCAMP

MORE LEADS | MORE DEALS | MORE MONEY

selltowin | academy

The advertisement features a black funnel with three blue LinkedIn profile icons falling into it. Below the funnel is a large blue dollar sign. To the right of the funnel is a photo of Rick Lambert, a bald man in a blue suit with his arms crossed. The text 'Rick Lambert's 30 DAY LinkedIn BOOTCAMP' is on the left, and 'MORE LEADS | MORE DEALS | MORE MONEY' is in the center. At the bottom, it says 'selltowin | academy'.

Why **LinkedIn** ?

TOUGHER ACCESS



BUYERS ARE ON LINKEDIN



TARGETTED 1:1 ACCESS



PANDEMIC PROSPECTING POLL

Oct 19, 2020

How have you been successful reaching clients and prospects during the pandemic?

The author can see how you vote. [Learn more](#)

Phone

40%

Email

7%

LinkedIn ✓

53%

Other (Please comment)

0%

LinkedIn Leads the Pack

TOP IN LEAD GENERATION...BY A LONG SHOT¹



80%
of leads sourced

THROUGH SOCIAL MEDIA FOR B2B
MARKETERS COME FROM
LINKEDIN.²



Are you **Linked in** or **out**?

1. I have inspected all my sales rep profiles.
2. We have a LinkedIn profile template for new hires.
3. Our people post content on a regular basis.
4. Most of the content we post is educational (not promotional).
5. LinkedIn is part of our Sales Activity Mix.

LET'S LOOK AT YOUR PROFILES?



RICK'S 10 PRO TIPS



PRO
TIP

1

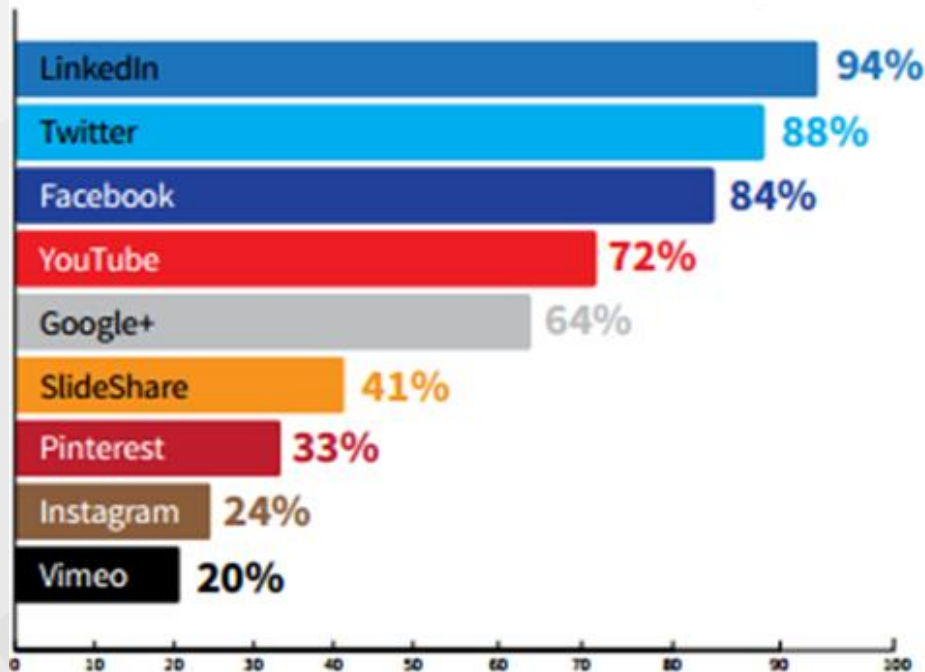
Focus On LinkedIn™



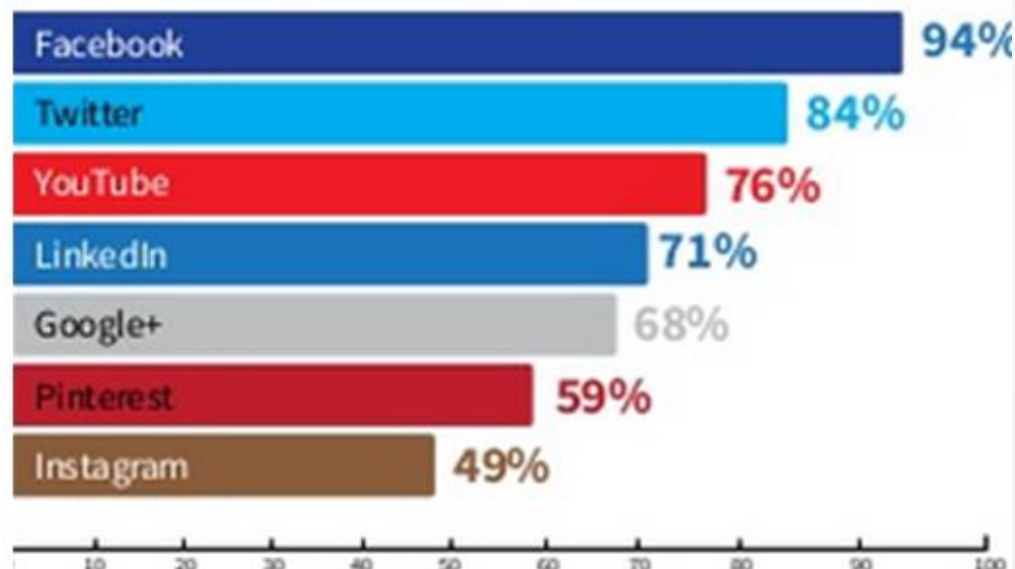


Focus On LinkedIn™

B2B Content Marketing Social Media Platform Usage



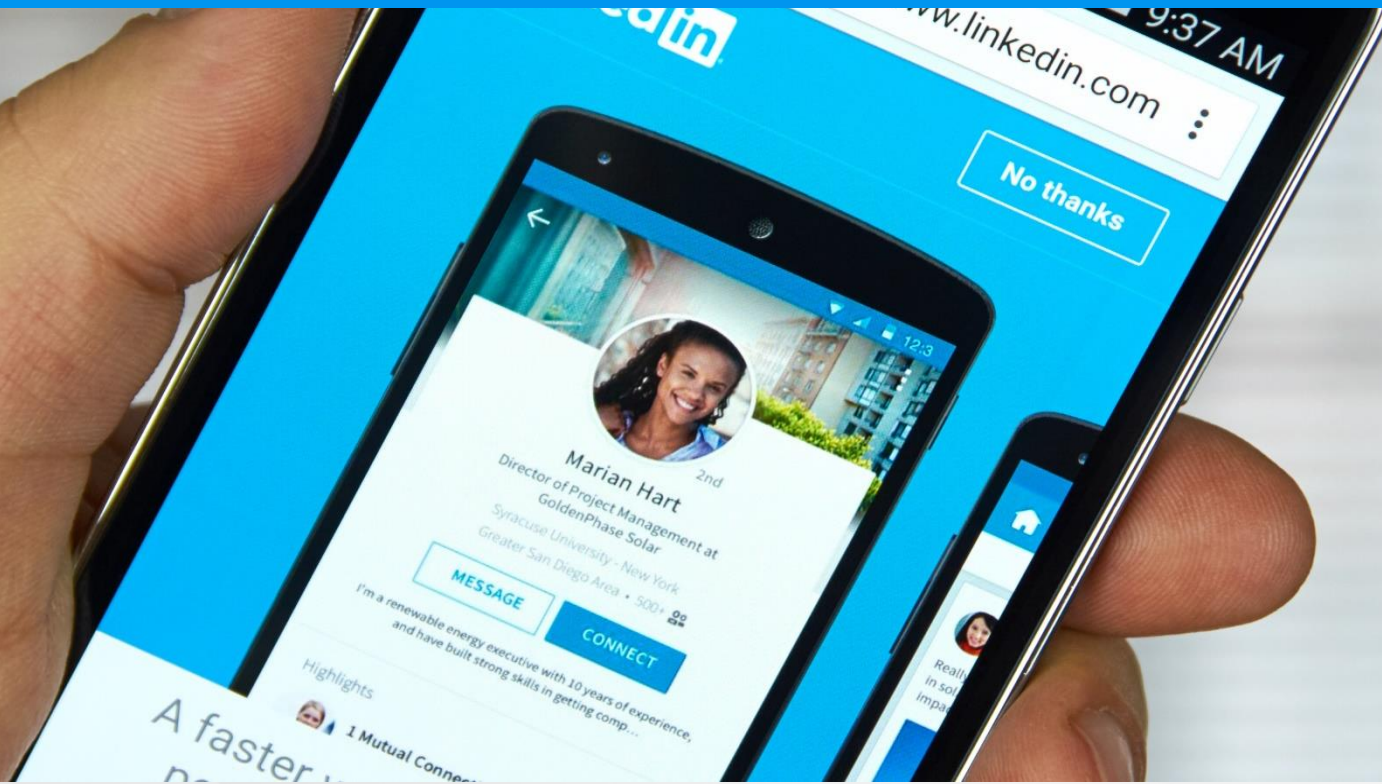
B2C Content Marketing Social Media Platform Usage



PRO
TIP

2

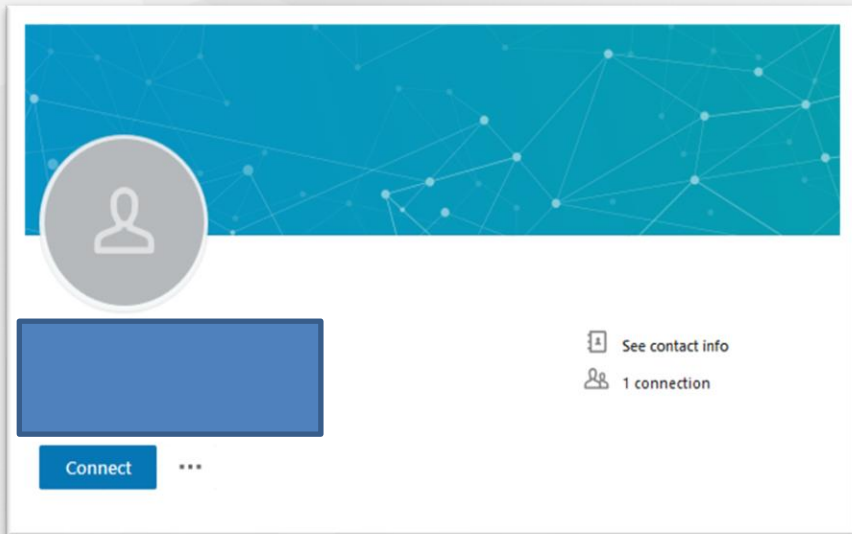
Create a **PROFILE TEMPLATE** (customer facing employees).



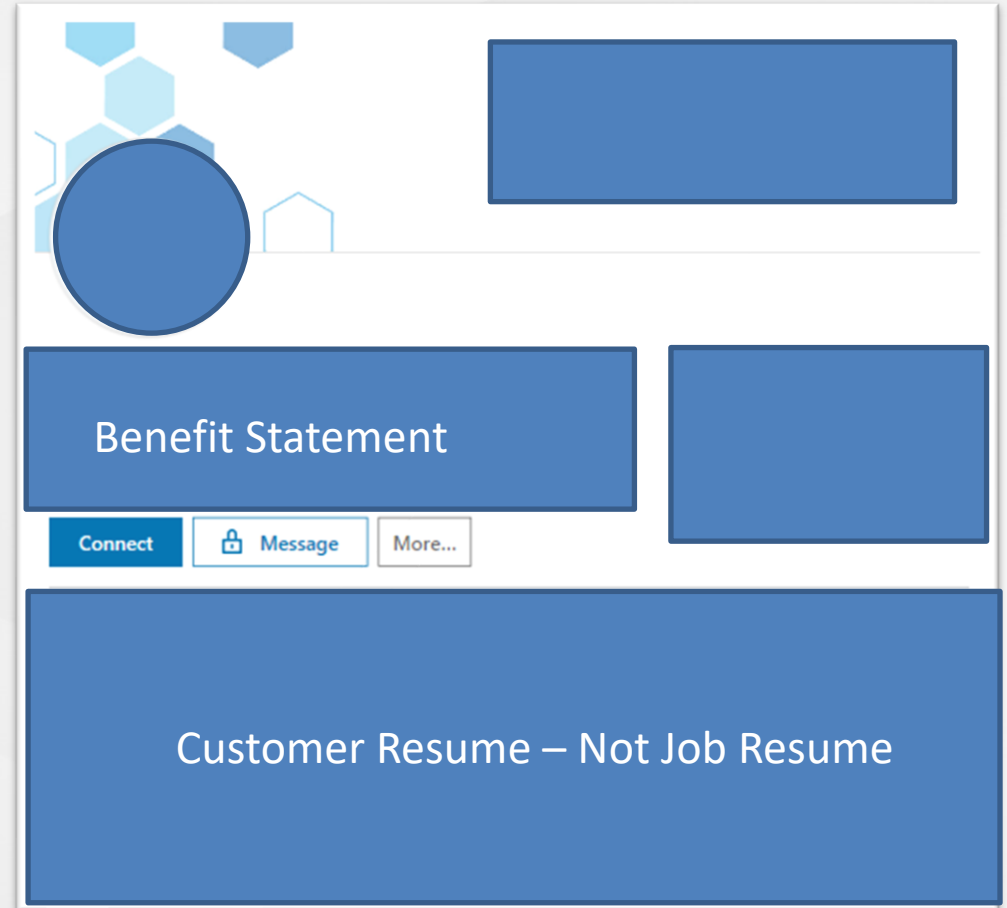
PRO TIP
2

Create a **PROFILE TEMPLATE** (customer facing employees).

Before

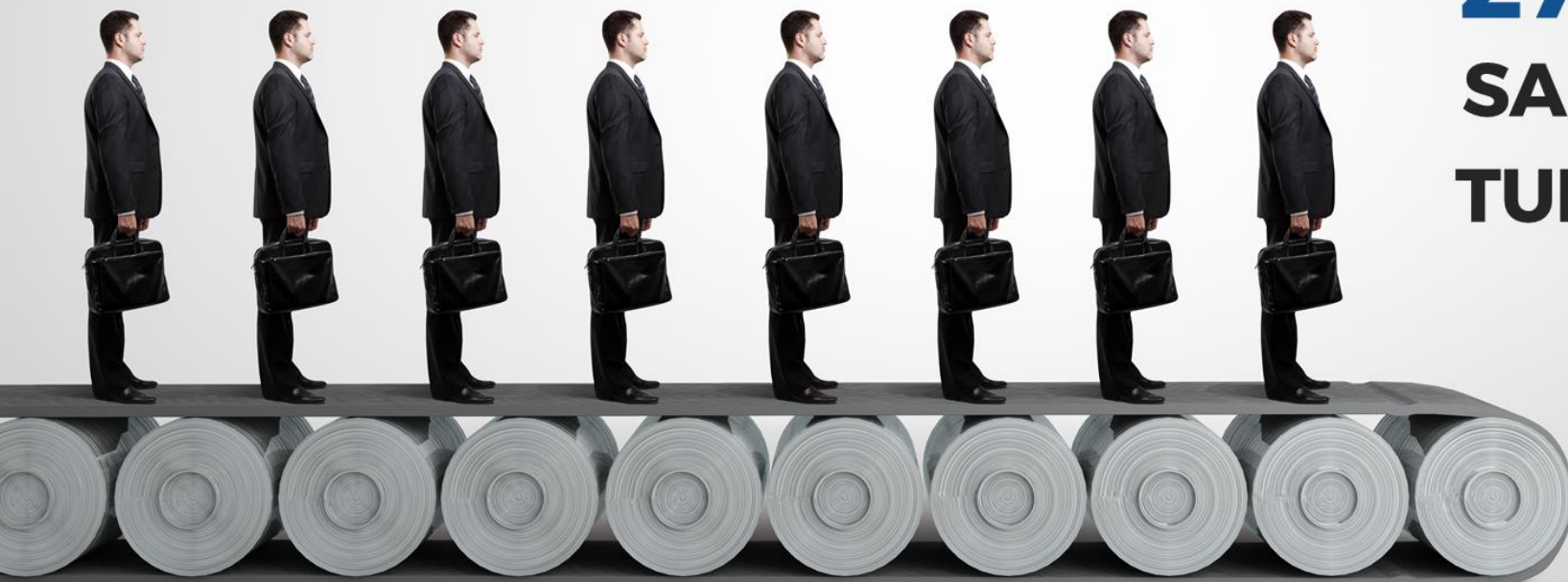


After



THE TYPICAL IMAGING RESELLER HAS

27-39%
SALES REP
TURNOVER





Create a **SOCIAL MEDIA GUIDELINE**

A close-up photograph of a cardboard file folder. A blue tab is attached to the top, and a white label with the word 'Guidelines' in a black, typewriter-style font is pasted on it. Other folders in various colors (red, yellow, green) are visible in the background, slightly out of focus.

Guidelines

Aud 10



Create a SOCIAL MEDIA POLICY

Contact Rick on LinkedIn
for your copy!



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

LINKEDIN GUIDELINE TEMPLATE | www.in2communications.com



PRO
TIP

4

The **LESS** you sell, the **MORE** you sell.



NO SOLICITORS

PRO
TIP
4

The **LESS** you sell, the **MORE** you sell.

Support the Guardian

Available for everyone, funded by readers

Show your support →

Print subscriptions Search jobs Sign in Search

The
Guardian
For 200 years

International edition

News

Opinion

Sport

Culture

Lifestyle

More

TV advertising skipped by 86% of viewers

Nearly 90% of people watching timeshifted shows fast-forward the ads, but TV remains the most memorable form of advertising

John Plunkett

@johnplunkett149

Tue 24 Aug 2010 07:13 BST



34



Respondents said that shorter adverts and shorter ad breaks would encourage them not to skip them. Photograph: Bambu Producoes/Getty Images

Nearly 90% of television viewers always skip through the adverts on their digital video recorder but TV still remains the most memorable form of advertising, according to new research published today.

“Have I got a deal for you!”



PRO
TIP

5

Post REAL Pictures & SHORT Videos



PRO TIP
5

Post REAL Pictures or SHORT Videos



Rick Lambert

Sales Performance Coach & Digital Marketing Strategist
2d

THIS QUESTION BUCKLES MOST SALES LEADERS...it's amazing how LinkedIn profiles still look like JOB resumes vs CUSTOMER resumes! We're fixing them one at a time :)



Rick Lambert

B2B Sales Performance Coach & Digital Marketing Strategist specializing in MS...
1w

PROUD TO SUPPORT THE JILLIAN FUND.....and we thank our clients for the opportunity to give back to great causes like this that help children and families need!



38 • 2 Comments



Rick Lambert

SMARKETING GUY - I help businesses TRAIN SALESPEOPLE and MARKET BETTER to WIN in a Hypercompetitive Virtual World.
4d • 5

HEARD OF GLAMPING?

Tonight I will be trying something NEW outside my comfort zone...but if there's one thing COVID has taught us all...we need to be open to trying NEW things!

Even an outdoor shower in October...brrrrrrr!!

www.selltowin.com



34 • 23 Comments • 1,053 Views

Reactions



Like Comment Share Send



Rick Lambert

SMARKETING GUY - I help businesses TRAIN SALESPEOPLE and MARKET BETTER to WIN in a Hypercompetitive Virtual World.
2d • 5

VIRTUAL SALES ONBOARDING - is different.

Here's a few ideas we suggest to our clients when boarding a new rep in a "Virtual World" - BEFORE they start.

- Expose them to sales team meetings (NDA signed)
- Have them shadow a rep(s) on sales calls
- Have your sales reps interview the new hire
- Ask the new hire to read EVERY page on your website
- Have your top rep explain what it takes to be successful

Nothing you describe verbally will equal an on-the-job experience before Day 1.

With B2B sales turnover running between 27 -39% in pre-pandemic times, you can never be too prepared.

It's the old adage "Measure Twice - Cut Once" model for new hires to make sure all parties are ready to selltoWIN.

www.selltowin.com



Rick Lambert
Sales Performance Coach

selltowin

12 • 5 Comments

Reactions



Images = 2-3X ENGAGEMENT

Video = 5-10X ENGAGEMENT

RICK'S K.I.S.S

(Keep It Short Stupid)




PRO
TIP

6

Like / Comment (Positively) On Other Peoples Posts

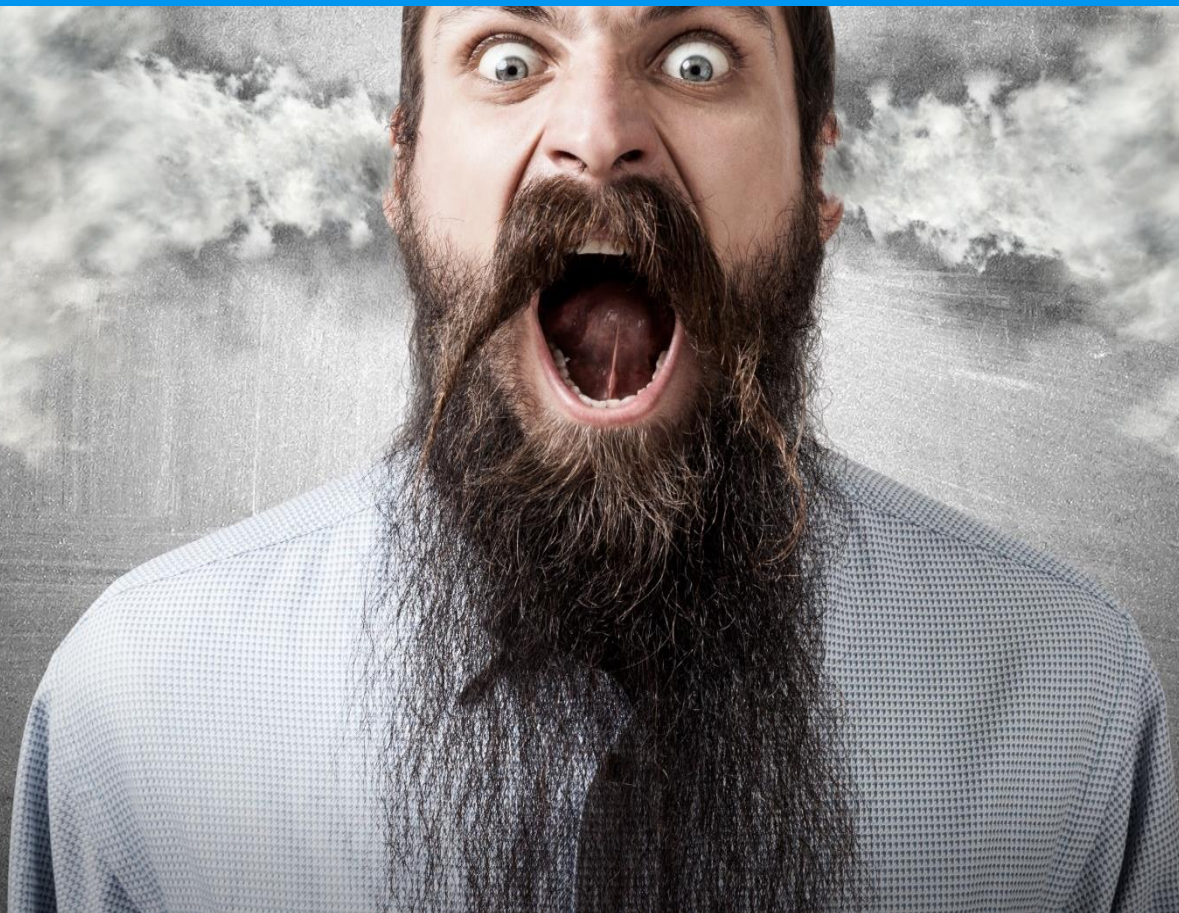


A woman with voluminous, curly brown hair is smiling warmly at the camera. She is wearing a white t-shirt and has her hands clasped over her chest. The background is a bright, out-of-focus indoor space with circular light patterns.

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

PRO
TIP
7

Take Conflict Offline





Take Conflict Offline



*People don't judge you
on how you handle
success.*

*They judge you on how
you handle **adversity.***

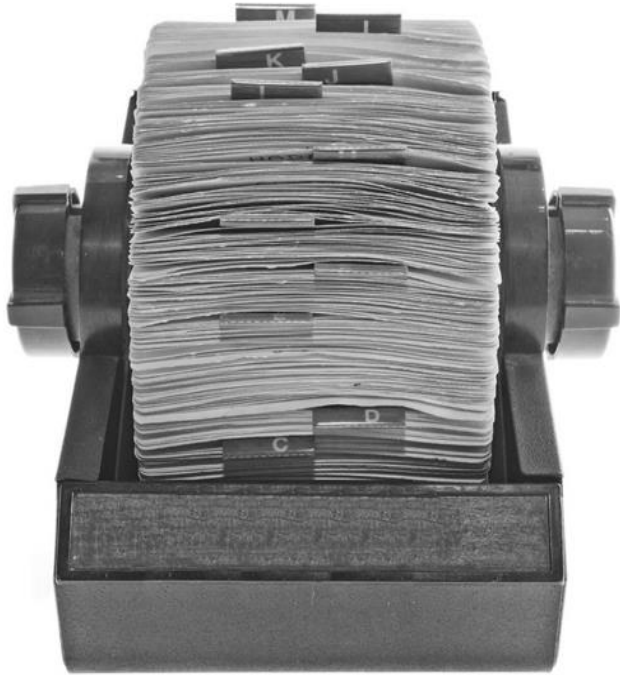
A woman with blonde hair and glasses is speaking at a meeting. She is wearing a light blue shirt and has her hands raised in a gesture. In the background, another woman with dark hair is listening. A blue banner with white text is overlaid on the image.

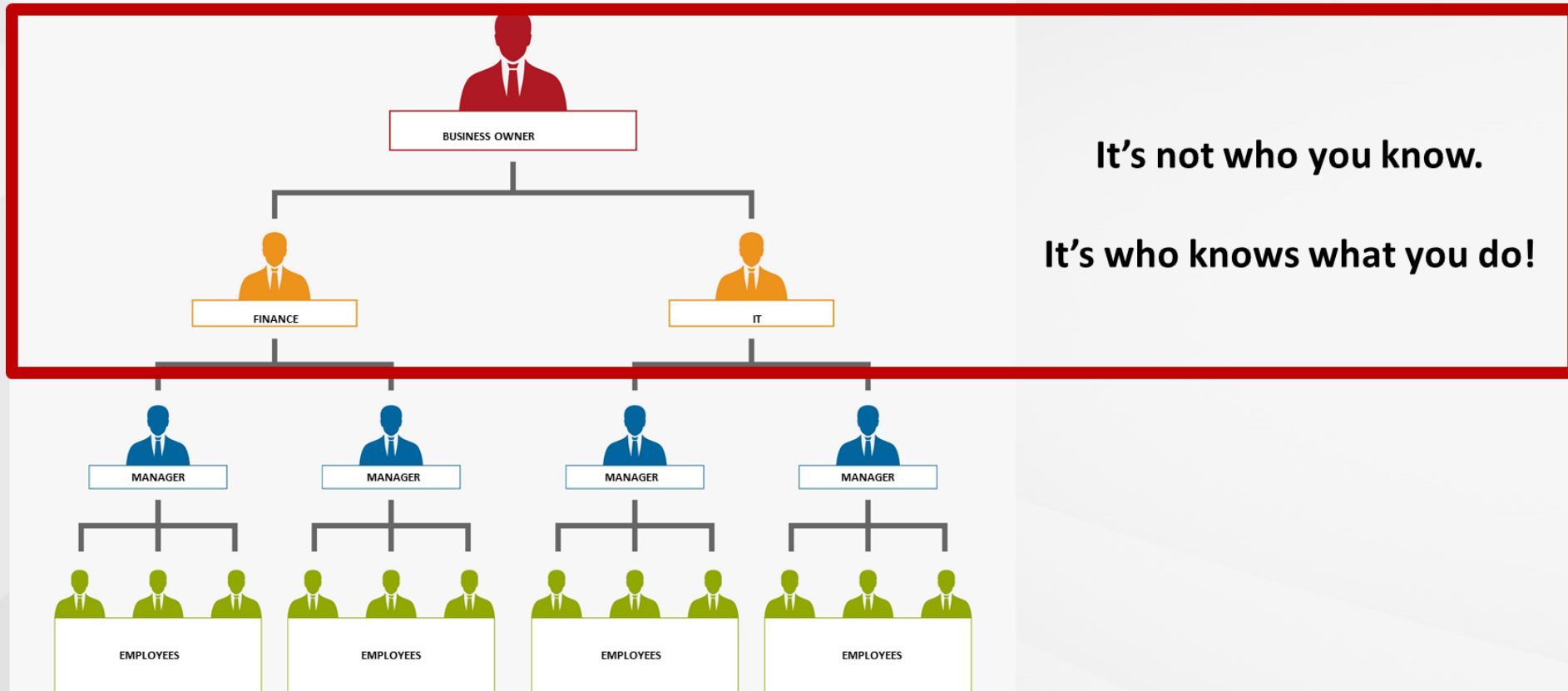
PRO
TIP

8

Prioritize Quality Over Quantity Conections

DIGITAL ROLODEX





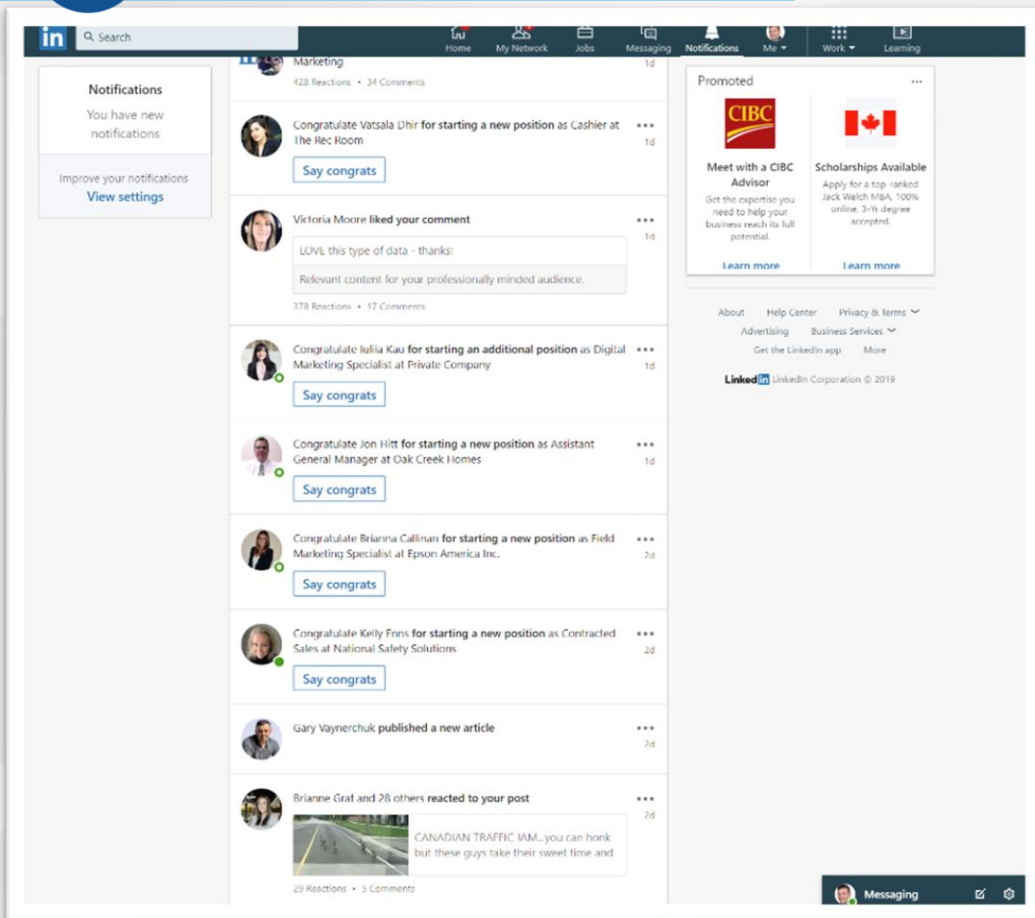


Connect With Your Current Customers



PRO TIP 9

Connect With Your Current Customers



Change

=

Sales Opportunity



Set Personal Targets

- ☐ Connections
- ☐ Leads
- ☐ Posts
- ☐ Deals
- ☐ Conversations



ACTIVITIES DRIVE RESULTS

OLD SCHOOL



NEW SCHOOL



IT'S JUST A DIFFERENT MIX

Sales Rep Weekly Goals

- 3-5 posts per week
- 30 new connections

1500+

Quality Connections Per Year



"Imaging Industry" Validation



selltwin
ecademyTM
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2,000+ Graduates

100% Recommended

TESTIMONIALS - LAST WEEK

TUESDAY

 **Steve Kiser** • 7:23 PM
Rick thank you for connecting, love your program the changes we've made are netting improved interactions for my team here!


 **Rick Lambert** • 8:51 PM
WOW a that's awesome...and thanks for sharing that it's


Subject: Great LinkedIn win on a Friday...

Hi Rick,
I've kept up with your training, thank you – and while this wasn't exactly out of your play book, and I know you say not to sell in the connection request, today I took a little creative license to attempt to deliver a decent hook, and it seemed to have worked. **After 2 years of trying to get in with this \$200M locally based company via the purchasing department, knocking on their front door, etc., I finally went directly to the CFO like you suggested, and it worked. Setting appointment for next week! Very warm lead now...**

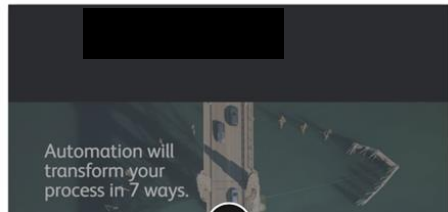
Feels good on a Friday!




 **Steve** [redacted] [redacted]


 **Chris Hawkins** [redacted]
Hi Steve,
Is Digital Transformation on your mind for Syar Industries? Here's a 30 second clip of the 7 benefits of automating your Accounts Payable process <https://youtu.be/b6iVVXi2xbQ>. Let's connect on Digital Transformation.


Christopher.Hawkins@xerox.com
707.320.3963



Accounts Payable Automation for Xerox® DocuShare®
youtube.com

 **Steve** [redacted] 1:02 PM
Thank you Chris

 **Chris** [redacted] 1:11 PM
Thank you for the Connect Steve. I drove by SYAR nearly every day and each time I think "I could be a great partner to them" - would love that chance some time. Please let me know if I can assemble my team to walk you through some of the solutions we have in this area. Enjoy your weekend! Chris

 **Steve** [redacted] • 2:08 PM
Let's plan on call next week; my email address is [sfurt\[redacted\].com](mailto:sfurt[redacted].com) -
You have a great weekend as well



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

- Wayne Gretzky

RICK'S **LinkedIn** PRO TIPS

1. Focus On LinkedIn
2. Create A Profile Template
3. Create LinkedIn Guidelines
4. The Less You Sell, The More You Sell
5. Post Real Pictures & Short Videos
6. Like / Comment On Other Peoples Posts
7. Take Conflict Offline
8. Prioritize Quality Over Quantity Connections
9. Connect With Your Current Customers
10. Set Personal Targets

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The graphic features a black funnel with three blue LinkedIn 'in' icons falling into it. Below the funnel is a large blue dollar sign. To the right of the funnel is a photo of Rick Lambert, a man in a blue suit with his arms crossed. The text 'Rick Lambert's 30 DAY LinkedIn BOOTCAMP' is on the left, with 'MORE LEADS', 'MORE DEALS', and 'MORE MONEY' in separate boxes below it. The 'sellto win academy' logo is at the bottom right.

Rick Lambert's
30 DAY
LinkedIn
BOOTCAMP

MORE LEADS | MORE DEALS | MORE MONEY

sellto win | academy

Regular \$249

BTA Members
ONLY \$99/PERSON!