



Linked in

## HOW TO CREATE LEADS AND CLOSE NET-NEW BUSINESS WITH BUYER 2.0

Larry Levine  
Social Sales Strategist  
Dealer Marketing

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050

## MY STORY – STARTING OVER

- 27 ½ years in the industry
- Los Angeles sales “rat race”
- Zero account base
- 2014 Results
  - >\$600,000 in net new business
  - \$1,250,000 in sales revenue against a \$840,000 budget
  - \$1,600,000 pipeline leveraging LinkedIn relationships



[www.linkedin.com/in/larrylevine1992](http://www.linkedin.com/in/larrylevine1992)

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050

## 1995: ANALOG TO DIGITAL

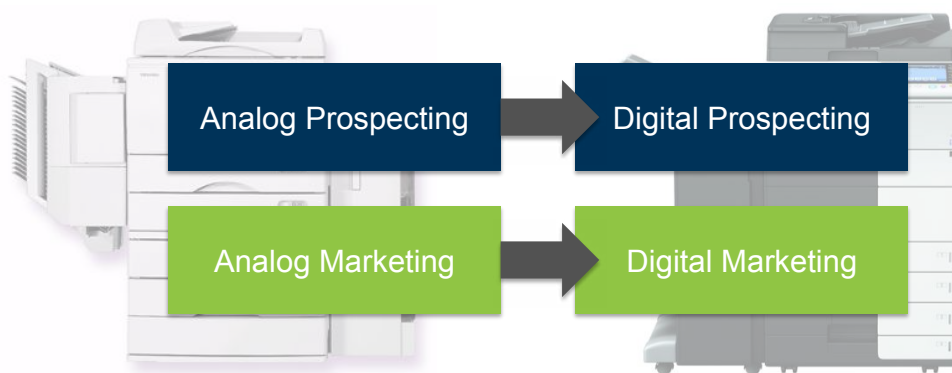


dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050

## 2015: ANALOG TO DIGITAL



dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050



# BUYER 2.0


1. Empowered with information
2. Afraid of making bad decisions
3. Pressed for time

Researches Online  
Google **LinkedIn**

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050



## Harvard Business Review

### The End of Solution Sales

The old playbook no longer works. Star salespeople now work to spread the customer's current approach to doing business. By David A. Aaker, Matthew Dixon, and Nicholas Toman

Buyers are 57% of the way through the buying process before engaging with a vendor or sales rep.

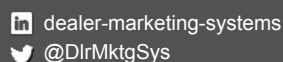
Consumer Economics Board  
Survey of 1,400 business decision makers  
[Harvard Business Review, July 2012](#)

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050

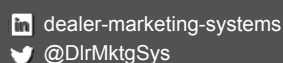
## MEET THE NEWEST MEMBERS OF YOUR SALES TEAM



www.dealermarketing.net  
214.224.0050

84% of C-level/VP  
executives surveyed  
use social media to  
make purchasing  
decisions.

IDC  
Social Buying Meets Social Selling  
April 2014



www.dealermarketing.net  
214.224.0050

## HOW WILL YOU ADAPT TO BUYER 2.0?



dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050

## DIGITAL PROSPECTING

The screenshot shows a LinkedIn post by Larry Levine. The post text reads: 'Cold calling isn't dead it is just different'. The post was made on May 14, 2015, and has 631 comments, 40 likes, and 2 shares. The post includes a link to 'Transforming how Copier Shops grow not now business through LinkedIn & Storytelling'. The post also features a list of topics: 'Grow & manage online-social communities', 'Social prospecting', 'Social business development', and 'Content marketing'.

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050





1. 375 million users
2. 200 conversations per minute in LinkedIn groups
3. 12<sup>th</sup> most popular site in United States  
Alexa

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050



 97 million unique visitors each month  
July 2015, LinkedIn Q2 Earnings Report

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050



**REPS USING SOCIAL SELLING REALIZE A 66%  
GREATER QUOTA ATTAINMENT  
THAN TRADITIONAL PROSPECTING MEANS**

Sales Benchmark Index

 dealermarketing

 dealer-marketing-systems  
 @DlrMktgSys

[www.dealermarketing.net](http://www.dealermarketing.net)  
214.224.0050



**HOW DO YOU TAKE ADVANTAGE?**

Linked 

 dealermarketing

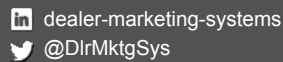
 dealer-marketing-systems  
 @DlrMktgSys

[www.dealermarketing.net](http://www.dealermarketing.net)  
214.224.0050

## DIGITALLY ENHANCED SALES SKILLS



New Sales Skills Needed

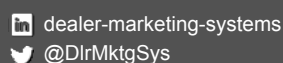


www.dealermarketing.net  
214.224.0050



## MINING CONNECTIONS LINKEDIN SALES MOMENT

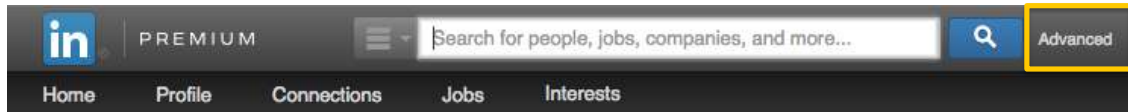
Guthy-Renker



www.dealermarketing.net  
214.224.0050



# MINE CONNECTIONS



Advanced Search

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050

## MINE CONNECTIONS

**Advanced People Search**

Relationship

- ☐ 1st Connections
- ☒ 2nd Connections
- ☒ Group Members
- ☐ 3rd + Everyone Else

Location

Current Company

Industry

Past Company

School

Profile Language

Nonprofit Interests

Upgrade to access multiple

- ☒ Groups
  - ☐ Dealer Marketing Systems
  - ☐ ChangeForce
  - ☐ Business Technology Association
  - ☐ Sales Concierge
  - ☐ Homelessness and housing professionals
- ☐ Years of Experience
- ☐ Function
- ☐ Seniority Level
- ☐ Interested In
- ☐ Company Size
- ☐ Fortune
- ☐ When Joined

Keywords

First Name

Last Name

Title

CFO

Current

Company

School

Location

Located in or near:

Country

United States

Postal Code

91360

Lookup

Within

25 mi (40 km)

Second Level  
Connections &  
Group Members

Title

Location

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050

## 235 Results

# Results



dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050



**Linked in**

# WARNING: THIS COULD BE HAZARDOUS



dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050

### Your LinkedIn profile:

1. Does not present you as a helpful expert
2. Does not capture your target audience
3. Lacks educational content
4. Does not explain why someone should meet with you

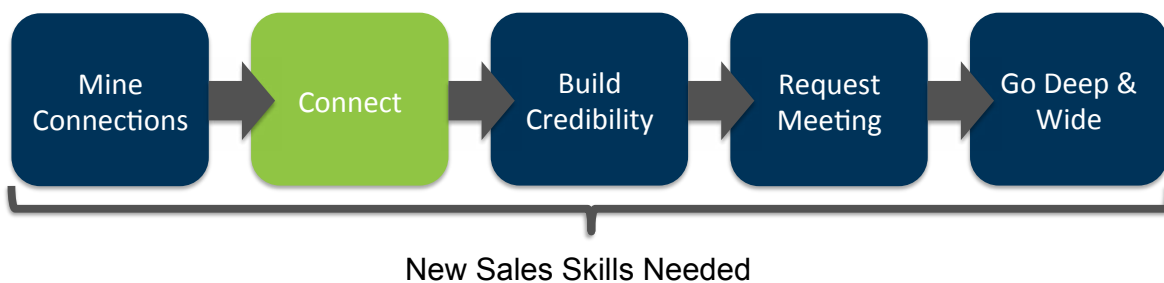


dm dealermarketing

[/in/larrylevine1992](#)  
@Larry1Levine

llevine@dealermarketing.net  
214.224.0050 x. 302

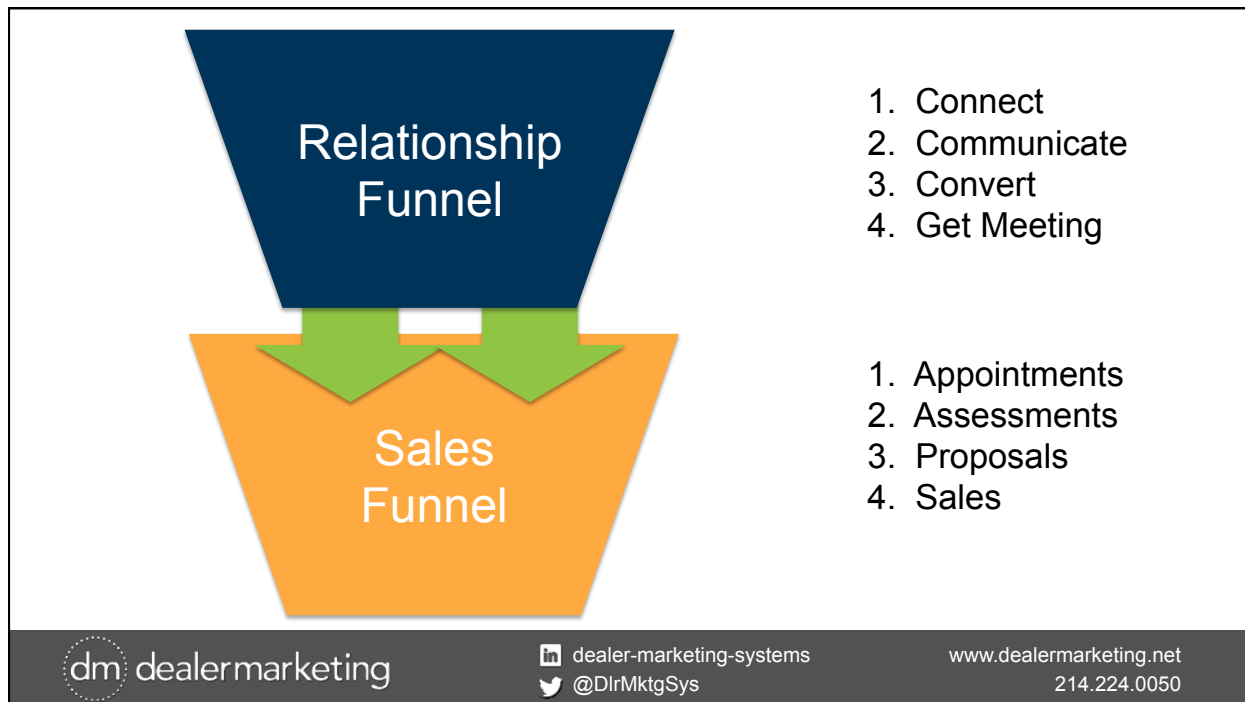
## DIGITALLY ENHANCED SALES SKILLS



dm dealermarketing

[/in/larrylevine1992](#)  
@Larry1Levine

llevine@dealermarketing.net  
214.224.0050 x. 302



dm

**SOCIAL SELLING SEES A 15% CONVERSION RATE**

Sales Benchmark Index

dm dealermarketing    dealer-marketing-systems @DlrMktgSys    www.dealermarketing.net 214.224.0050

## HOW TO WRITE THE PERFECT LINKEDin INVITE

**Your profile photo** is the first thing a person sees on your LinkedIn invitation, so make it a good one.

**Personalise your message** – begin with 'Hi [name]' and ensure you've spelt their name correctly.

**Why do you want to connection with them?** It's important they don't think you're just out to increase your numbers.

**Don't forget a warm sign-off!** It's a small detail that can make your invitation feel much more welcoming and personal.



**JOHN DOE**  
Director of Sales Training,  
Pigeon Company

Hi Jane, I really enjoyed the article you wrote on interviewing tips and would love to connect and follow your work. I run sales training at a car dealership in Virginia and frequently have to interview prospective salespeople for open positions. I'm always looking for ways to improve our selection process. keep up the good work! All the best, John Doe.

**How do you know them?** Did you meet at a conference or read something they produced? Make the connection!

**Mention briefly what you do** incase they don't remember or you haven't met them yet.

**Add a few kind parting words.** It's always nice to include a few kind parting words about their work, job experience, or company.

 dealermarketing

 dealer-marketing-systems  
 @DlrMktgSys

[www.dealermarketing.net](http://www.dealermarketing.net)  
 214.224.0050




## LINKEDIN SALES MOMENT

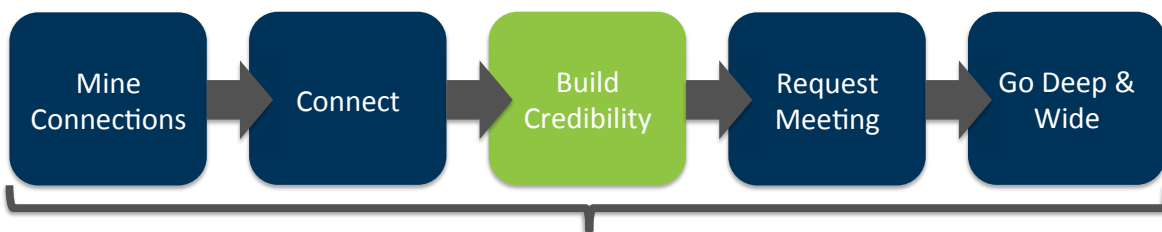
Charter School

 dealermarketing

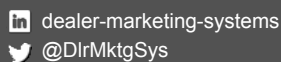
 dealer-marketing-systems  
 @DlrMktgSys

[www.dealermarketing.net](http://www.dealermarketing.net)  
 214.224.0050

## DIGITALLY ENHANCED SALES SKILLS



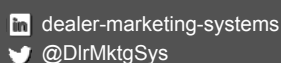
New Sales Skills Needed



www.dealermarketing.net  
214.224.0050



**EXTRAORDINARY SALES  
PROFESSIONALS FOCUS ON  
DIFFERENTIATING THEMSELVES**



www.dealermarketing.net  
214.224.0050

## BUILD CREDIBILITY



dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050

## HEADLINE

Business  
Head Shot  
(First  
Impression)



Personal  
URL

<https://www.linkedin.com/in/larrylevine1992>

Headline: What You Do  
(Not Your Title)

**Larry Levine**

PREMIUM

Transforming how Copier Reps grow net new business through LinkedIn & Storytelling ► Check out how in my Profile Summary

Greater Los Angeles Area | Marketing and Advertising

Current Dealer Marketing  
Previous Konica Minolta Business Solutions U.S.A., Inc., Document Systems, Copytron  
Education California State University-Northridge

View profile as

500+  
connections

Contact Info

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050



tell  
them  
your  
story

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050

95%

"Sales Connect  
Conference –  
LinkedIn 2014"

Of B2B decision-makers expect  
new or different insights from  
sales professionals

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050



## POSITIONED MY PROFILE



dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys

www.dealermarketing.net  
214.224.0050



## BUILDING SOLID RELATIONS FOR LASTING SUCCESS

dm dealermarketing

dealer-marketing-systems  
@DlrMktgSys


www.dealermarketing.net  
214.224.0050



# WHAT SHOULD YOU DO?

dm dealermarketing  dealer-marketing-systems  @DlrMktgSys [www.dealermarketing.net](http://www.dealermarketing.net)  
214.224.0050



## THREE PILLARS OF SUCCESS



Killer Profile

Social  
\*\*Selling Skills\*\*

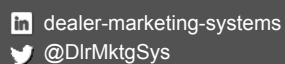
Daily Habits

dm dealermarketing  /in/larrylevine1992  @Larry1Levine [llevine@dealermarketing.net](mailto:llevine@dealermarketing.net)  
214.224.0050 x. 302

## NEXT STEPS



Larry Levine  
Social Selling Coach  
[llevine@dealermarketing.net](mailto:llevine@dealermarketing.net)  
214-224-0050 x.302



[www.dealermarketing.net](http://www.dealermarketing.net)  
214.224.0050