

Leveraging Linked to Launch Sales

Presented by:

Bryan Whittington
Peak Performance Management, Inc..

What are the top 3, 4, 5 things, from a selling perspective, that if I could do just a little more efficiently, my sales would really take off?

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Current Approach

1.

2.

3.

4.

5.

6.

7.

Buyer's System

1.

2.

3.

4.

Alternative Approach

1.

2.

3.

4.

5.

6.

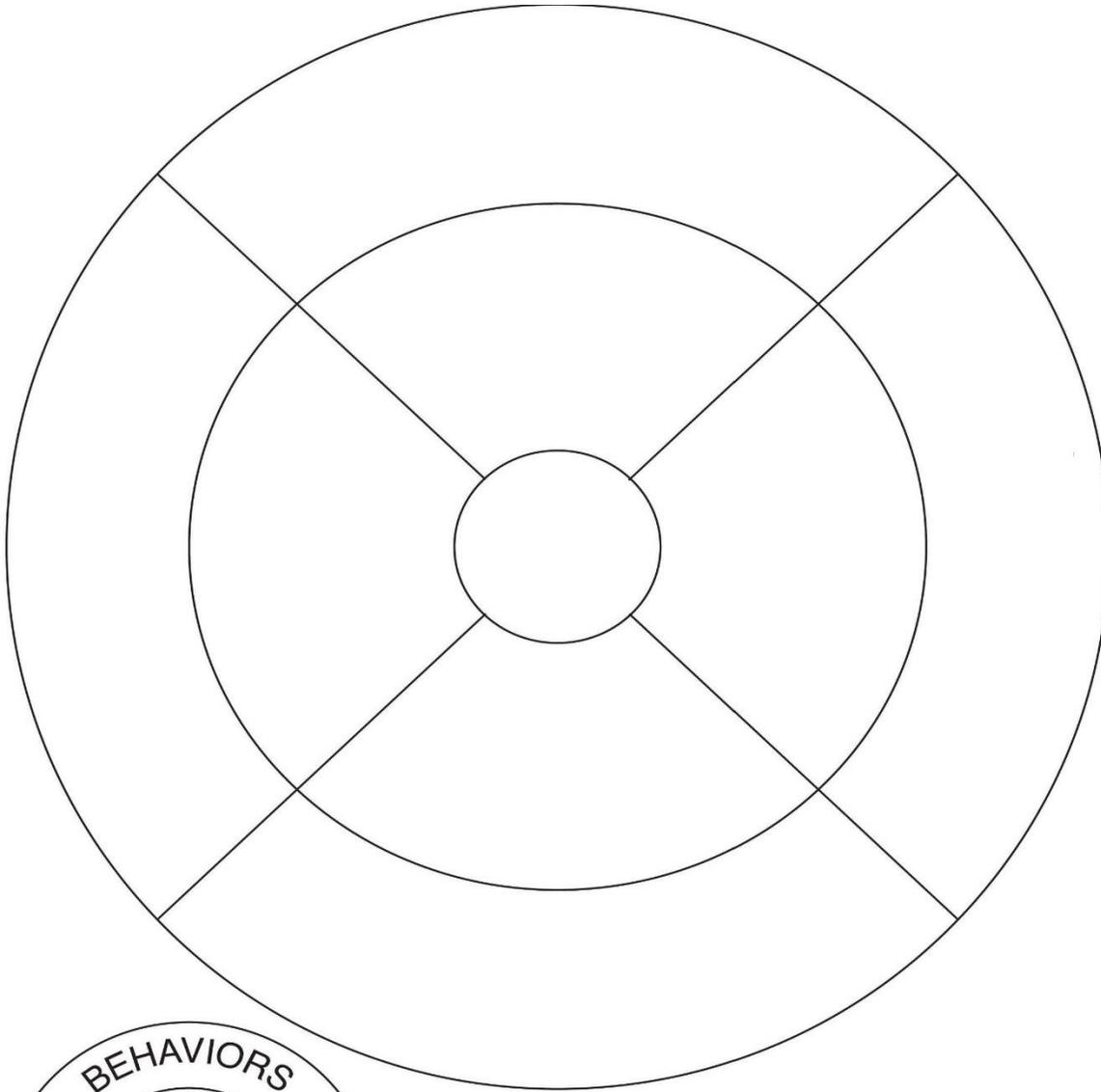
7.

SMART Goals

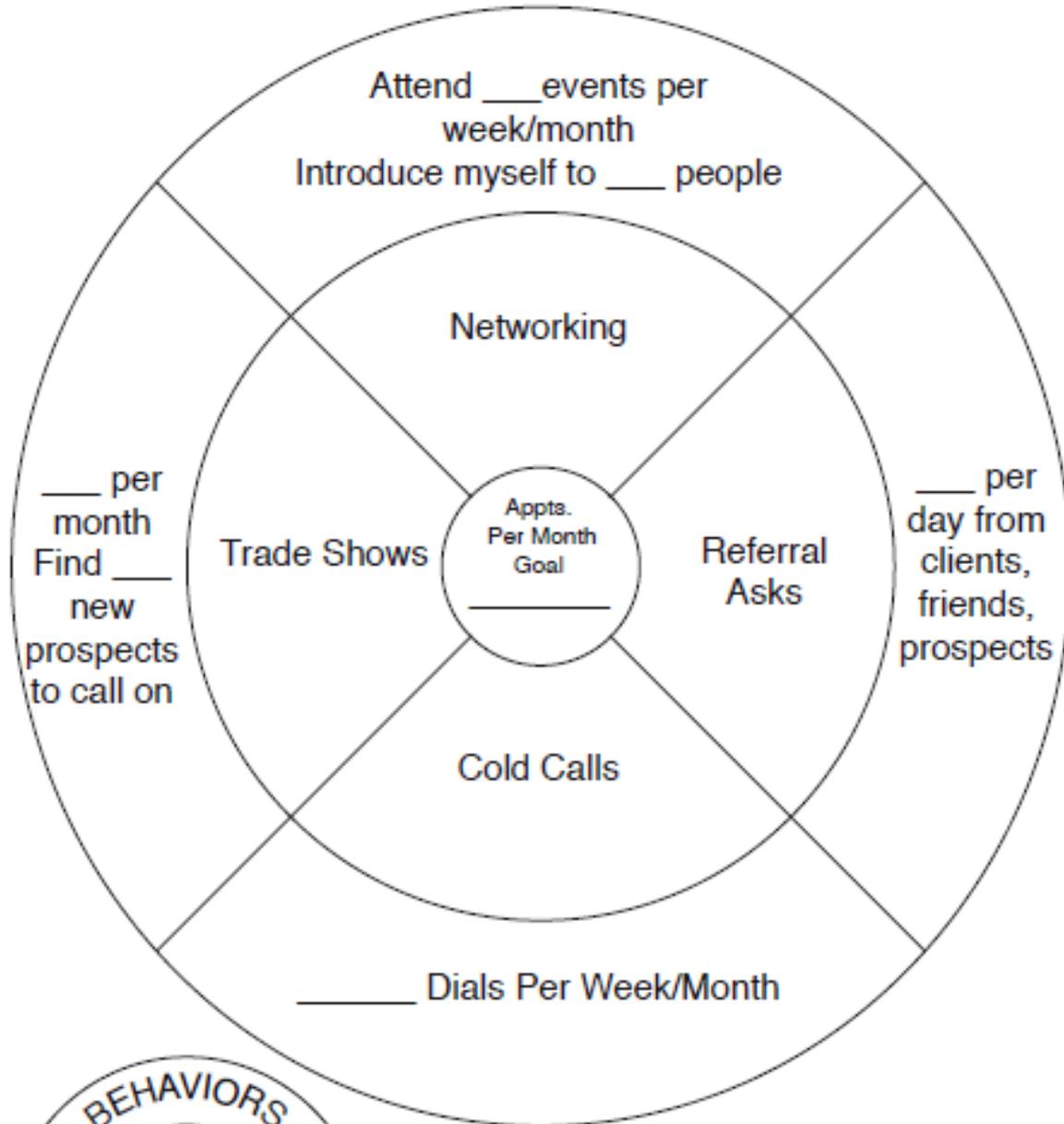
Specific – Lay out defined and detailed objectives -----
Measurable – Quantify or qualify your goal -----
Accountability – Someone who cares about your success -----
Realistic – Stretch your goals to make them difficult but attainable within the framework you are dealing with -----
Time – Set a date that you want to accomplish the goal -----

Using the formula above write out your SMART goals.

Top 3 Business Goals:



Prospecting Wheel



Prospecting Wheel

Creating Your “Cookbook” for Success

In order to ascertain the behavioral ingredients that will make you successful, once again you must begin with the end in mind and work backwards. In creating your “cookbook” you will start with the revenue goal you want to achieve and work backwards to determine the activities you need to perform on a consistent basis in order to achieve your goal. If the numbers and ratios are foreign to you, start with a conservative guestimates. You can adjust these numbers once you have begun to track this information and have more accurate data.

Part I – Sales Necessary to Achieve Revenue Goals

My Desired Pre-Tax Income or Revenue Goal for the next Month / Quarter / Year (Circle one) is:

\$ (A)

My monthly base salary or the revenue expected to be generated by existing clients over the course of the next Month / Quarter / Year is

\$ (B)

The incremental income or revenue I need to meet my Desired Pre-Tax Income goals for the next Month / Quarter / Years is

(A) – (B) = \$ (C)

The average sale in my business is

\$ (D)

Percentage of commission I am paid or my net profit on each sale is

% (E)

My average commission or net profit per sale is

(D) x (E) = \$ (F)

On average, the number of new sales I need to make over the course of the next Month / Quarter / Year in order to achieve my Desired Pre-tax Income is:

(C) divided by (F) = (G)





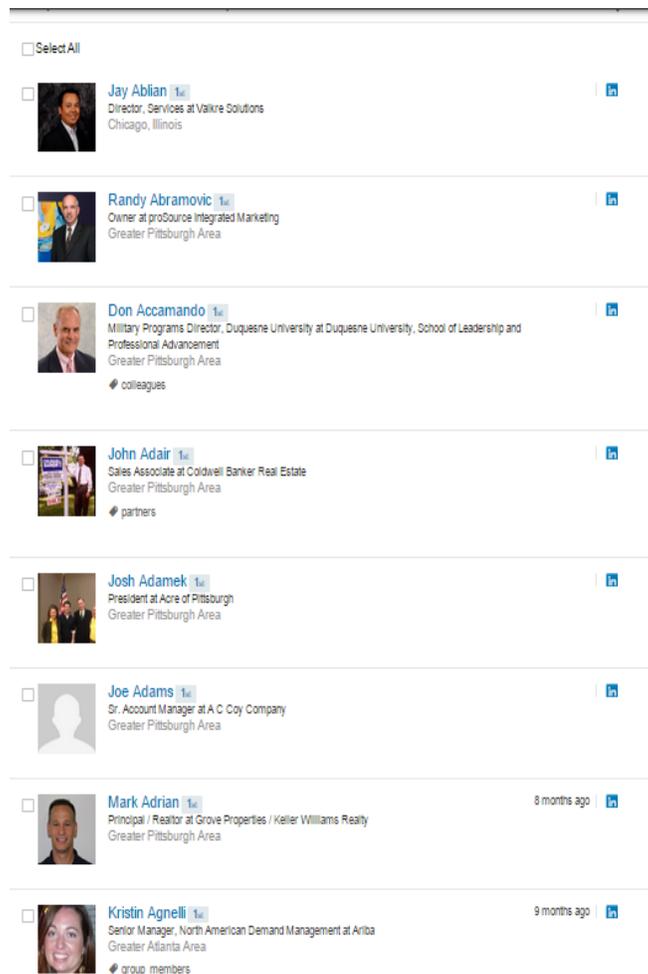
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On average, I must generate new (sales / clients / projects) per (month / quarter / year) to achieve my revenue goals. "G" is the goal.

LinkedIn Contact Search

Thoughts:

1. Make sure that you know them or want to know them.
2. Are they open to making introductions?
3. Are they a potentially good COI?



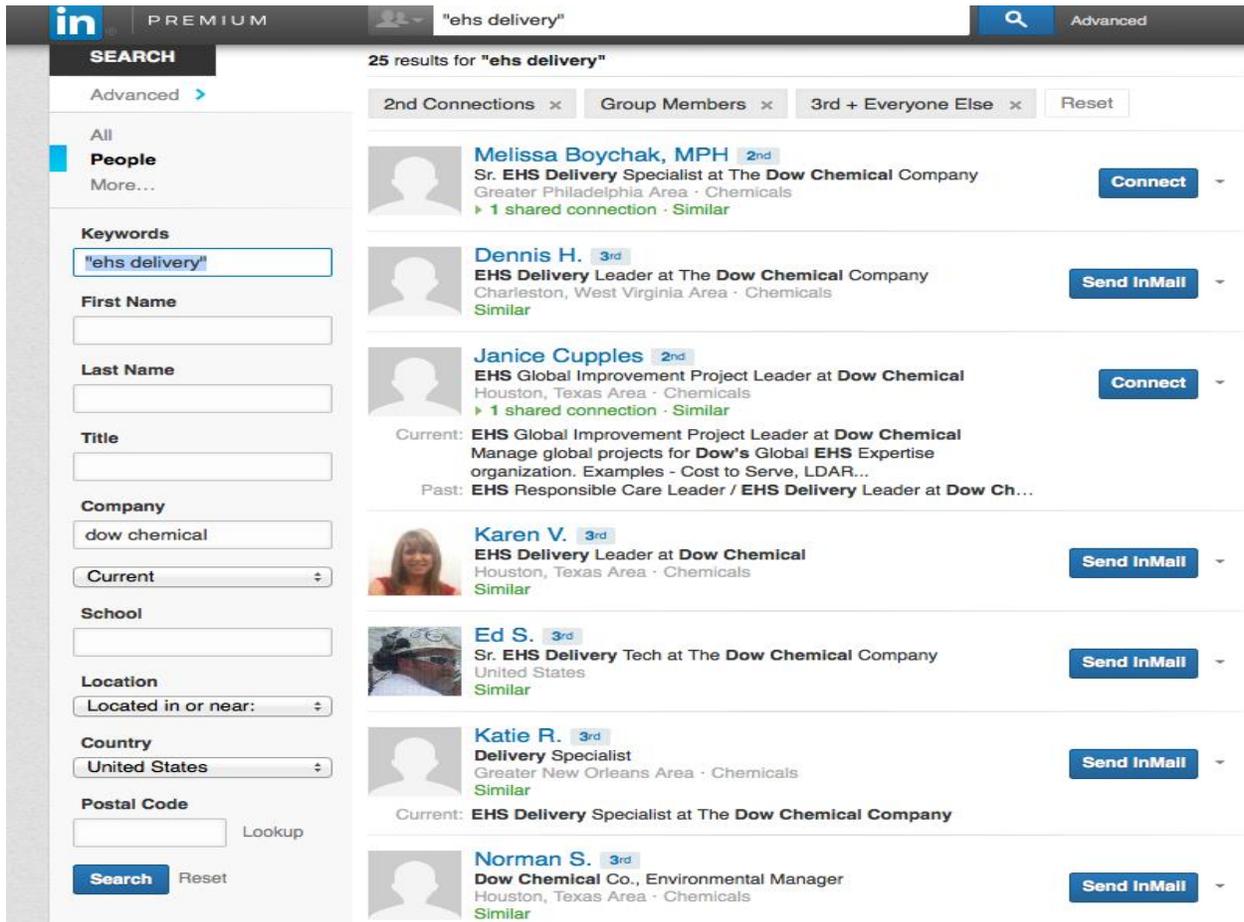
The screenshot shows a list of LinkedIn profiles with checkboxes for selection. Each profile includes a name, title, location, and a connection type icon.

Profile	Title	Location	Connection Type
<input type="checkbox"/> Jay Ablian	Director, Services at Valkre Solutions	Chicago, Illinois	LinkedIn
<input type="checkbox"/> Randy Abramovic	Owner at proSource Integrated Marketing	Greater Pittsburgh Area	LinkedIn
<input type="checkbox"/> Don Accamando	Military Programs Director, Duquesne University at Duquesne University, School of Leadership and Professional Advancement	Greater Pittsburgh Area	LinkedIn
<input type="checkbox"/> John Adair	Sales Associate at Coldwell Banker Real Estate	Greater Pittsburgh Area	LinkedIn
<input type="checkbox"/> Josh Adamek	President at Acre of Pittsburgh	Greater Pittsburgh Area	LinkedIn
<input type="checkbox"/> Joe Adams	Sr. Account Manager at A C Coy Company	Greater Pittsburgh Area	LinkedIn
<input type="checkbox"/> Mark Adrian	Principal / Realtor at Grove Properties / Keller Williams Realty	Greater Pittsburgh Area	LinkedIn (8 months ago)
<input type="checkbox"/> Kristin Agnelli	Senior Manager, North American Demand Management at Ariba	Greater Atlanta Area	LinkedIn (9 months ago)

LinkedIn Advanced Search

Thoughts:

1. Find the right opportunities
2. Get introduced
3. Improve conversation to appointment ratios
4. Work smarter not harder



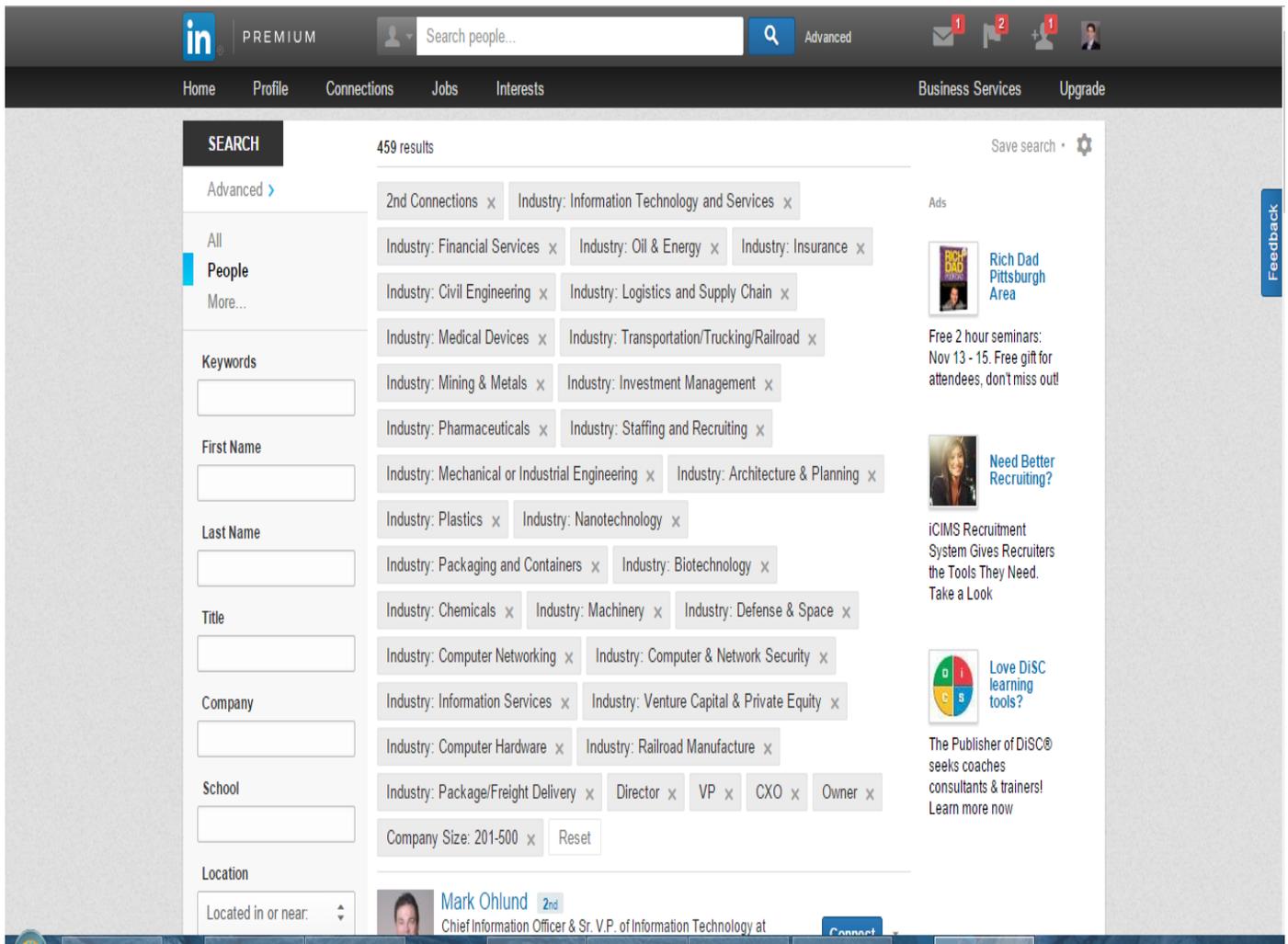
The screenshot shows a LinkedIn search interface for the query "ehs delivery". The search results are filtered to show 25 results, with filters for "2nd Connections", "Group Members", and "3rd + Everyone Else". The search filters on the left include: Keywords ("ehs delivery"), First Name, Last Name, Title, Company (dow chemical), Current, School, Location (Located in or near), Country (United States), and Postal Code. The search results list several professionals, including:

- Melissa Boychak, MPH** (2nd): Sr. EHS Delivery Specialist at The Dow Chemical Company, Greater Philadelphia Area · Chemicals. 1 shared connection · Similar. [Connect](#)
- Dennis H.** (3rd): EHS Delivery Leader at The Dow Chemical Company, Charleston, West Virginia Area · Chemicals. Similar. [Send InMail](#)
- Janice Cupples** (2nd): EHS Global Improvement Project Leader at Dow Chemical, Houston, Texas Area · Chemicals. 1 shared connection · Similar. [Connect](#)
- Karen V.** (3rd): EHS Delivery Leader at Dow Chemical, Houston, Texas Area · Chemicals. Similar. [Send InMail](#)
- Ed S.** (3rd): Sr. EHS Delivery Tech at The Dow Chemical Company, United States. Similar. [Send InMail](#)
- Katie R.** (3rd): Delivery Specialist, Greater New Orleans Area · Chemicals. Similar. [Send InMail](#)
- Norman S.** (3rd): Dow Chemical Co., Environmental Manager, Houston, Texas Area · Chemicals. Similar. [Send InMail](#)

LinkedIn Advanced Saved Search

Thoughts:

1. Stop worrying about how you're going to find new targets.
2. Consistently go after the "ideal" target.
3. Good trap to force behavior.

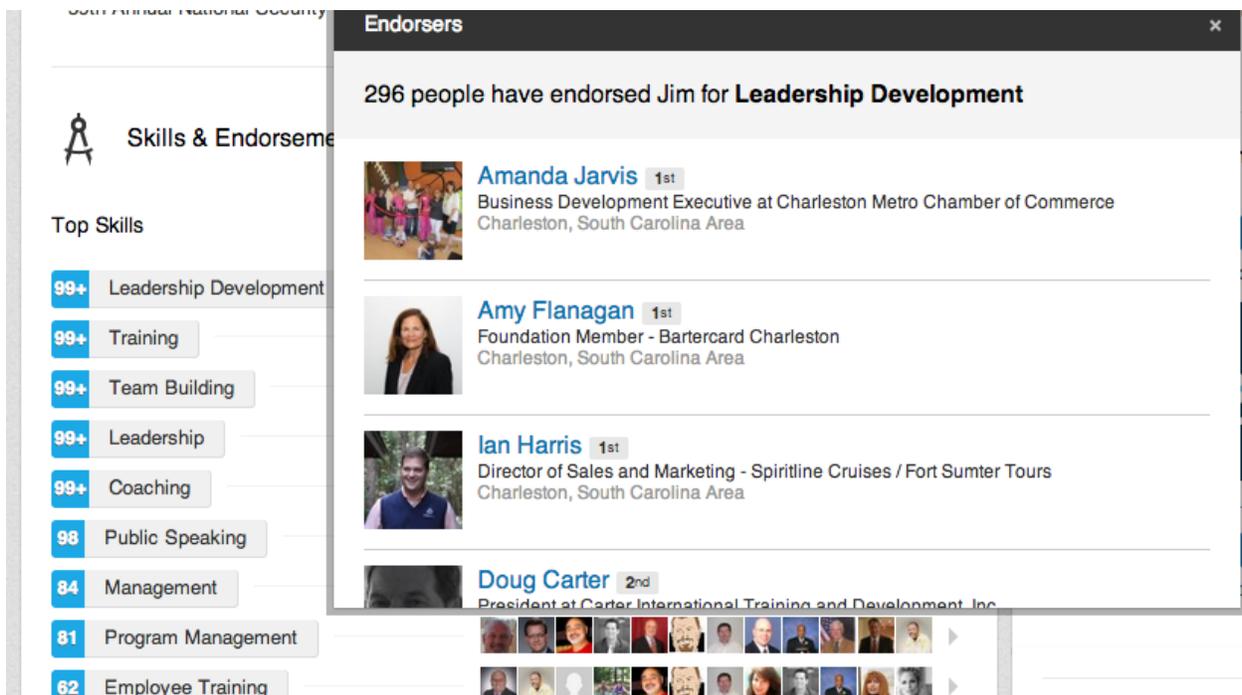


The screenshot displays the LinkedIn Advanced Search interface. The top navigation bar includes the LinkedIn logo, a 'PREMIUM' badge, a search bar with the text 'Search people...', and an 'Advanced' search button. The main navigation menu shows 'Home', 'Profile', 'Connections', 'Jobs', and 'Interests'. The search results page shows 459 results for an advanced search. The left sidebar contains search filters: 'All', 'People', and 'More...'. The main content area lists various industry filters such as 'Information Technology and Services', 'Financial Services', 'Oil & Energy', 'Insurance', 'Civil Engineering', 'Logistics and Supply Chain', 'Medical Devices', 'Transportation/Trucking/Railroad', 'Mining & Metals', 'Investment Management', 'Pharmaceuticals', 'Staffing and Recruiting', 'Mechanical or Industrial Engineering', 'Architecture & Planning', 'Plastics', 'Nanotechnology', 'Packaging and Containers', 'Biotechnology', 'Chemicals', 'Machinery', 'Defense & Space', 'Computer Networking', 'Computer & Network Security', 'Information Services', 'Venture Capital & Private Equity', 'Computer Hardware', 'Railroad Manufacture', 'Package/Freight Delivery', 'Director', 'VP', 'CXO', 'Owner', and 'Company Size: 201-500'. A 'Reset' button is located at the bottom of the filters. The right sidebar features advertisements, including 'Rich Dad Pittsburgh Area' and 'Need Better Recruiting?'. The bottom of the page shows a profile snippet for Mark Ohlund, Chief Information Officer & Sr. V.P. of Information Technology at [Company].

Competitors Endorsement Search

Thoughts:

1. Discover what competitor's clients truly believe about your competitor.
2. People change vendors/suppliers because they don't feel important.
3. Do you know changes that will influence your prospect to search out alternatives?



The screenshot shows a LinkedIn profile's 'Skills & Endorsements' section. On the left, a sidebar lists 'Top Skills' with counts: Leadership Development (99+), Training (99+), Team Building (99+), Leadership (99+), Coaching (99+), Public Speaking (98), Management (84), Program Management (81), and Employee Training (62). The main area is titled 'Endorsers' and states '296 people have endorsed Jim for Leadership Development'. It lists four endorser profiles: Amanda Jarvis (1st), Amy Flanagan (1st), Ian Harris (1st), and Doug Carter (2nd). Each profile includes a photo, name, rank, and job title/location. Below Doug Carter's profile, there are two rows of small circular profile pictures of other endorser members.

LinkedIn Emails for Introductions

I. My Original Email – Asking a Contact for an Introduction

Name,

(some type of bonding) I see that you are connected to Name at Name. How well do you know him? Would you be comfortable introducing me?

Bryan

II. Email Introduction Template (Send to all parties)

For a Client to send to his/her contacts

Name and Bryan,

I wanted to take the opportunity to introduce the two of you. Name is the Position at Company. He and I (describe your connection).

Bryan has a place called Sandler Training by Peak Performance. Bryan and his team have done a lot of great work with us helping us to increase sales, market share, and profits. I think it would be valuable for the two of you to talk.

Bryan, please reach out to Name and set up a time to speak. If you would like me to be part of it or if you have any questions, please do not hesitate to call.

All the best.

Name

Name, you can reach Bryan at 412.401.7122
Bryan, you can reach Name at xxx.xxx.xxxx

LinkedIn In/Emails for Introductions

(continued)

For a Non-Client to send to his/her contacts

Name and Bryan,

I wanted to take the opportunity to introduce the two of you. Name is the Position at Company. He and I (describe your connection).

Bryan has a place called Sandler Training by Peak Performance. Bryan and his team have done a lot of great work with many similar clients, to you, to increase sales, market share, and profits. I think it would be valuable for the two of you to talk.

Bryan, please reach out to Name and set up a time to speak. If you would like me to be part of it or if you have any questions, please do not hesitate to call.

All the best.

Name

Name, you can reach Bryan at 412.401.7122

Bryan, you can reach Name at xxx.xxx.xxxx

III. Email I will send in reply

Name,

Thanks for making the introduction to Name.

Name,

I will reach out to you in the next couple of days to schedule a time to speak. In the meantime you can reach my on my personal cell phone at 412.401.7122.

What's the best way to reach you?

Bryan

LinkedIn In/Emails for Introductions

(continued)

IV. InMails (premium only) or Profile Views

Bob,

Do your initiatives for 2015 include: increasing sales revenues, taking market share from competition, or improving the effectiveness of your sales and leadership team?

It looks like we have a few connections in common and that you have an accomplished background. It's a pretty small world and who knows whether or not we can be a resource for one another, or even where the conversation goes.

Open to a conversation?

Regards,
Bryan Whittington
412.401.7122

LinkedIn Connections that you don't know well:

Name,

it's been a while since we last spoke and you recently came to mind. We really haven't had a chance to talk too much and I'm curious to know how well you've been leveraging LinkedIn. Sadly, I haven't been doing well; however, I'm looking to change.

Are you open to helping each other? Let's set up a time for a quick telephone call to see how we might be able to better leverage our LinkedIn connection to help one another?

When are some good times for you?

Trust that all is well,
Bryan
412.401.7122



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Prospecting Emails

1st email

Name,

Do your initiatives for 2015 include: increasing sales revenues, taking market share from competition, or improving the effectiveness of your sales and leadership team?

My name is Bryan Whittington with Sandler Training by Peak Performance Management. We typically work with growth minded companies who value their employees and look to develop their team to achieve better results.

It would be disrespectful of me to presume we can be used as a resource for you without understanding more about your business; however, my feeling is that reaching out to set up a brief telephone conversation sometime is always the right thing to do.

I look forward to hearing from you either way.

2nd Email

Hi Name, I sent you the note below a few weeks ago and had not heard back. My guess is that you get as many emails as me and the note got lost. Let me know if these aren't the initiatives on the radar screen right now.

Hi name,

Do your initiatives for 2015 include: increasing sales revenues, taking market share from competition, or improving the effectiveness of your sales and leadership team?

My name is Bryan Whittington with Sandler Training by Peak Performance Management. We typically work with growth minded companies who value their employees and look to develop their team to achieve better results.

It would be disrespectful of me to presume we can be used as a resource for you without understanding more about your business; however, my feeling is that reaching out to set up a brief telephone conversation sometime is always the right thing to do.

I look forward to hearing from you either way.

Prospecting Emails

(Continued)

3rd Email

Hi Name,

this is Bryan Whittington with Sandler Training at Peak Performance Management. I have sent you a few messages and haven't heard back. I am getting the feeling you have 0% interest in even learning any more about who we are or what we do and you are just being too polite to reply back to let me know that.

If you would be kind enough to confirm my suspicions, I will close your file and not reach out to you again.

Best of success in your business,
Bryan

The Approach Call

1. Open with a Pattern Interrupt
2. Ask permission to continue with an UFC
3. Personal Connection
4. 10 Second Commercial
5. Fishing for Pain
6. Close by suggesting a clear next step
7. Ensure Commitment by doing the post-sell
8. Ask for an Introduction

Pattern Interrupts

- This is Bryan Whittington with _____ Did I catch you at a particularly bad time?
- This is Bryan Whittington with _____ I don't suppose my name is rings a bell, does it?
- This is Bryan Whittington and I want you to know that this is a Cold call. I hate to make cold calls, but I have to... Or Should we hang up now?
- I have a note with your name on it. I'm not sure what it's about
- This is Bryan Whittington. I don't know if you are the person I should be talking with and I am hoping that maybe you can help me out.
- This is Bryan Whittington with _____ If someone were to give you a call from a company like ours, which is involved in helping people or companies like yours, with ways to deal with the ongoing frustration of slow computers, down networks, lost data or unplanned Virus, how would they approach the situation to determine if you or your company would be interested?
- This is Bryan Whittington.....(silence).
- This is Bryan Whittington and I'm looking for a little bit of help.