

The Power of LinkedIn®

Become an industry expert and be the go to person in your field.

With over 150 million members, LinkedIn® is an excellent way to communicate to a B2B audience and business professionals. It's a great networking tool to research people and companies, reconnect with past business associates or build a new network of relationships with individuals who influence potential customers.

Sales Huddle Energizer

79.6% of LinkedIn® users rate LinkedIn® Groups as their #1 Top Favorite Feature. Start now by joining LinkedIn® groups that appeal to your seller's potential buyer.

- Request each seller to join 2 groups today.
- After joining the group, read through and respond to several discussions with comments that promote the seller's expertise.
- Tomorrow each seller is expected to join 2 more groups and engage in several more discussions.
- Repeat this each day until each seller reaches the 50 Group limit.

There may be a 50 group limit, however, there is no limit to adding to discussion comments.

Encourage your sellers to participate in groups, and in no time your sellers will be positioned as an expert in the eyes of your prospective buyers.