



The Superstat Sales Academy

1

What To Expect.

- 1 **Sixty Minutes**
Rapid Fire
Q&A
Recorded

Do the exercises



6



2 Participate



7

Today's Objective.

3

- Learn the daily behaviours required to generate incoming leads
- Improve your LinkedIn profile to attract your ideal customer
- Develop profitable new business consistently



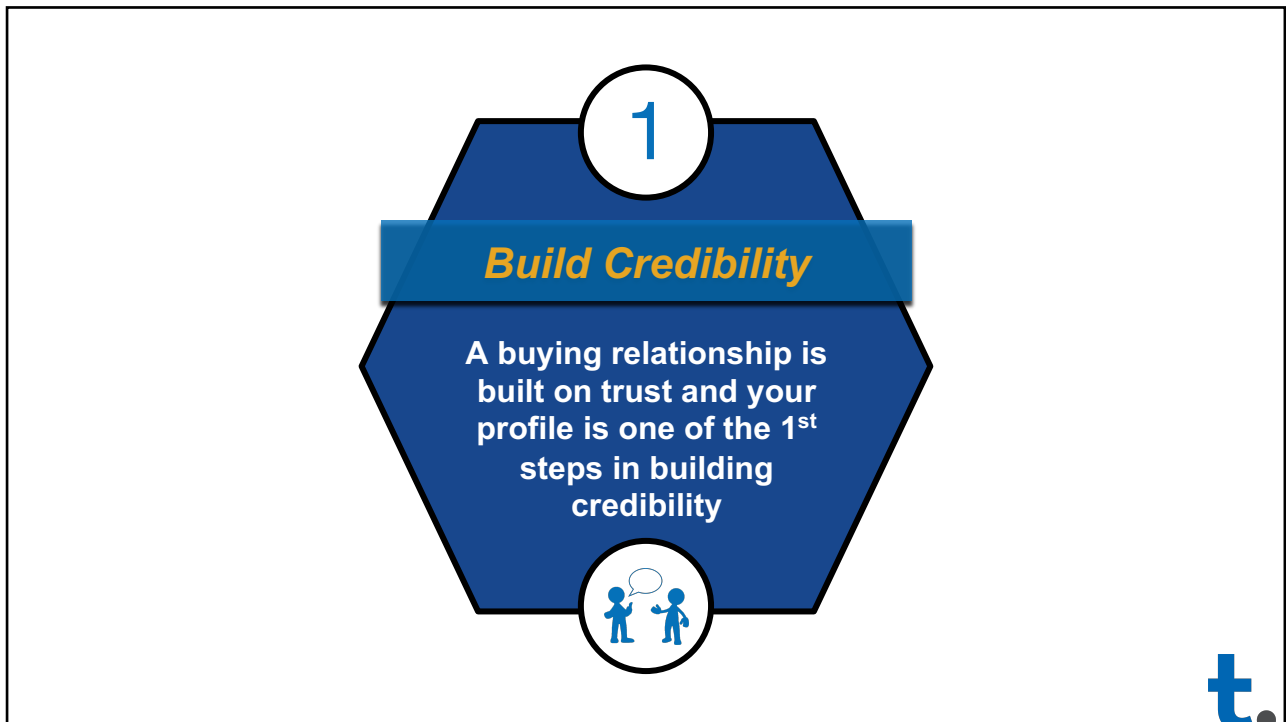
8

How to use LinkedIn to create a pipeline of profitable leads

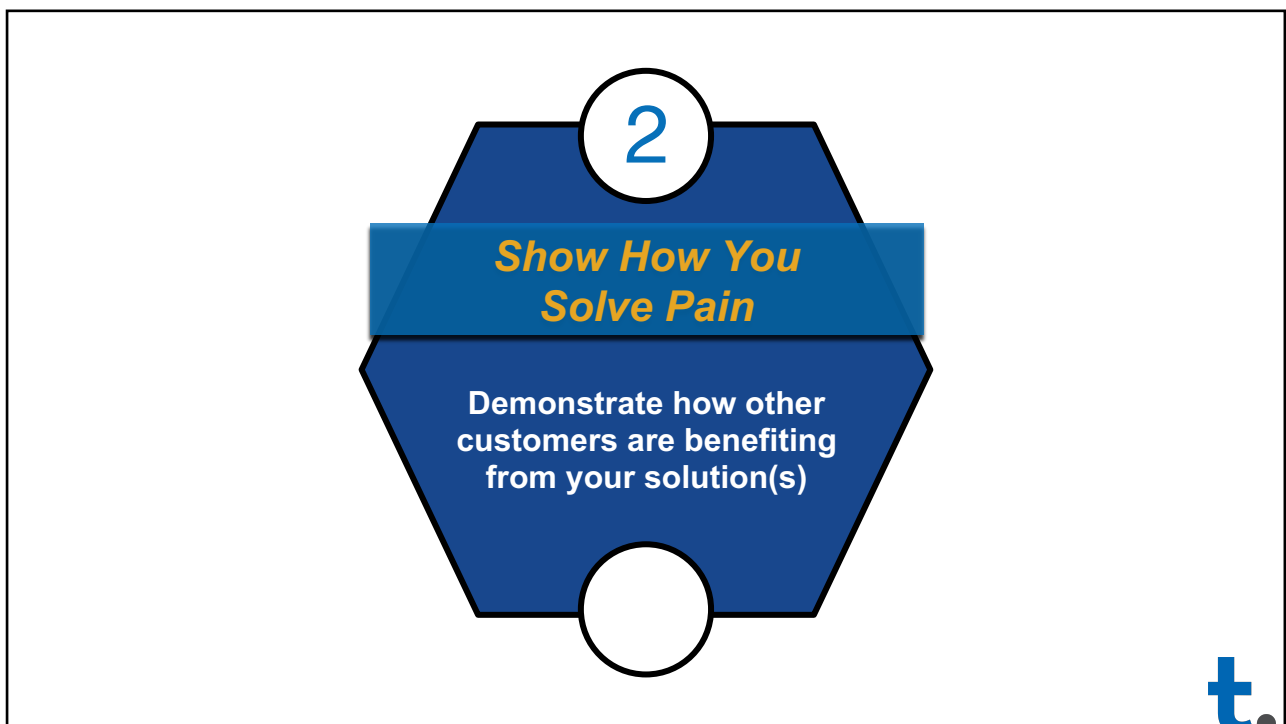
10

Profile Perfection

11



12



13



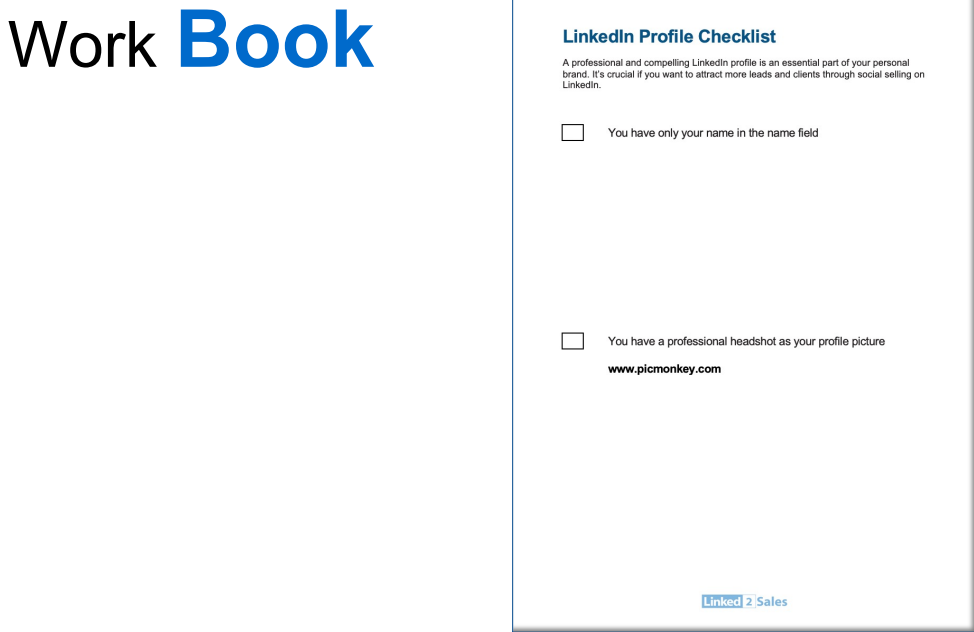
3

Create Conversations

Your digital brand should attract, teach & engage buyers, and convert them from connections to conversations

t.

14



Work Book

LinkedIn Profile Checklist

A professional and compelling LinkedIn profile is an essential part of your personal brand. It's crucial if you want to attract more leads and clients through social selling on LinkedIn.

- ☐ You have only your name in the name field
- ☐ You have a professional headshot as your profile picture
www.picmonkey.com

LinkedIn Sales

t.

15

Your **Profile**

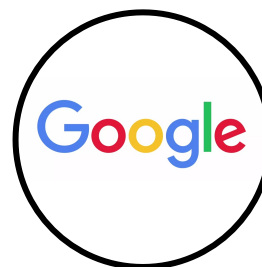
- It's not a CV
- The results you deliver
- Your experience
- Call to action - links to your website, landing pages, talk to the target market and their pains
- Know, like, trust



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**Keywords will
Get you Found
on Google and
LinkedIn**



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Key **Words**

<https://keywordtool.io>

<https://www.wordstream.com/keywords>

18

Key **Words**

- **Make a list of your key words**
- **Select 3 or 4 to include in your headline**
- **The rest to use in your skills profile and other sections on your profile**

19

Professional **Headshot**

- **Ensure the background is very plain, with no trees, walls or pictures to compete for people's attention.**
- **You want to make sure they focus on you.**

21

Professional **Headshot**

- **Have the shot taken in a well-lit area.**
- **Ask the person taking your photo to focus on your eyes.**
- **Edit your headshot**

22

Compelling **Headline**

- You have 120 characters to play with in this section
- This is the section directly below your name
- There are two ways you can structure this area:

23

Compelling **Headline**

- Use all keywords, separated by icons
 Sales Trainer ✓ Sales Coach ✓ Key Note Speaker ✓
 Entrepreneur ✓ Sandler Authorised Trainer ✓
 Sales Specialist

24

Compelling **Headline**

- Write a flowing sentence that includes your main keywords
- **Office Supplies and Toner Specialist ...**
- **Write your compelling headline**

25

Cover **Photo**

- Use the 'real estate' to attract
- The correct size for the background image is 1400 x 425 pixels - Canva.com
- Services, pains you solve, promotions, events etc
- **Edit your cover photo**

26

Vanity **URL**

- Every URL must be unique
 - Use your own name
 - Don't use your company name
- **Edit your url**

27

Complete **Intro**

- Current position
- Education (optional)
- Country/region
- Industry
- **Edit your Intro**

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Summary **Section**

- Although the Summary is an optional addition to your profile, it must be included and placed at the very top of your profile.
- You have 2000 characters to work with in the Summary.

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Summary **Section**

- All the sections we've covered so far are very important to get right, but this will probably be the most difficult to complete.

30

Summary (About) **Section**

- This is your opportunity to get somebody interested in you.
- If you lose people here, it is highly unlikely they will read or interact any further.

31

Summary Section **(About)**

8 elements to incorporate

- | | |
|--------------------------------|--|
| 1. Name and your introduction | 5. The pain or problems you will solve |
| 2. Your insight | 6. How you solve these problems |
| 3. The result you will deliver | 7. Your 'why' |
| 4. Your experience | 8. Call to action |

32

Summary **Section**

- **Name and introduction**

Hi – Tony Goodwin, sales trainer, coach and mentor to individuals and organisations transforming the way they sell in the modern era.

33

Summary **Section**

- **Insight**

I wish I had a pound for every time a business owner or individual involved in sales said they find selling frustrating, stressful and difficult to predict.

I once heard that 'success leaves clues' and after working with over 1,000 sales professionals and entrepreneurs I know the strategies that work and the ones that don't.

These strategies remove the hassle and sometimes overwhelming burden from sales growth and business development to give them a formula that's been proven to work for over 50 years.

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Summary **Section**

- **Results I will deliver**

I've found 3 major problems facing those in sales today:

1. They're not efficient or effective
2. They're not attracting and converting enough leads as effectively as they should
3. They're overwhelmed and frustrated about how to navigate through the first two problems

35

Summary **Section**

- **Results I will deliver (cont)**

The end result is that really great people end up having mediocre sales. But it doesn't have to be that way.

I work across a broad range of business types, from larger corporations to SME's all of whom share one thing in common – they are committed to being their best and transforming their sales.

I help you sustainably scale your sales by providing the skills, behaviours – and vitally the mindset – to grow.

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Summary **Section**

- **My experience**

Having owned and run multiple companies myself, I was well aware of the difficulties business owners and sales professionals face in an ever-competitive market.

37

Summary **Section**

- **The pain I solve**

Working with individuals and organisations in the same boat, they all tell me three primary problems:

1. They're frustrated with the peaks and troughs of sales revenue which means they're continually stuck in the feast to famine cycle
2. They're disappointed that they're not closing as much as they should be which results in missed targets and quotas
3. They're sick and tired of chasing 'suspects' who initially show interest, get the information they're looking for and then disappear and hide.

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Summary **Section**

- **How I solve these pains**

To solve these frustrations I provide programmes of support and development designed to

1. Significantly reduce sales cycles
2. Increase win ratios
3. Drive consistent sales growth even in the toughest of environments.

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Summary **Section**

- **My 'why'**

I believe that everyone involved in sales has the ability to change through powerful, authentic sales development and my mission is to help forward thinking entrepreneurs and sales professionals achieve this.

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Summary **Section**

- **My call to action**

If you'd like to stay in touch, or simply get access to the FREE information I share every day, click the blue Follow button below

Are you ready to take your sales to the next step?

The next step is simply to contact me here on LinkedIn and let's start a conversation

41

Summary **Section**

- **Complete your summary section**

42

Experience **Section**

- You have 2000 characters to work with.
- This is the section that shows the current and previous positions you have held
- **Edit your Experience**

43

Media

- You can add photos, documents, presentations, articles etc
- **Edit your Media**

44

Volunteer **Experience**

- Add volunteer experience if relevant
- **Edit your Volunteer Experience**

45

Education **Section**

- You must complete this section in your profile
- LinkedIn will consider your profile incomplete if you don't add something here
- **Edit your Education Section**

46

Accomplishments **Section**

- Publications
- Patents
- Courses
- Projects
- Honours and awards
- **Edit your Accomplishments**

47

Skills and **Endorsements**

- You can have up to fifty skills in this section
- Add additional relevant skills to fill the fifty available
- They should be in order of their value to you
- **Edit your Skills**

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Recommendations

- Other than a video testimonial, there's no better validation of your pre-eminence than a LinkedIn recommendation
- Don't be afraid to request one

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Recommendations

- Ensure you send a personalised request
- There's no magic number - other than zero
- Request a recommendation now

50

LinkedIn **Groups**

- You can join up to a hundred groups
- Join are those that contain your ideal clients
- You may be an avid golfer, but unless other golfers are your ideal clients, groups focused on golfing are not the ones to join
- **Join a group**


51


Perfect Profile **Rating**


- Depending on how well you have followed the above instructions, LinkedIn will now give your profile a rating.

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Proof Read – Then Read Again

 **Business Development Manager** at IBASE Europe
Leeds, United Kingdom • Electrical/Electronic Manufacturing
[Similar](#)
Current: **Business Development Manager** at IBASE Europe

 **Business Development manager** at PARK SQUARE ACQUISITIONS LIMITED
Huddersfield, United Kingdom • Financial Services
[Similar](#)
Current: **Business Development manager** at PARK SQUARE ACQUISITIONS LIMITED

 **Business & Education Development Manager - Fenland** at The Skills Service
Peterborough, United Kingdom • Marketing and Advertising
[1 shared connection](#) • [Similar](#)
Current: **Business & Education Development Manager - Fenland** at The Skills Service

[Send InMail](#) [Send InMail](#) [Connect](#)



54

Proof Read – Then Read Again

 **LinkedIn Member**
Head of Centre of Excellence **Communications** at GSK
Twickenham, United Kingdom • Pharmaceuticals
[Send InMail](#)
Current: **Head of Centre of Excellence Communications** at GSK

 **LinkedIn Member**
Communications Manager bei <http://startups.co.uk/>
London, United Kingdom • Computer & Network Security
[Send InMail](#)
Current: **Communications Manager** at <http://startups.co.uk/>



55

Proof Read – Then Read Again



LinkedIn Member

Public **Affairs**/ **Pubic** Relations & woordvoerder bij Aegon
The Hague Area, Netherlands • Insurance

[Send InMail](#)

Current: Public **Affairs** **Pubic** Relations & woordvoerder at Aegon



LinkedIn Member

Manager, Regulatory **Affairs** and **Pubic** Policy at Tufts Health Plan
Greater Boston Area • Hospital & Health Care

[Send InMail](#)

Current: Manager, Regulatory **Affairs** and **Pubic** Policy at Tufts Health Plan



56

LinkedIn Finding and Engaging Buyers

57

Find and Engage

- Review 30 social selling triggers
- Basic vs advanced search
- Following companies and prospects
- Search your connection's connections
- Following companies and prospects

58

Social Selling Triggers

- Profile viewed
- Invitation to connect
- Your invitation to connect is accepted
- Contact's job change
- Contact gets promoted
- Contact's birthday
- Contact's work anniversary
- Contact is mentioned in news
- Contact updates their profile photo, summary, etc.
- LinkedIn blog post is liked by a contact

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Social Selling Triggers

- LinkedIn blog post is shared by a contact
- Comment or Like on your LinkedIn blog post by a contact
- LinkedIn update is liked by contact
- LinkedIn update shared by contact
- LinkedIn update is commented on by your contact
- Group post is liked
- Group post is shared
- Group post is commented on
- Group member makes a comment in a group
- You're endorsed for a skill

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Social Selling Triggers

- You received a recommendation
- You have an opportunity to ask for a recommendation from a contact
- You are invited to join a LinkedIn group
- A shared group member reaches out to you
- You receive an InMail or a message
- 2nd or 3rd degree connection likes a post
- 2nd or 3rd degree connection comments on a post
- 2nd or 3rd degree shares a LinkedIn update post
- Your contact writes a blog/ post
- LinkedIn's People You May Know feature presents a contact which is connected to someone in your network

61

1st, 2nd and 3rd Degree **Connections**

- 1st degree is like a Facebook friend
 - You can private message them
 - See their contact information
 - See their updates
 - Tag them on posts

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1st, 2nd and 3rd Degree **Connections**

- 2nd degree is like a friend of a friend
 - You can (usually) see their profile
 - See who you have in common and ask for an intro
 - You can (usually) tag them in a post
 - See their updates if you follow them

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1st, 2nd and 3rd Degree **Connections**

- 3rd degree
 - Might not be able to see their name or photo
 - You can (sometimes) tag them in a post
 - See their updates if you follow them

64

Boolean Search

- Boolean Search uses a combination of keywords and the three main Boolean operators (AND, OR and NOT) to organise and sift through your searches.

65

Boolean Search

- The first important thing to appreciate about Boolean is that there are only five elements of syntax to understand.

66

Boolean Search

AND**“ ”****OR****()****NOT**

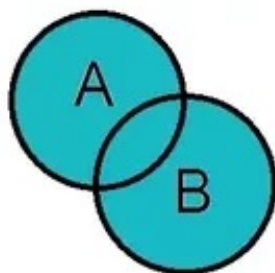
67

Boolean Search

- By applying these appropriately, along with the keywords you wish to consider, you can create a huge range of search operations.

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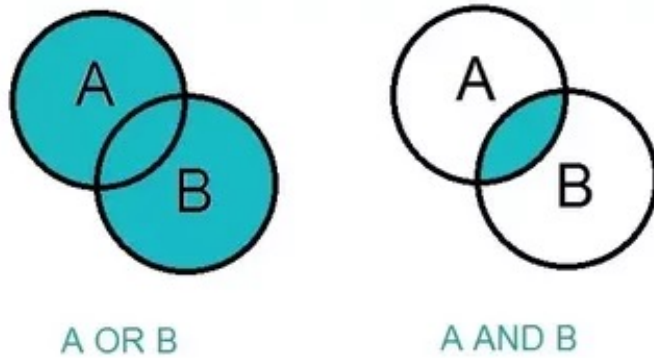
The OR Operator



A OR B

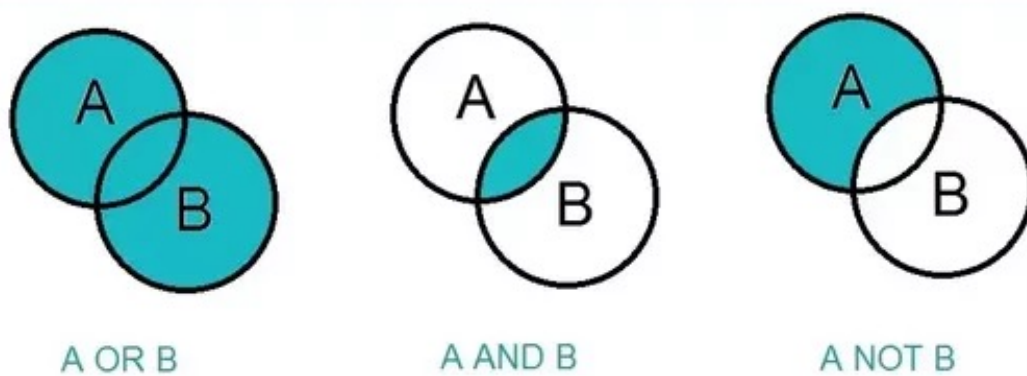
69

The AND Operator



70

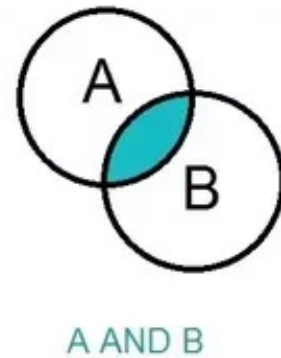
The NOT Operator



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Examples

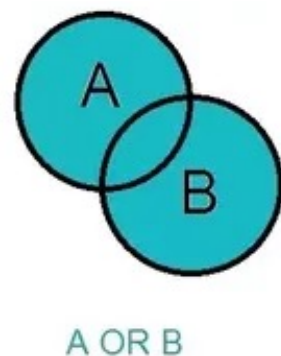
CTO OR CMO
=
CTO's and all CMO's



72

Examples

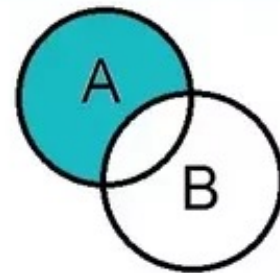
CTO AND Founder
=
CTO's that are founders



73

Examples

CTO NOT Founder
=
CTO's that are
not founders



A NOT B

74

Quotation Marks

- “Quotation Marks” to group titles or words (if more than 1)

“Sales Director”

OR

“Head of Sales”

75

Quotation Marks

- No quotation marks will show anyone who's profile says

“Sales”,
“Director”,
“of” or “Head”

76

Parentheses

- Create More Complex Searches

(CTO OR CMO)
AND
(Leeds OR York)

77

in

(cto or cmo)AND (leeds or york)

Home

My Network

Jobs

Messaging

Notifications2

Me

Work

Advertise

People

Connections

Locations

Current company

All filters

11 results

Ed Hughes • 2nd
CMO / Consultant
Greater Nottingham
Education: University of Leeds
 Dr Rachael Coates, Richard Harpin, and 3 other shared connections

Connect

Tim Roe • 2nd
Vice President Product Sales at Mastercard
London
Past: Vice President and Head of Marketing, GNS EMEA at American Express - ...at the level of Managing Director, CEO and CMO. I had a dual...
 Michael Mateer, Richard Sykes, and 3 other shared connections

Connect

Jonathan Pearson • 2nd
CEO BluZinc Talent Acquisition & Management Consultant to Create Resilient & Sustaina...
London
Current: Principal Consultant at NPWorldwide Member-Owners - ...managers, directors, VPs, COO, CMO, CTO, CEOs.
 Samantha Burnes, Louis Richard, and 6 other shared connections

Connect

Saved searches • Manage

leeds (10 new)

Create search alert

Ad ...

Tony, attract talent by building a stand out employer brand.

Right job. Right candidate. Right now.

Request Demo

78

Exercise

- Identify the companies/accounts you'd like to target

My Companies and/or Accounts

Make a list of your Named Accounts and/or the target Companies you would like to work with.

[illegible]

79

Exercise

- Identify the prospects or leads you'd like to target

My Companies and/or Accounts

Make a list of your Named Accounts and/or the target Companies you would like to work with.

Company Name	Company Page LinkedIn URL

80

Following

- Follow individuals and organisations
- These will show in your news feed
- Serve up triggers
- Notifies the prospect
- The first step in getting a prospects attention

81

People Also Viewed

- Helps you see other points of contact within an organisation or
- Other individuals with a similar description who may be prospects
- Can only see if the person has not turned off 'person also viewed'

82

People Also Viewed

The screenshot shows a LinkedIn profile for Emma Armytage MCIPD LLM. The profile banner features a collage of images related to HR and business. The profile summary states: "Helping frustrated 'Accidental' HR Managers understand how to manage their day to day responsibilities by working with them through the HR Mastermind". The location is "Bishopthorpe, England, United Kingdom" and she has "500+ connections".

On the right side of the profile, there is a section titled "People also viewed" which lists two other professionals:

- Pam Clark** - 2nd degree connection. Bio: "I help business owners focus on income..."
- Kat Derbyshire - HR Specialist** - 2nd degree connection. Bio: "Supporting smaller business owners to be..."

A red arrow points from the "People also viewed" section to the "University of Lancashire" logo, which is listed as a mutual group.

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Exercise

- Go to your top prospect/lead list
- Find a prospect on LinkedIn
- Look for 'people also viewed'

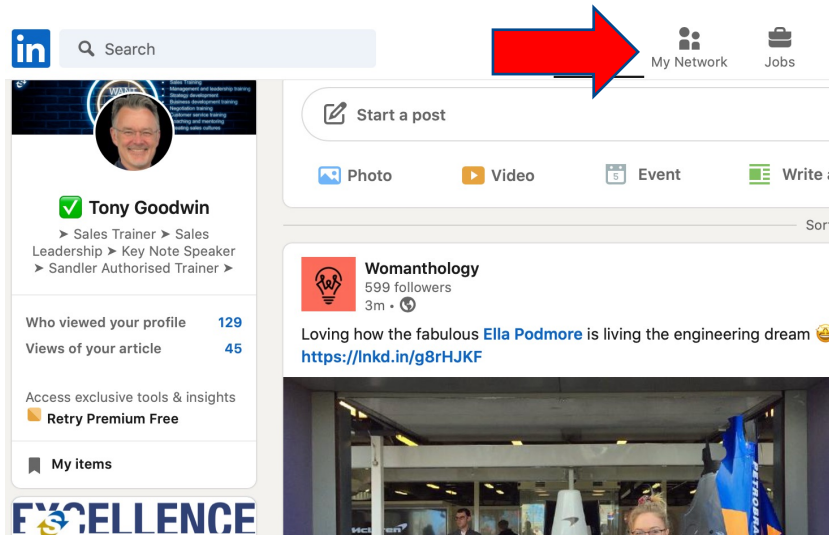
84

Ways to Engage

- Use Boolean logic to sort by title/keyword
- Follow prospective buyers
- Send a personalised connection request and mention some commonality for bonding and rapport

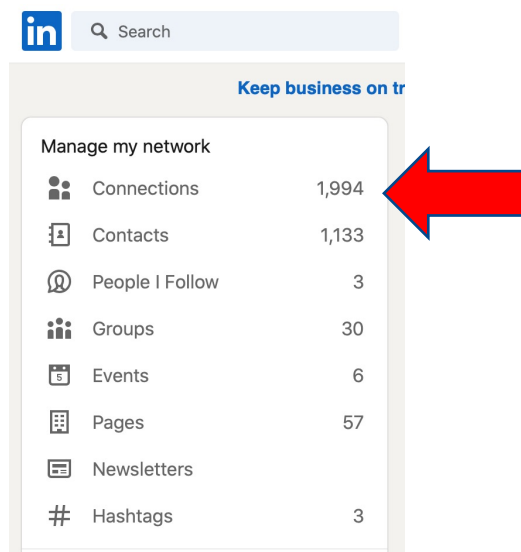
85

Searching Your Connection's Connections



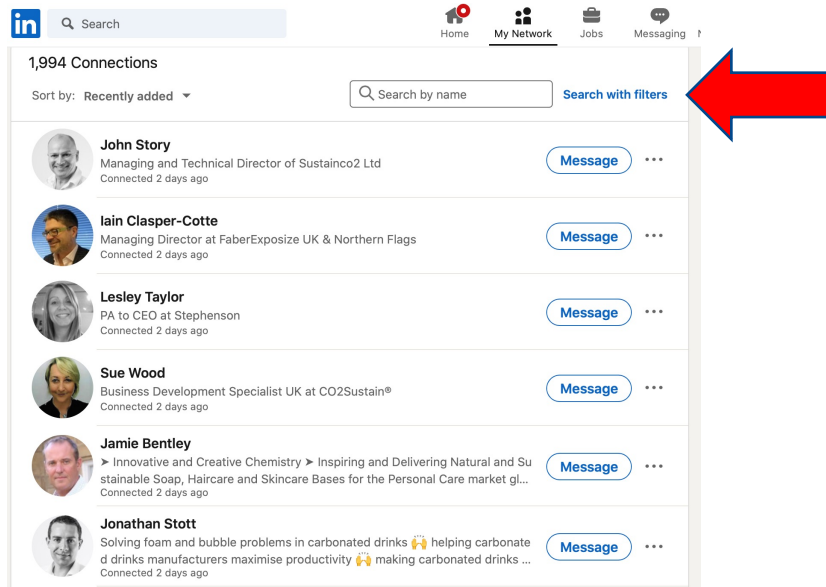
86

Searching Your Connection's Connections



87

Searching Your Connection's Connections



1,994 Connections

Sort by: Recently added

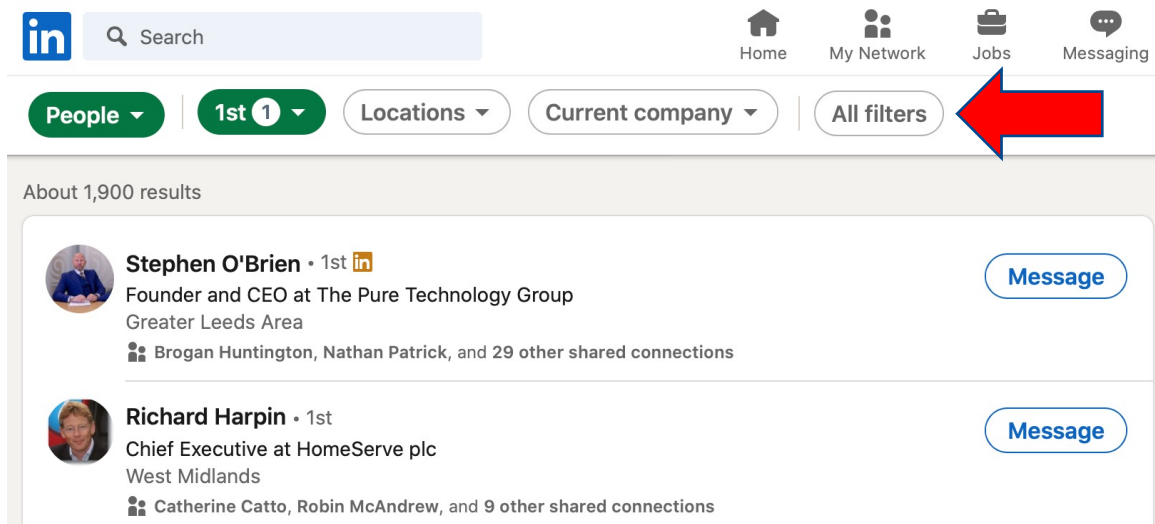
Search by name

Search with filters

- John Story**
Managing and Technical Director of Sustainco2 Ltd
Connected 2 days ago
- Iain Clasper-Cotte**
Managing Director at FaberExposize UK & Northern Flags
Connected 2 days ago
- Lesley Taylor**
PA to CEO at Stephenson
Connected 2 days ago
- Sue Wood**
Business Development Specialist UK at CO2Sustain®
Connected 2 days ago
- Jamie Bentley**
Innovative and Creative Chemistry Inspiring and Delivering Natural and Sustainable Soap, Haircare and Skincare Bases for the Personal Care market gl...
Connected 2 days ago
- Jonathan Stott**
Solving foam and bubble problems in carbonated drinks helping carbonate d drinks manufacturers maximise productivity making carbonated drinks ...
Connected 2 days ago

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Searching Your Connection's Connections



Search

Home My Network Jobs Messaging

People 1st 1 Locations Current company All filters

About 1,900 results

- Stephen O'Brien** • 1st
Founder and CEO at The Pure Technology Group
Greater Leeds Area
Brogan Huntington, Nathan Patrick, and 29 other shared connections
- Richard Harpin** • 1st
Chief Executive at HomeServe plc
West Midlands
Catherine Catto, Robin McAndrew, and 9 other shared connections

89

Searching Your Connection's Connections

Filter only **People** ▾ by

×

Connections

☒ 1st

☐ 2nd

☐ 3rd+

Connections of

Jamie Bentley

Locations

☐ United Kingdom

☐ England, United Kingdom

☐ Greater Leeds Area

☒ Leeds

☐ Harrogate

+ Add a location

90

Searching Your Connection's Connections

Filter only **People** ▾ by

×

☐ volunteering

☐ joining a nonprofit board

Service providers

☐ Consulting

☐ Marketing

☐ Coaching & Mentoring

☐ Business Consulting

☐ Marketing Consulting

+ Add a service

Keywords

First name

Last name

Title

Managing Director

Company

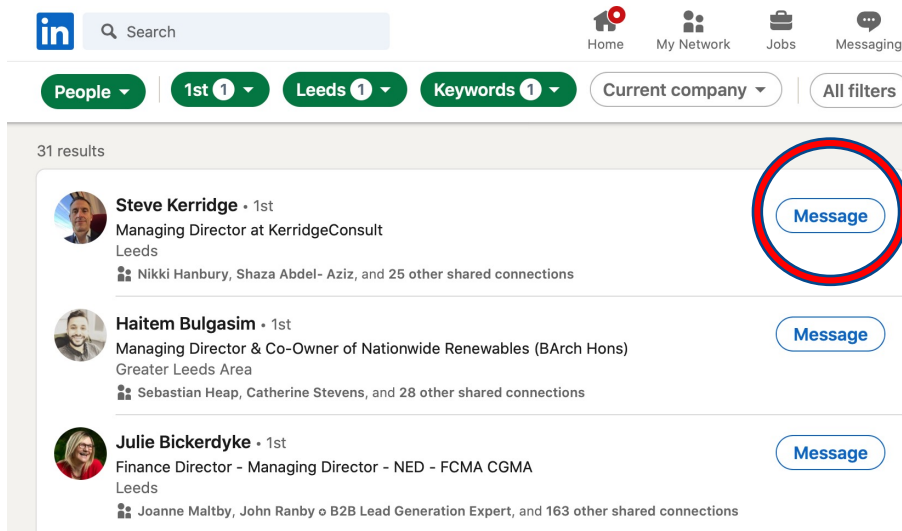
School

Reset

Show results

91

Searching Your Connection's Connections



92

Discover Buyer Insights

- Now that you've searched and filtered, you can discover insights about the prospect
- 3 x 3
- 3 things in 3 minutes

93

Emma Armytage MCIPD LLM · 1st

Helping frustrated 'Accidental' HR Managers understand how to manage their day to day responsibilities by working with them through the HR Mastermind

Bishopthorpe, England · United Kingdom · **500+ connections** · [Contact info](#)

Highlights

- 157 mutual connections**
You and Emma Armytage MCIPD both know Jason Baskind - Health Insurance Specialist, Manpreet Singh, and 155 others
- 4 Mutual Groups**
You and Emma Armytage MCIPD are both in Yorkshire Enterprise Network, West & North Yorkshire Chamber of Commerce, and 2 others

People also viewed

- Pam Clark** · 2nd
I help business owners focus on income ...
- Kat Derbyshire - HR Specialist** · 2nd
Supporting smaller business owners to be ...
- Sarah Bradley (MCIPD)**

94

Emma Armytage MCIPD LLM

Contact Info

- Emma Armytage MCIPD'S Profile**
[linkedin.com/in/hryorkshire](https://www.linkedin.com/in/hryorkshire)
- Websites**
firstcallhr.com (First Call HR)
firstcallhr.com/services/ (What can we offer ?)
firstcallhr.com/about-us/our-team/ (Meet the team)
- Phone**
07973 531589 (Work)
- Twitter**
[FirstCallHR](https://twitter.com/FirstCallHR)
- Birthday**
October 12
- Connected**
April 20, 2020

95

Emma Armytage MCIPD LLM · 1st
 Helping frustrated 'Accidental' HR Managers understand how to manage their day to day responsibilities by working with them through the HR Mastermind
 Bishopthorpe, England, United Kingdom · [500+ connections](#) · [Contact info](#)

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 •2nd
 I help business owners focus on income ...
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 •2nd
 Supporting smaller business owners to be ...
- Sarah Bradley (MCIPD)**

96

Highlights

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 You and Emma Armytage MCIPD both know Jason Baskind - Health Insurance Specialist, Manpreet Singh, and 155 others

4 Mutual Groups
 You and Emma Armytage MCIPD are both in Yorkshire Enterprise Network, West & North Yorkshire Chamber of Commerce, and 2 others

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About

Free HR Mastermind taster session - register here bit.ly/2TPdBNz

Are you a business owner with a small, but growing team? Do you want to have an understanding of HR Policies and processes to help you to run your business without fear of falling foul of employment law?

Do you feel frustrated with the mystery surrounding HR and employment law? Maybe you're concerned that by doing the wrong thing you could be leaving your business open to a tribunal claim?

Perhaps you are holding back on dealing with sickness or performance issues because you just don't know what to do. Or have you, or someone you know, been taken to an employment tribunal and you're worried about the impact and cost that one may have on your business.

Would you like to feel confident that you have the basics of HR under your belt so that you can deal with some of your people issues with confidence.

If so, the HR Mastermind may be just what you are looking for. It's a 12 week programme, covering a range of HR topics with weekly webinars, a toolkit of useful documents, and it's in small groups of people, with the same worries and frustrations that you have.

98

Activity

4,905 followers



Emma Armytage MCIPD replied to a comment



It's important that your staff feel that their contribution towards th...

Emma Armytage MCIPD shared this



With apologies to Alan Sugar..... Just because someone has less than two...

Emma Armytage MCIPD shared this



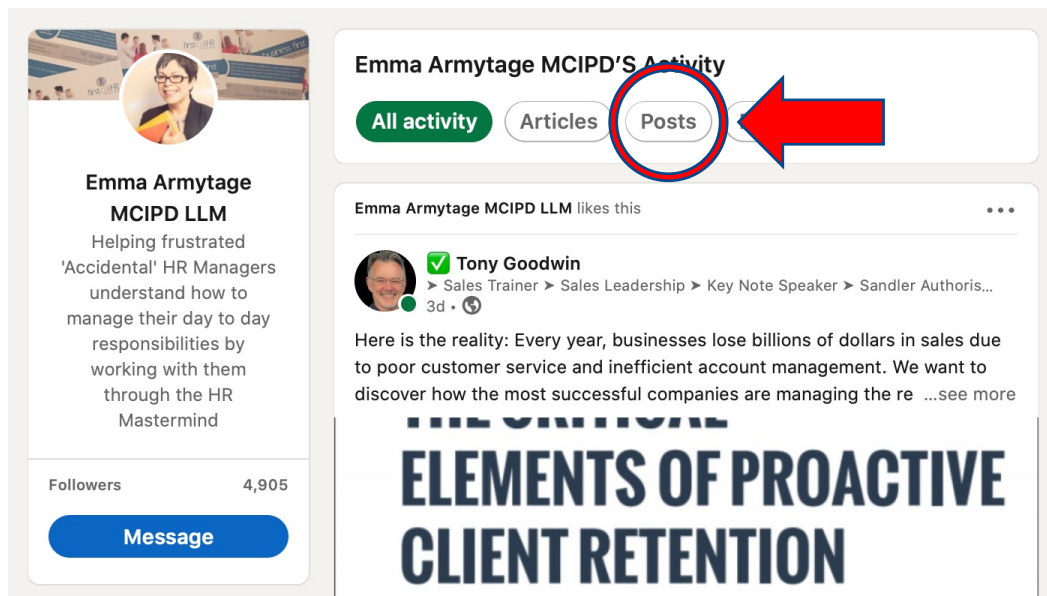
According to the Chamber of Commerce, the average cost of a...

Emma Armytage MCIPD shared this

See all activity



99



100



101

Discover Buyer Insights

- Finding the Sailfish enables personalised outreach and enhances bonding and rapport



102

Experience



Trustee

The Laura Crane Youth Cancer Trust
Mar 2019 – Present · 1 yr 10 mos
Huddersfield, United Kingdom



Director: Supporting SME's with their HR requirements

First Call HR Solutions
Mar 2014 – Present · 6 yrs 10 mos
Wakefield, United Kingdom

Do you need reliable HR support that will work with the specific needs of your business ? At First Call HR we find the right solution to address your individual requirements, our advice and support is provided locally, so rather than talking to a stranger in a call centre you will be talking to someone who knows your business and who will take time to understand ...see more



Senior HR Officer


Next Distribution Ltd
Jul 2011 – Feb 2014 · 2 yrs 8 mos
South Elmsall

Supporting the Management population within the highest profile warehouse within the business, c1,200 staff across a 24/7 operation. Providing a support role to inexperienced managers and working with the senior management team to streamline the efficiency of the warehouse. ...see more


103

Recommendations
Ask for a recommendation
Recommend Emma Armytage MCIPD

Received (13)
Given (5)


Jenni Brown
Helping busy HR Consultants relax by removing their admin burden. Handpicked Harrogate - a bigger voice for local business.
September 22, 2020, Jenni was a client of Emma Armytage MCIPD'S

Emma is one of the most effective and knowledgeable HR Consultants I have had the pleasure to know. She offers a pragmatic and effective support service to her clients, always being mindful of the needs of the business and the individuals involved. Emma is also an excellent trainer and her ... [See more](#)



Judith Mawtus
Supplying Tiling Profiles & Matings - Manager at Dural (Uk) Ltd
July 8, 2020, Judith was a client of Emma Armytage MCIPD'S


In a minefield of HR, Emma is a breath of fresh air. Navigating HR can be challenge, you want to get on and run the company and get results but you can't ignore keeping up to date with HR issues and implementing them, this is where Emma is invaluable. Very down to earth and straight to the point, she is excelle... [See more](#)


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Accomplishments
1 Organization CIPD


Interests



Lewis Silkin
6,848 followers


Acas
47,659 followers


HR Hub North East & Yorkshire
2,655 members


CIPD
219,553 followers


The Laura Crane Youth Cancer Trust
81 members


Richard Branson
Founder at Virgin Group
18,002,066 followers

[See all](#)

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Discover Buyer Insights

- You've now gleaned a tremendous amount of information you can leverage to reach out and start a conversation
- Next you need to find the content that will map to what you've discovered or who you might leverage to get an introduction

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Exercise

- Review a prospect's profile
- Use the 3 x 3 strategy
- Find 3 things in 3 minutes that you can use to find insights to connect with
- About section, activities and posts, interest and languages

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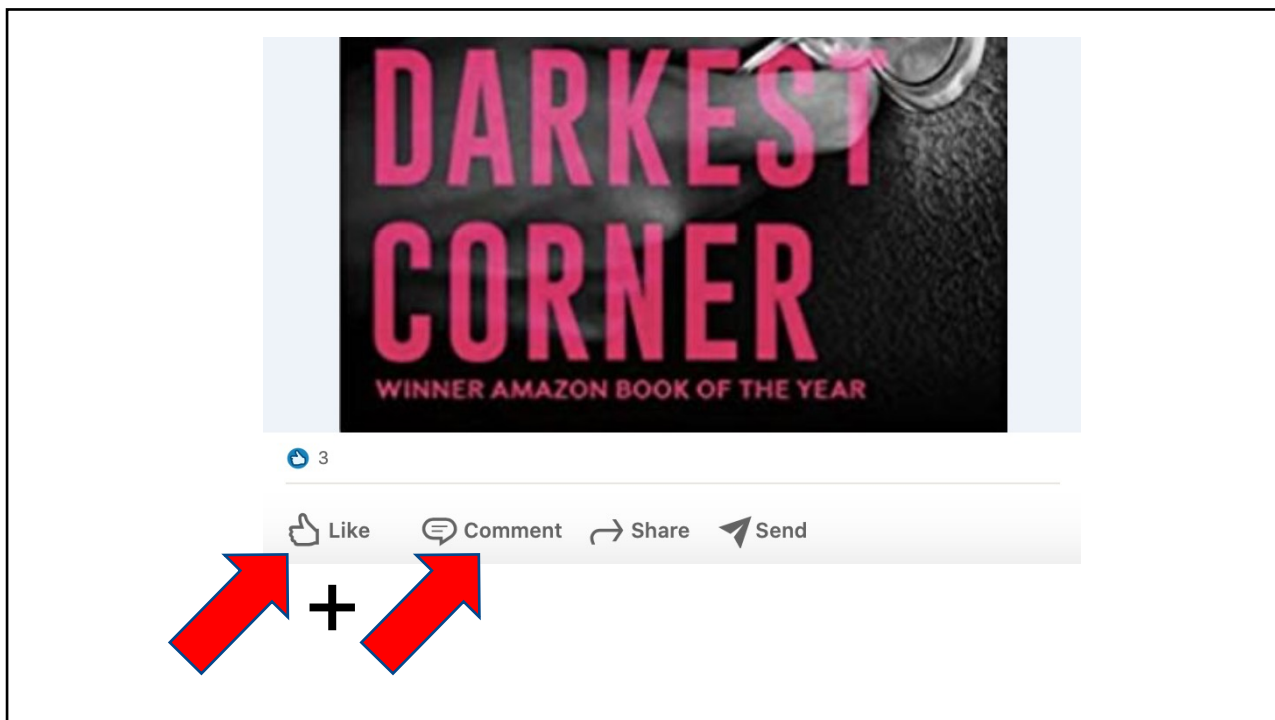
Engaging on **Prospect's Activity**

- One of the best ways to get your prospect's attention is to engage with their activity to:
 - Like
 - Comment
 - Share
 - Mention

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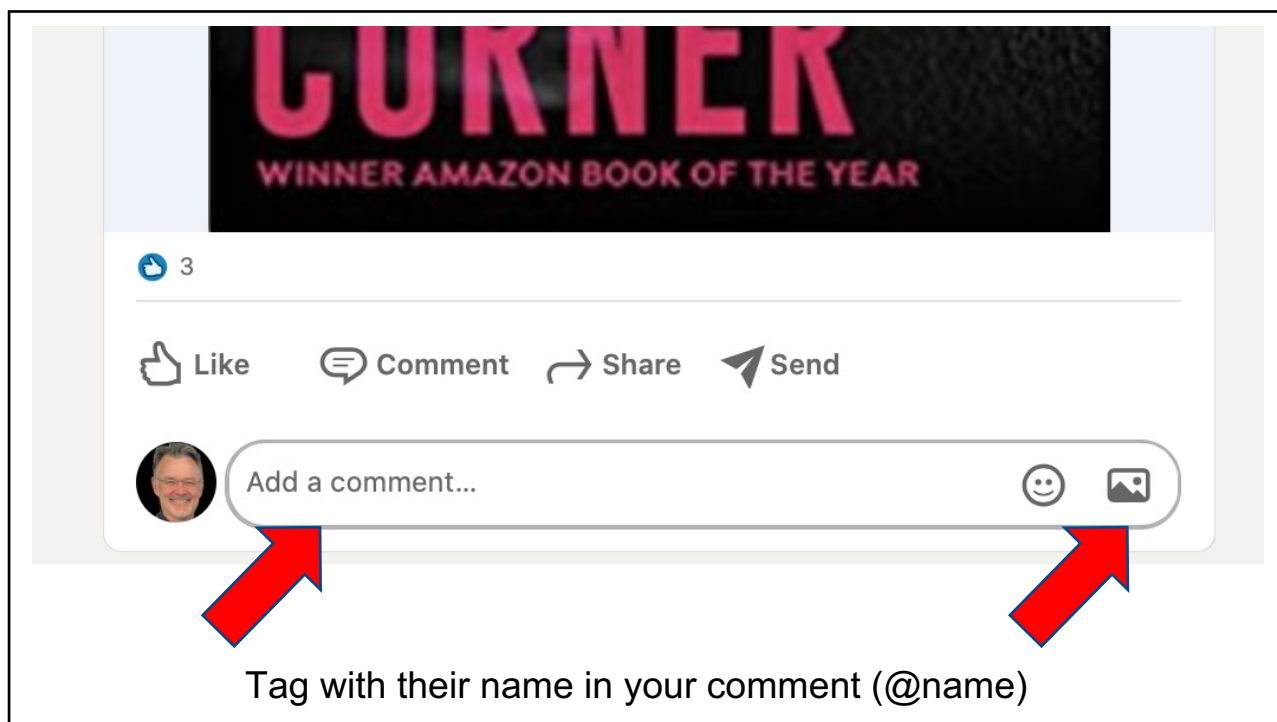
109



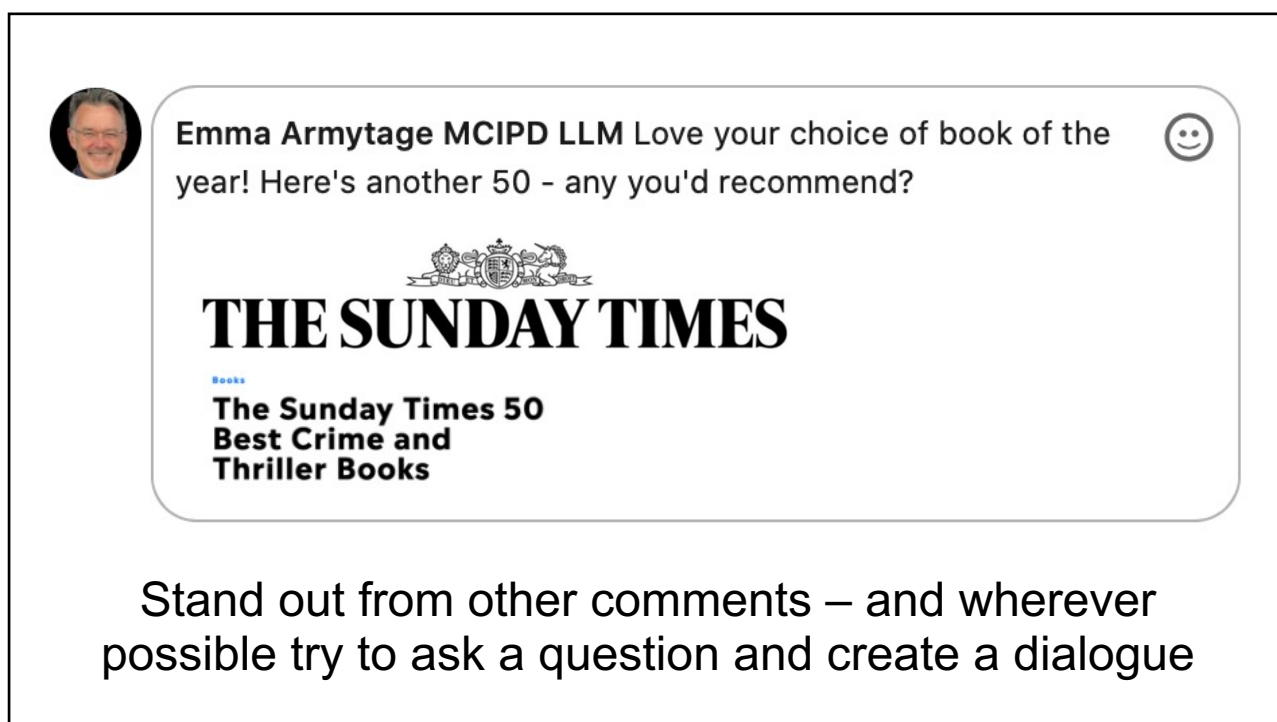
110



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Exercise

- Like or comment on the post of a prospect/lead

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Wrap Up

1. Perfect your profile
2. Monitor social selling triggers
3. Search using LinkedIn search functionality and Boolean search
4. Follow individuals and companies
5. People also viewed
6. Do your 3 x 3 daily



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