

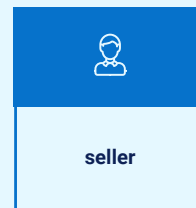
Professional profile on LinkedIn

1 LinkedIn profile's role

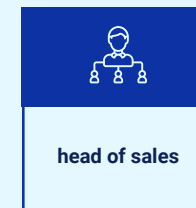


A PERSONAL LINKEDIN PROFILE

is the most important element in building online **credibility**. It is connected to the Google search engine.



- ✓ building the advisor's **credibility** and **image**
- ✓ **facilitating** the customer's tasks, contact
- ✓ support **at every stage** of the sales process



- ✓ building the **head of advisor's** image
- ✓ **facilitating** the customer's tasks, contact



- ✓ building the **expert** image and the **customer-oriented** image of the company
- ✓ being open and encouraging the **customer to contact**

2 Seller **mistakes** when building a LinkedIn profile



no photo or a **poor quality photo**



profile as a **CV presenting sales skills**



incomplete "experience" section



lack of customer **references**

3 SEO - **keywords** on LinkedIn



SEO

makes it easier to find specific links through the **Internet search engine** by including **keywords**

SEO on LinkedIn

Making it easier to find profiles using the **LinkedIn search engine** by placing **keywords** in the appropriate sections of your LinkedIn profile



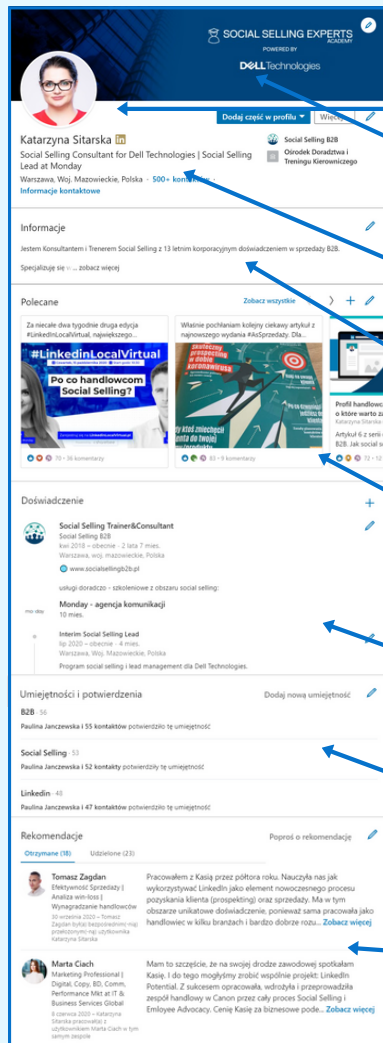
Customer-centric profile on LinkedIn



A seller's profile filled out for a job search will look completely different than the one intended to support a seller when working with customers. Examples of a profile aimed at an employer:

- The description and experience sections contain information about sales rewards and completed sales plans
- The skills section includes, for example: sales, negotiations.
- References only come from their boss and colleagues

Nobody wants to feel responsible for letting the seller **implement their sales plan**. The customer wants to feel that the seller **can complete the project with them**, and that the seller will provide the necessary solutions on time and that they are an expert in their field who understands the challenges and problems the customer is facing.



- 1 main photo
dimensions 400x400px
- 2 background graphic
dimensions 1584 x 396 px
- 3 headline
- 4 description/info
limit 2000 characters
- 5 recommended multimedia
- 6 experience
- 7 skills
- 8 recommendations

It should be professional, have **good quality and be in color with a bright background**. The first impression is extremely important. Particular attention is drawn to the **eyes**, which play a large part in both building first impressions and trust. **It is a mistake to upload a photo that shows a silhouette** or the person's head turned sideways without being able to see the eyes.

It is worth using this space as a place to **strengthen your message**. These can be banners with a modest, low-key company logo. It is important that the main message **is in the upper right corner**.

It's worth taking care of having a correct headline, as it is visible when posting content and when commenting on other LinkedIn users' posts. It is important that the headline includes the **position and company name** or the **name of the industry specialization and SEO keywords**.

This space is like the **seller's digital business card** for everyone on LinkedIn. It is important at this point that the customer quickly understands how this seller can provide value.

This section lets you connect **multimedia** that can support building the seller's expert or company image. We can connect a link to the page here (e.g. to the landing page of an e-book download, to record a webinar) or attach e.g. a presentation or film that presents interesting case studies.

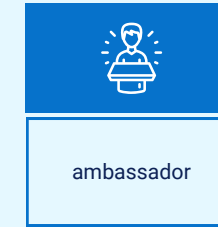
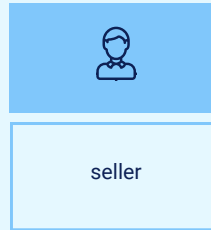
The „experience” section offers similar possibilities as the „Information” section. Here it is important to **list all of the jobs** that are important from the customer's perspective. **So highlighting experience when working with customers**, e.g. for specific industries or listing **concrete projects** that were completed alongside customers. An important aesthetic factor at this point is also making sure that the companies we worked with are complemented **by their visible logos**.

The most common mistake sellers make is filling this space out with skills that are important for an employer and not a customer. Examples: e.g. sales and negotiations. Instead, we can **highlight that we are an expert in**, e.g. „storage”, „infrastructure” and „data analysis”.

The most important thing for this part of the seller's profile is the inclusion of **customer references**. References from co-workers or a boss may also be helpful, but only when there are also customer references.

Professional profile on LinkedIn

5 Description/info



Informacje

Jestem Konsultantem i Trenerem Social Selling z 13 letnim korporacyjnym doświadczeniem w sprzedaży B2B.

Specjalizuję się w:

- ◆ Budowaniu i realizowaniu programów social selling w B2B dla dużych organizacji, głównie w branży IT, z której się wywodzę. W kanałach direct oraz indirect.
- ◆ Prowadzeniu warsztatów z nowoczesnej sprzedaży B2B i układaniu procesów na styku marketingu i sprzedaży w segmencie Enterprise (lead management w marketingu).
- ◆ Wystąpieniach i prezentacjach, których celem jest zaangażowanie działów sprzedaży do wykorzystania content marketingu, leadów marketingowych i LinkedIn w codziennej pracy handlowców.

Najczęstszym powodem chęci wdrożenia social selling jest:

- 🔴 po stronie sprzedaży - coraz niższa skuteczność tradycyjnych metod sprzedaży, szczególnie w okresie pandemii
- 🔴 po stronie marketingu - chęć aktywnego uczestnictwa w generowaniu przychodów dla firmy

Social Selling w B2B to strategia budowania relacji z klientami online, głównie na LinkedIn, której celem jest:

- ✅ wsparcie handlowców w pierwszych etapach kontaktu z klientem, w której muszą mierzyć się z brakiem zaufania
- ✅ wsparcie handlowców w całym procesie sprzedaży oraz utrzymania klienta
- ✅ wsparcie marketingu w transformacji z działu kosztowego na przychodowy.

Obecnie wspólnie z zespołem Dell Technologies i Monday prowadzimy Akademię Social Selling dla Partnerów Dell Technologies. Akademia to program oparty o platformę interaktywnej wiedzy video on-line, o narzędzia wspierające publikowanie treści i dedykowaną opiekę i konsultacje eksperckie.

Pracowałam dla Canon Polska, CyberCom Group, Bibby Financial Services, PWN. A wspólnie z Monday dla Sage Polska i TrendMicro.

Zapraszam do moich publikacji i oczywiście do sieci kontaktów!

Katarzyna Sitarska

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- 1 attention-grabbing sentence
- 2 specialization e.g. industry
- 3 customer challenges/problems
- 4 solving problems with the company's offer
- 5 contact information

- 1 attention-grabbing sentence
- 2 about managing a team of advisors/description of completed tasks in the company
- 3 customer challenges/problems
- 4 solving problems with the company's offer
- + encouraging contact if there is interest in the topic
- 5 contact information

Words that should be avoided

help, tailor-made, adjust to needs, uncompromising quality, highest quality, optimal solution, the best, we optimize, sales, unique

Description template

Power statement:
I advise IT departments from <type industry> on how to use Dell Technologies' products&services to <type challenge no 1 e.g. secure their IT environment> and how to <type challenge no 2 e.g. respond to the business department's needs>.

Summary of years of experience:
I have been working with IT departments for over 20 years, Management Boards and business roles on IT projects.

What is your specialization:
I specialize in transformation projects that include <keyword no 1 e.g. infrastructure> and <keyword no 2 e.g. cloud solutions>. The projects also change the <keyword no 3 e.g. digital workplace> as well as <keyword no 4 e.g. data protection and protection against ransomware attacks>.

CTA
Feel free to connect with me. I regularly share IT related content on my profile!

Name&Surname
E-mail address
Mobile:

Professional profile on LinkedIn

6 Examples of skills

General & Industry:

- IT Strategy
- IT Solutions
- Cloud strategy
- Consultancy
- Business Analysis
- IT Supply Management
- IT Purchase Planning
- Public Sector
- Finance Sector
- Automotive

Technical:

- Data Center
- Servers
- Storage
- SD-WAN
- Cybersecurity
- Cloud
- Multi-cloud
- Cloud Computing
- VMware Infrastructure
- Backup Solutions
- Virtualization

Soft:

- Building Relationships
- Networking
- Empathy
- Customer-centric

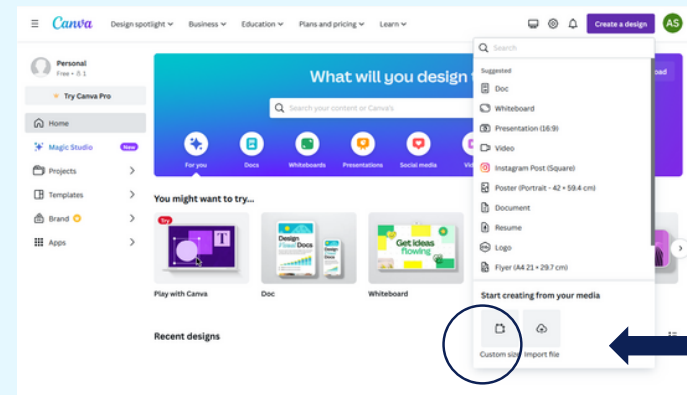
7 Free, useful tool for graphics

You can create any number of necessary graphics easily, using free tool **Canva**.

Simply go to canva.com, create an account. Then select "Create a design" in upper right corner, and choose "custom size". From there you can prepare any dimension you may require, including:

Background graphic - dimension 1584 x 396 px

Thumbnail for the video - dimension 2400 x 1254 px



8 Final settings - a profile in another language

You can create **any** number of additional language profiles from the available options. Choosing the profile language depends on the language that the **target group communicates in**. If we sell only in Poland then it is important to have a profile in Polish.

By default, users will **see their profile in the language of the language that they are using on LinkedIn**.

Any changes to the **headline, description and experience sections need to be manually translated**. The profile does not translate sections automatically. The "Skills" and "Recommendations" sections added or updated in the Primary Language Profile will be identical in the Second Language Profile.

Creating a headline with ChatGPT



Complete sentences
in a notebook:

1. my position and company name is <type>
2. my field of expertise is <type> -> keyword no 1
3. my product groups are (general name, not proper name) - <type> -> keywords no 2 and 3



Provide the following
prompt to chatGPT

“Give me five options for my LinkedIn Headline using the information
<paste completed sentences from point 1> .

Use the following formula:
Job Position at Company Name |
Keyword no 1 | Keyword no 2 |
Keyword no 3”



Provide the additional
prompt to ChatGPT:

“What do you suggest in order to showcase value in the headline based on the keywords?”

Creating a description with ChatGPT



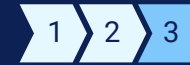
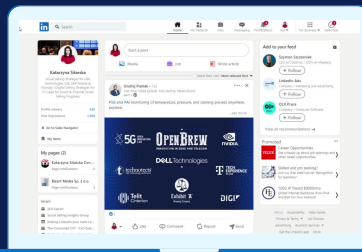
Complete sentences in a notebook:

1. I advise <personas> and in the <areas> through <main description for your services or products>
2. I have <type number of years> experience in projects for my clients
3. I work with <describe all buying committee representatives> and I address their challenges which are <challenge 1, challenge 2>.
4. I'm most often involved in <type of projects, product groups, general name>



Go to your LinkedIn profile

Copy all lines from your "experience section" and paste them into the online notebook.



Provide the additional prompt to ChatGPT:

Write a 150-word description for the "About me" section on my LinkedIn profile, excluding the words "help" and "sales" in different forms, using the following structure:

1. who I advise and what client challenges I address
- max. 3 sentences
2. general experience in projects for clients and listing the roles I've worked in
3. projects I'm most often involved in, product groups (general name, not proper name)
4. encouraging to join the network, contact mobile, e-mail, www and based on the info below":

<copy completed sentences>

<paste lines copied from LinkedIn experience section>