



**Beneficial**  
Trust & Will Company  
By Professionals For Professionals

# The Secret To Effective LinkedIn Lead Generation

Connecting, Engaging and Developing Relationships on LinkedIn to Grow Your Business



#IgniteGrowth

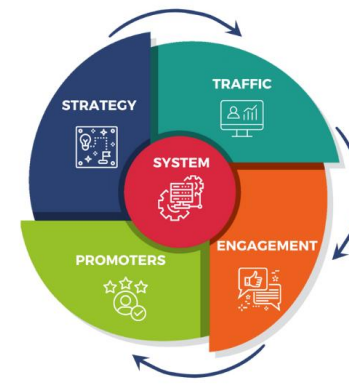


# Connect with me on LinkedIn



# A little about me...

- Amazon #1 Best Selling author of “Remarkable Business Growth” – 1<sup>st</sup> in a trilogy of #GBR books!
- Over 28 yrs owning and growing 8 businesses
- Helped multiple clients grow to their first £1m including one who exited for £28m and another who was acquired for £8m by PWC
- Creator of the S.T.E.P.S Growth Methodology
- CEO of Ignite Growth Consultancy Ltd
- Founder of Leadnamic Software



Amazon Best Sellers  
Our most popular products based on sales. Updated frequently.

Best Sellers in Marketing & Sales

Top 100 Paid Top 100 Free



Best Sellers Rank: 2,969 in Kindle Store (See Top 100 in Kindle Store)  
2 in Marketing & Sales (Kindle Store)  
3 in Call Centre Management  
3 in Sales Techniques



# Goals of Today

Over the next hour my goal is to share what works on LinkedIn today. I will send you away with a blueprint of how to increase the number and quality of leads you generate on a monthly basis.



1

## Why LinkedIn?

Why for business to business relationships LinkedIn is a game changer.

3

## The F.E.E.D System

How to effectively Find, Educate, Engage and Develop leads in 60 mins a day.

2

## Personal Branding

The importance of developing a buyer centric social profile that connects and engages with good fit prospects.

4

## Metrics, Systems & Tools

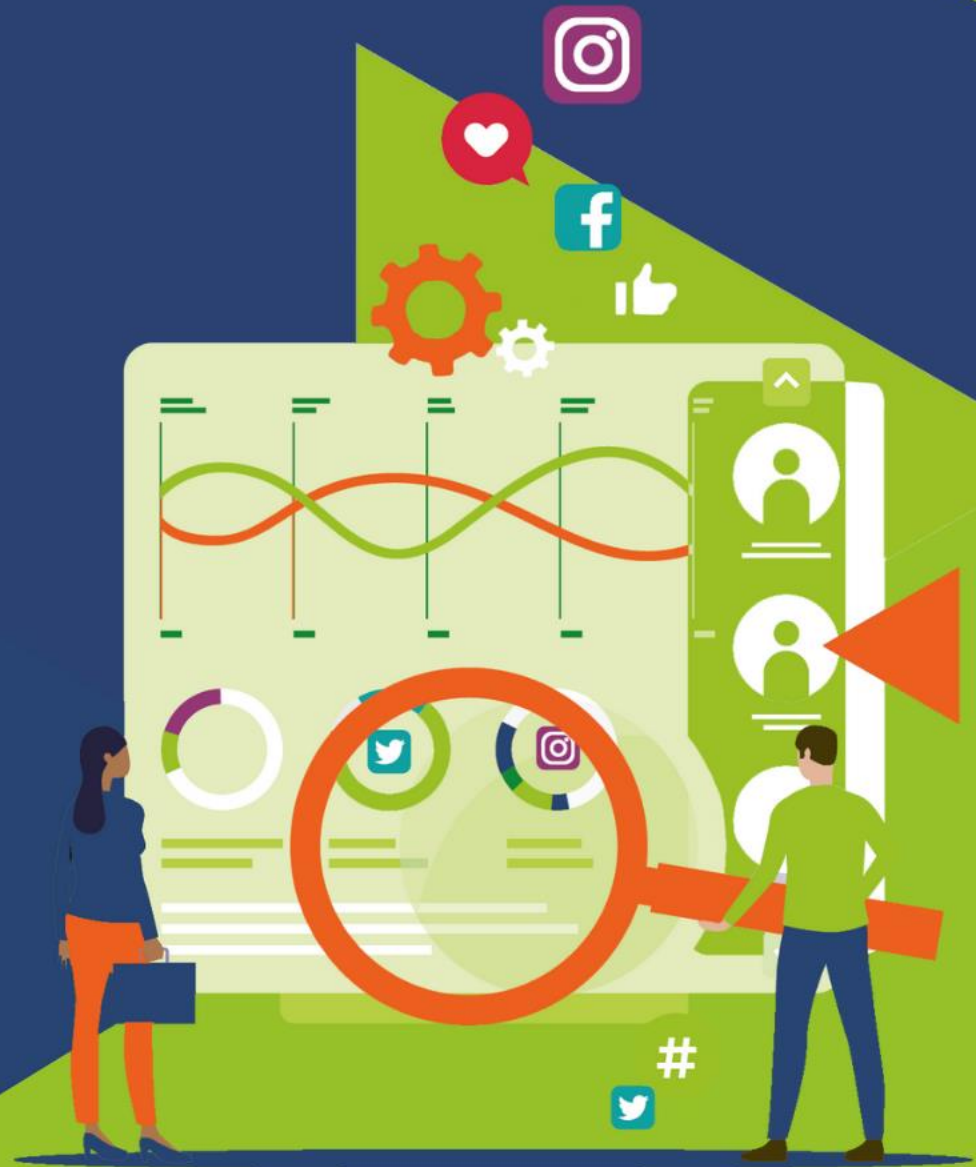
To allow you to test and measure exactly what is working and what is not.



## PART ONE

# Why LinkedIn?

Why has LinkedIn become the go-to platform for generating business to business leads and relationships.

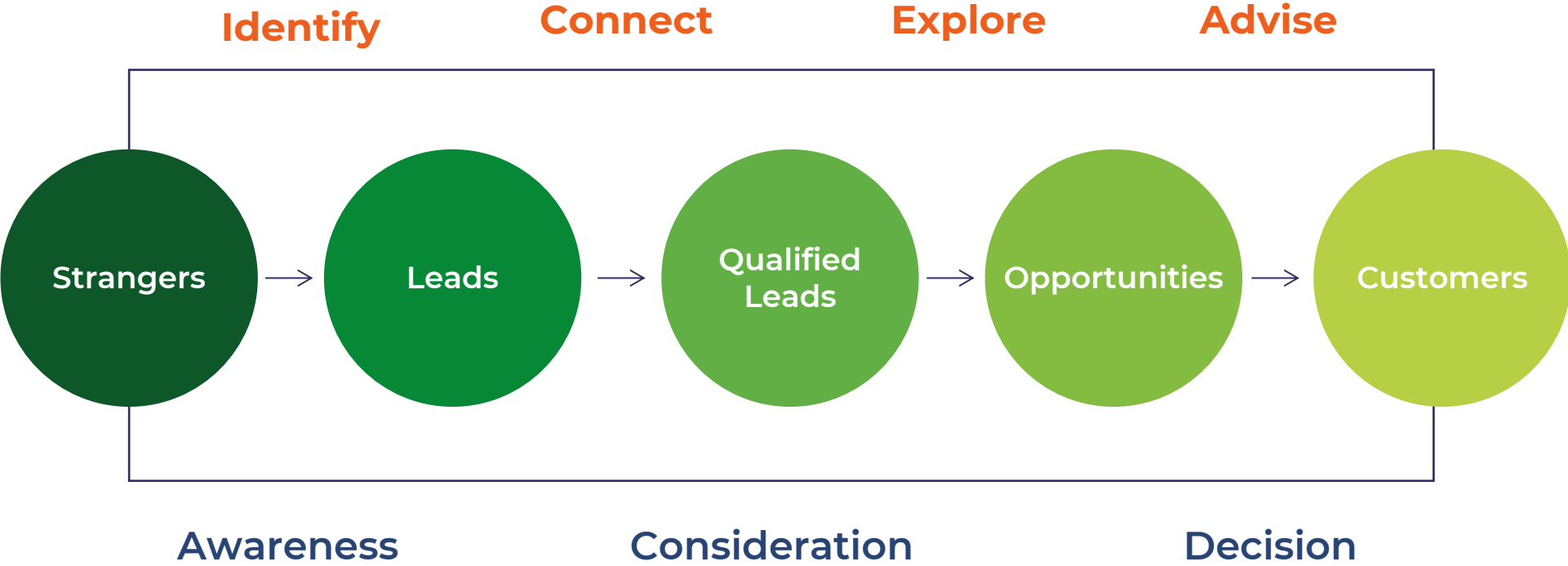




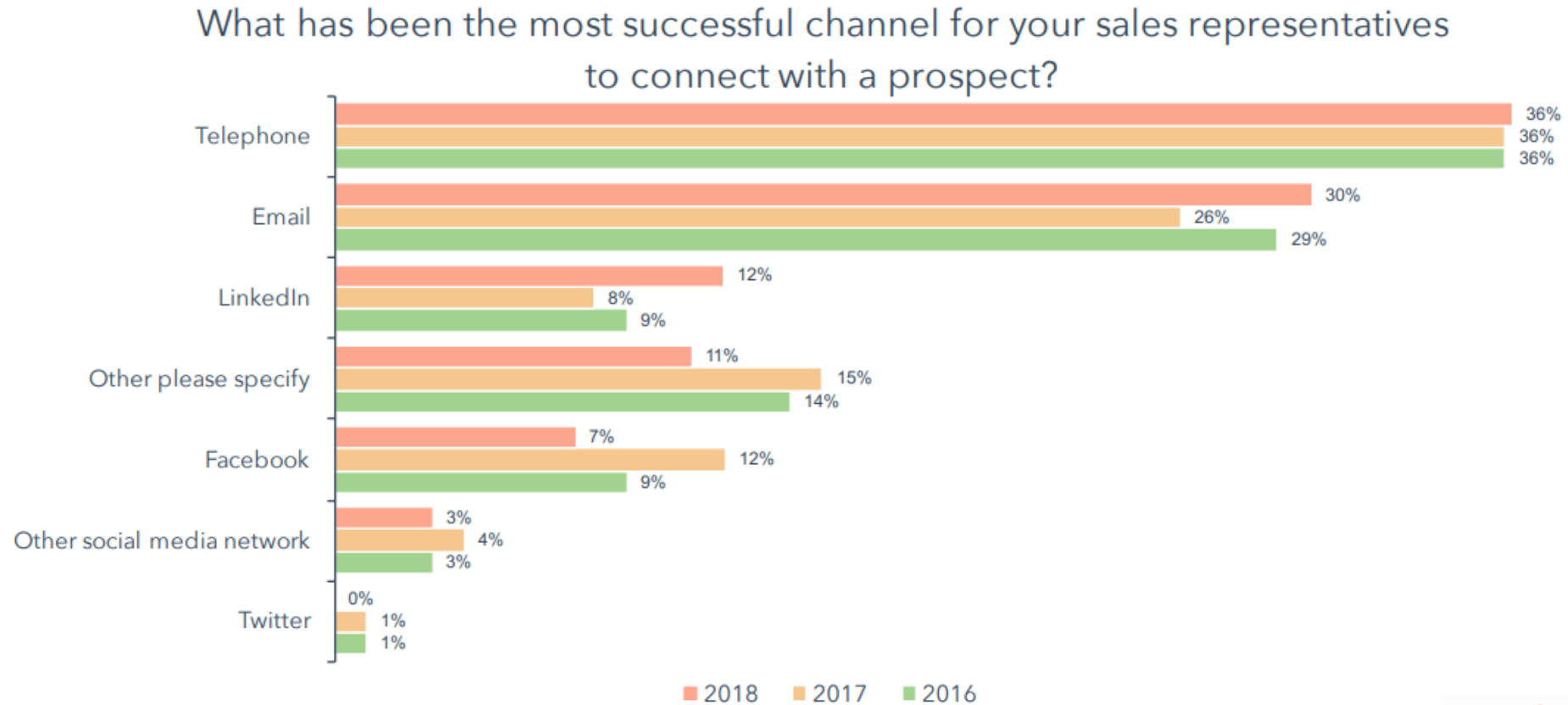


Businesses need to align how they sell with how the modern buyer researches and buys

# Aligns with the modern sales process



# LinkedIn Has Become A Sales Channel





# Understanding The Buyer's Journey

**Awareness.** Experiencing or expressing symptoms of a problem or opportunity. The buyer is doing more **general educational research**, to more clearly understand, frame and give a name to their problem.

**Consideration.** The buyer has now clearly defined and given a name to their problem and they are now doing more **specific research** and understanding all the approaches, methods and options to solve their defined problem or opportunity.

**Decision.** Finally the buyer or prospect has now decided on their solution strategy, method or approach. They now compile a list of all the available vendors, products and services in their solution strategy, to make an **informed** decision and selection.

## Awareness

DEFINE – Asking more general questions to understand the problem or opportunity.

## Consideration

REFINE – Understand all options, approaches and solutions to the problem. Now asking more specific questions related to the problem.

## Decision

SELECT – Use reviews, case studies, testimonials and all research from previous two stages to make a selection.

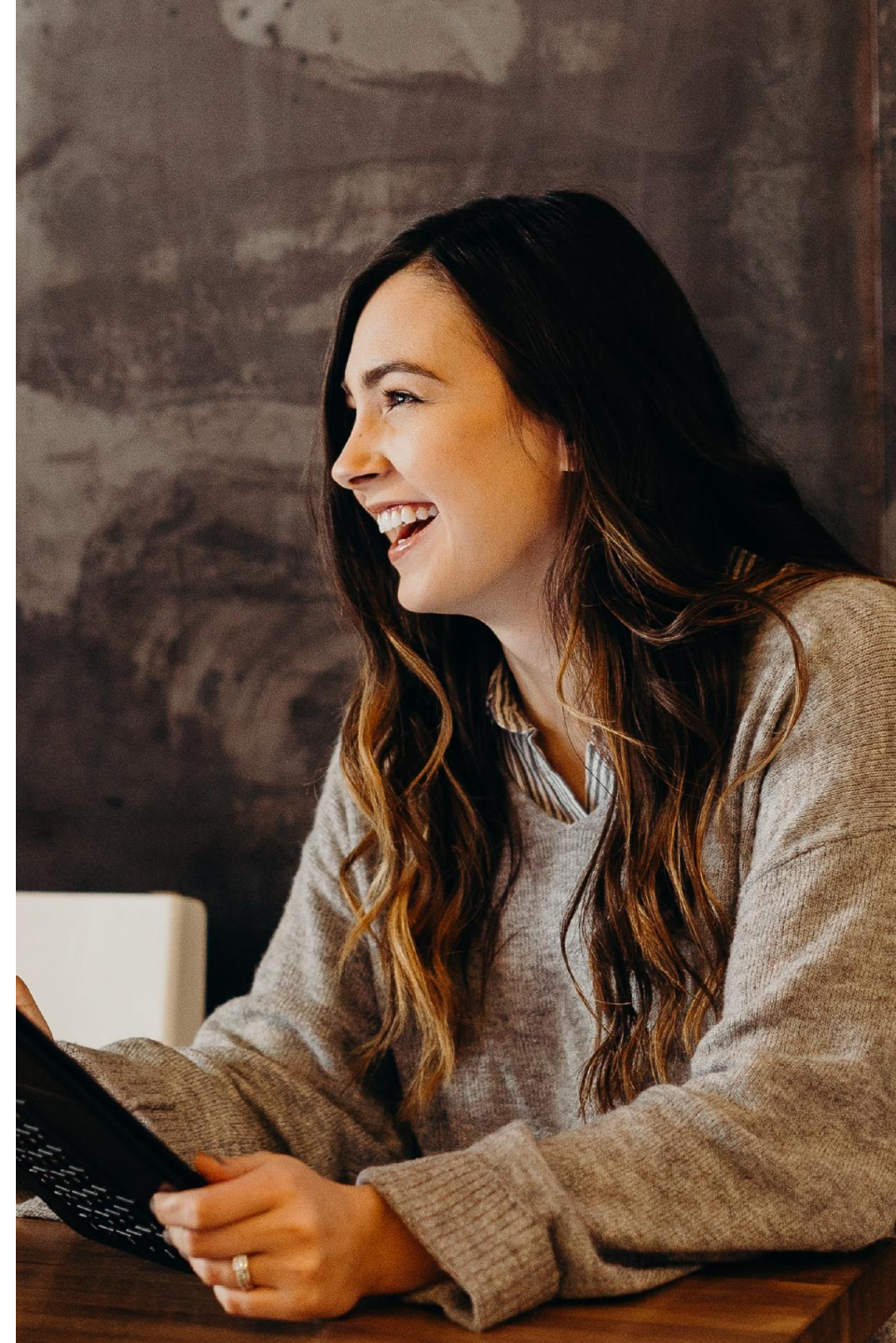




The secret to modern  
business growth is in being  
a **specialist** not a **generalist**

# What is your “social selling” strategy

Social selling refers to developing, nurturing and leveraging relationships in a digital environment. It involves sharing relevant content, interacting directly with potential buyers and customers, personal branding, social listening and surrounding.



PART TWO

# Personal Branding

How to create a buyer centric profile that resonates with buyers and people will want to connect with.





75% of business-to-business buyers use  
social media to research vendors



# Is your profile buyer centric?

Effective digital and social selling is all about becoming a trusted authority in your industry, not about spending all your time on LinkedIn and Twitter “broadcasting” at prospects with your latest offer or spamming them to try to get a meeting arranged.

Thought-leadership, understanding your prospects’ “pain-points” then helping them to move along their buyers’ journey is the answer to building and nurturing relationships.

**TIP:** The buyer does not care about your achievements or skills. They care about what you can do to help them with the challenges, pains and opportunities they have.

Look at your LinkedIn profile and ask yourself, is it “sales centric” or “buyer centric” ?



# Creating A Buyer Centric Profile

Look at your profile on LinkedIn. Remember this is not for recruitment, this is to attract buyers and position you as someone who understands and can help them.

**Consider these 3 questions:**

What message are you sending out ? Is your image professional, smiling, friendly and well branded ?

Read your profile as a buyer, does it explain how you can help them with the challenges, pains or opportunities they face ?

Does your profile show that you can add value and help your buyer ?



**Richard Mawer** ✓

Enabling small business owners to grow remarkable businesses that are capable of doubling revenue every 12 months. Expert in lead & revenue generation | Author of "Remarkable Business Growth" | CEO at Ignite Growth

Lincolnshire, England, United Kingdom · [Contact info](#)

[Your £1m Business Growth Score](#) ↗

5,505 followers · 500+ connections

[Open to](#)

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PART THREE

# Embracing F.E.E.D

The F.E.E.D system is a structured approach to finding the right people, engaging and connecting with those people, educating them by sharing useful content and developing the relationship.



# F = FIND

Reaching out to prospective buyers to connect and engage has never been easier or more targeted than through social and digital channels.

The buying process, in B2B sectors, is no longer a single person but multiple people within an organisation. Statistics show that an average of 5.4 people are involved in making buying decisions within a business.

## Surrounding A Buyer's "Sphere Of Influence"

We all have people we trust and even in a consumer situation, there will be people they ask for advice or to re-affirm their buying decision.

So do not just connect with the obvious person, but connect with the people around them who will be an influence in their decision making process.



**Finding and  
surrounding  
prospects and  
decision makers**



# How NOT to connect



Lewis Nightingale • 3:48 PM

Hey Richard, I hope you're well.

My name is Lewis Nightingale and for nearly three years I've been spending my life researching marketing and sales.

Re-Reading key materials 3-5 times. Listening and studying the real thought leaders in this field. Jeremy Haynes for example. He uses these strategies for the world's largest personality brands in the world.

If you're in a position to start a campaign, or just looking for ideas, inspiration, and knowledge in advertising. I'd love to spend some time talking about your business and things moving forward.

**I'm not trying to sell my service!!**

This is me expressing my passion and knowledge in my field, to help you and others thrive.

Let me know if you have any problems with your current advertising.

I use LinkedIn every day between 3:15-4:15

Lewis Nightingale



George Gannon • 8:58 PM

Hello Richard,

I hope you're well.

I'm looking to sell some of my property portfolio and was wondering if you are still in the market for new opportunities?

If so one is a Mill with Planning for 22 apartments and 5 workshops.

Offers from £550k to £800k

£3m GDV

£1.4m Build

The other one is made up of HMO's & apartments. Recently finished to high standards and producing £300k pa in rents.

Happy to email details over if they are of interest to you?

If not please do let me know what you are looking for and I will keep you in mind!

Best

George

WEDNESDAY



Rob MacLeod • 5:19 PM

Richard

I hope you might be interested, as we are looking for Introducers / Sales Agents to help us sell our range of personalised greetings cards direct to UK businesses.

[www.corporategreetingsuk.com](http://www.corporategreetingsuk.com) will show your our products.

You may already have several contacts who would be interested. We can develop sales opportunities in your local area as well as into niche markets.

Cards are sold in volume, between 50 and 1,000 per order. No need to travel. Good repeat business opportunities. Generous commission.

If interested, please message me back or call John on 07971 750 054



Lisa Williams • 10:13 AM

Hi Richard, thanks for connecting.

I'd like to get in touch as I'm working on behalf of United Lincolnshire Hospitals NHS Trust to offer brand-new affordable & targeted advertising to local businesses within the Inpatient Booklets across three key hospitals in the area.

Digital Media Edge - Lincolnshire's Growth Agency could feature a half page ad within the new publication at a cost of just £500 for one year, offering constant exposure to at least 150,000 inpatients and their visitors at least once every day.

Would you be free to discuss this over a quick call sometime next week?

Best wishes,

Lisa



Shripal Rajpurohit • 11:46 AM

I am managing the business of IT company Samcom Technobrain. We have a team of 75+ developers with expertise in the website and mobile application development

We are working on the following languages :

Web Development:- ASP.NET, React, Vue.JS C#, AngularJS, NodeJS, AWS, Tensorflow, Meteor, Laravel, WordPress, Magento, Drupal, Joomla, Core PHP, Codeigniter, YII & YII2, and Python.  
Application Development:- Android, iOS, Objective C, Swift, React Native, Xamrin, Cordova, and Ionic.

We can provide you the dedicated developers for remote work at \$10/Hour and for the monthly base at \$1200/Monthly/Developer.

Please let me know if you or anyone you know have a requirement for web or mobile app development?



# E = EDUCATE

Think back to your buyer's journey activity. What questions are your buyers asking at the Awareness, Consideration and Decision stages.

Share digital insights to educate and inform buyers at every stage of the buying journey to start compelling sales conversations.

Focus on answering the big 5 questions your buyers will have :

- Pricing and Costs
- Problems
- Versus & Comparisons
- Reviews
- Best in Class

Remember to be honest and transparent, as these are the areas that buyers will obsess over more than any other.



Create digital  
insights and  
content to  
educate

# Types of Insight & Content



	Stage 1 AWARENESS	Stage 2 CONSIDERATION	Stage 3 DECISION
Article - Pillar Page - Core Topic			
Blog Post - Topic Cluster			
Report / Checklist (Download)			
Social Media Post			
Video			
Explainer Animation			
Live Stream			
Infographic			
Webinar			



# E = ENGAGE

Keeping yourself front of mind is one of the key skills in a busy connected world. Be socially active every day on LinkedIn:

- Post - Posting regularly with interesting insights
- Tag - Tagging in businesses and individuals
- Comment -on your prospects' posts
- Like & share - your contacts' content
- Thought – Leadership - Become a digital resource and thought-leader for your market
- Network - with existing influencers in your market
- Practice social listening – reply to mentions and messages – one-to-one.

Our goal is to increase exposure, viral and mindshare probability, unlocking the power of social media.



Actively engage  
with your  
contacts and  
connections

# D = DEVELOP

“Actively develop relationships with your contacts, followers and connections on a daily basis”

You have done all the hard work, now you need to develop the relationships you are creating. Every day you should focus on:

- Checking who has looked at your LinkedIn profile.
- Answering mentions and tags personally on LinkedIn.
- Responding to direct messages.
- Looking at who has liked, commented and shared your content on LinkedIn.

**TIP:** Spend 10 - 20 minutes every day checking messages and social engagement across social media, adding people to your networks and sharing digital insights with them.



**Develop**  
relationships with  
prospects and  
existing  
customers.



STEP FOUR

# Metrics For Success

If you can't measure your social selling activities on LinkedIn, you won't know if you are being successful or not.



# Measuring Success

If you can't measure your social selling activities you won't know if you are being successful or not. Your goal is to increase sales revenue by 20% from social selling activity.

My advice is to set targets around the following key sales metrics:

- Appointments
- Opportunities
- Messages sent
- Content shared
- LinkedIn Social Selling Index (SSI) score

Align all metrics with all departments including marketing, sales and sales enablement. Craft a common goal and then create more tactical goals for each department.

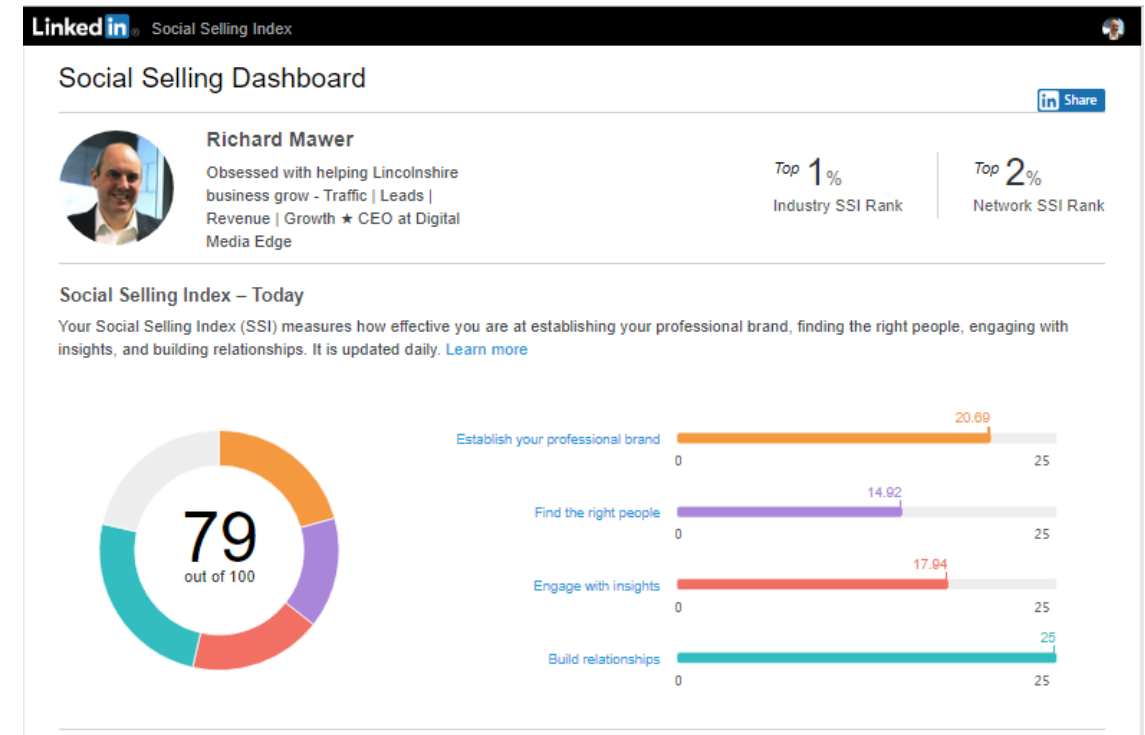


# Understanding LinkedIn SSI

LinkedIn Sales navigator tool also has a free **Social Selling Index** which measures your influence and social selling activity across the platform.

- Establishing Professional Brand
- Find The Right People
- Engage With Insights
- Build Relationships

A great indicator of your personal success and activity.





# Thank you.

Any questions?



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