



SOCIAL SELLING ON LINKEDIN

A 5-Point Checklist for Your Team



By Brenda Meller

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1 ☐ Consistent Profile Optimization:

Action: Ensure everyone on your sales team has a complete, professional, and customer-centric LinkedIn profile. This includes:

- A professional headshot
- A compelling headline that highlights their value proposition to clients (not just their job title)
- An optimized "About" section that speaks directly to target audience pain points and solutions
- Consistent branding elements, including a LinkedIn header and company description



Why This Matters: Optimized profiles establish credibility and make it easier for your prospects to understand how your company can help them, as well as a path to get started.



10 Things "TO DO" this week on LinkedIn to Get Paid Clients 🥧

Join my FREE VIP email list for the 10 tips:
mellermarketing.com/subscribe

Brenda Meller 🗣️ 🛡️ She/Her
LinkedIn Coach for the Self-Employed, Executives & Corporate Teams - Helping You Get a Bigger Slice of the LinkedIn PIE 🗣️ 🧐 Self-Employed? Join my FREE, live virtual event on August 7: mellermarketing.com/m4se

Detroit Metropolitan Area · [Contact info](#)

📌 10 LinkedIn Items "TO DO" 🔗

69,205 followers · 500+ connections

Meller Marketing
Central Michigan University

mellermarketing.com/teamchecklist

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2 ☐ Strategic Connection Building:

Action: Encourage your sales team to find and connect with relevant prospects, industry influencers, and potential partners within your target market every week.

- Don't just click "connect." Use the "Add a Note" feature when you invite to connect – every invitation, every time!
- Make the invitation all about them or what you have in common.
- Follow up after they accept, but GO SLOW!



Why This Matters: A strong, engaged network expands reach (impressions) of your posts, creates conversations that can lead to new clients, and facilitates referrals.



Add a note to your invitation?

Personalize your invitation to [redacted] by adding a note. LinkedIn members are more likely to accept invitations that include a note.

Add a note Send without a note

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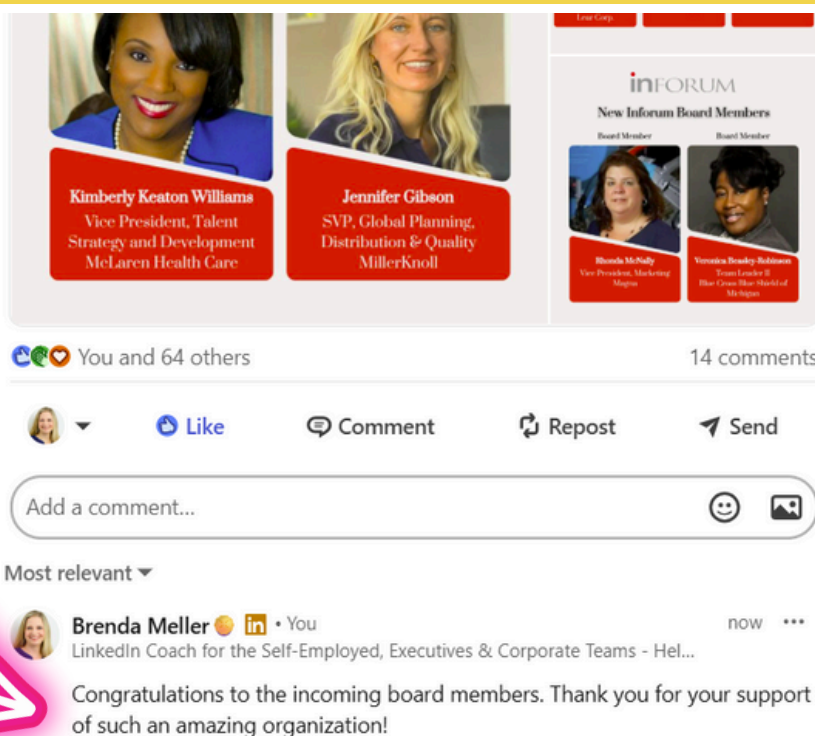
3 ☐ Value-Driven Content Engagement:

Action: Encourage your sales team to actively engage with posts by their coworkers, industry leaders, and their connections, as well as company page posts.

- Spend 15 minutes in the LinkedIn homepage every single business day engaging with others. Do this with no expectation that they will return the favor.
- Add value to the conversation with thoughtful comments, tagging in others when relevant.
- Sharing insightful posts at least once a week (but no more than once a day) on LinkedIn.



Why This Matters: Consistent engagement positions your sales team as knowledgeable resources, builds relationships, and increases visibility within their target audience, driving more profile views.



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4 ☐ Proactive Social Selling Activities:

Action: Equip your sales team with the skills and resources to leverage LinkedIn for social selling.

- Use LinkedIn for research on prospects before meetings and calls.
- Identifying trigger events (e.g., company news, job changes) and send a direct message or voice message to jump-start conversations.
- Encourage them to look up their LinkedIn Social Selling Index (SSI) to identify opportunities for improvement.

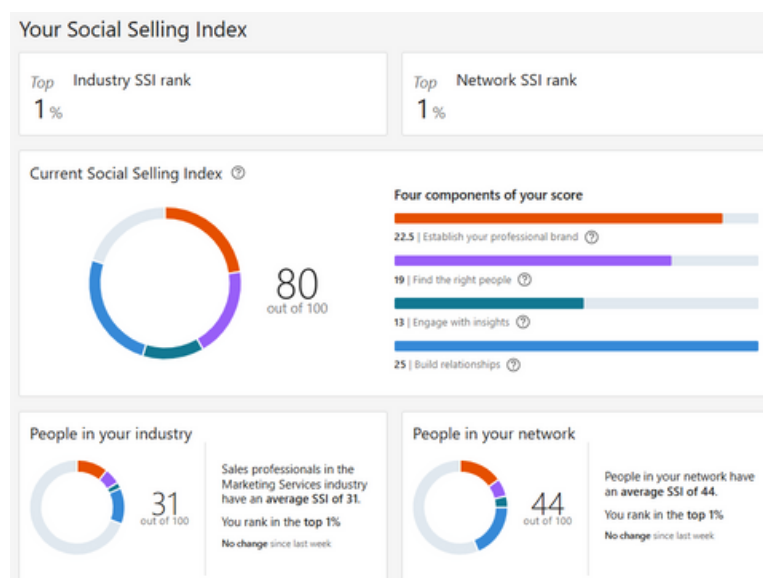


Why This Matters: Proactive outreach, when personalized and value-driven, can lead to warmer introductions and more meaningful conversations. Knowing your SSI can help to identify areas of focus in training.



See Your SSI:

mellermarketing.com/mylinkedinssi



mellermarketing.com/teamchecklist

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5 ☐ Consistent Activity, Support & Measurement:

Action: Establish clear expectations for LinkedIn activity (e.g., a minimum number of new connections per week, engagement with company page posts each week, posting frequency).

- In addition to engaging on your team's posts, encourage group discussion about what's working on LinkedIn in your team meetings.
- Give them "kudos" on top-performing posts, and support their LinkedIn efforts.



Why This Matters: LinkedIn is a long game. Consistent effort yields results. Discussing what's working and where improvements can be made, helps to ensure that LinkedIn becomes an integral part of your sales process.



CONNECT WITH ME!

Want to Keep Going?

BONUS: After you've completed this checklist, send me a LinkedIn DM and tell me which tip was most helpful! [linkedin.com/in/brendameller](https://www.linkedin.com/in/brendameller)



LinkedIn Team Training: Unlock New Business Opportunities

Boost Sales & Brand Authority with a LinkedIn-Savvy Team

Are you **struggling** with any of the following?

- **Apprehension** by your team to use LinkedIn for personal brand building, **even though your competitors are posting every day**
- Your employees have LinkedIn accounts, but they **never reshare company posts**
- Employees who are "**social media averse**" but work in sales / **business development**
- **Lack of LinkedIn activity** by your leadership team
- Employees **ignoring your marketing department / social media manager's** requests to get more active on LinkedIn -- and you don't know why





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