

Spark Selling[®] Workshop

Session 4

**Targeting prospects on
LinkedIn (fast!)**

Session #1

Spark selling[®] method:

Success principles

Session #2

Scaleable techniques to provoke

response

Session #3

Effective message sequences,
cadence & adapting over time

BONUS:

Targeting prospects on LinkedIn
FAST

Advanced People Search

Reset Close

People
Jobs

Keywords
[Text Input]

First Name
[Text Input]

Last Name
[Text Input]

Title
[Text Input]

Company
[Text Input]

School
[Text Input]

Location
Located in or near: [Dropdown]

Country
United States [Dropdown]

Postal Code
[Text Input] [Lookup](#)

Relationship

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Location
[Text Input]

Current Company
[Text Input]

Industry
[Text Input]

Past Company
[Text Input]

School
[Text Input]

Profile Language
[Text Input]

Nonprofit Interests
[Text Input]

Groups

- Fresh Sales Strategies
- eMarketing Association Network
- Ascendis Masterminds for Managers
- BizBash—Event Planners Gather
- Inbound Marketers - For Marketing Professi...
- Digital Marketing

Years of Experience
[Text Input]

Function
[Text Input]

Seniority Level
[Text Input]

Interested In
[Text Input]

Company Size
[Text Input]

Fortune
[Text Input]

When Joined
[Text Input]



Bruce Johnston

Let's...

- Discover your approaches so far
 - * frustrations
 - * successes
- Improve your search skills

Let's ...

- 1) See how to get a GOOD list, faster
 - Use advanced search function
 - Perform & save regional searches
 - Use Boolean tools to get the job done
- 2) Develop your own 'harvesting' process
- 3) Discover how others approach the job

LinkedIn search in 4 steps

bit.ly/LI-Search-101

- 1 Decide **who** or **what type** of person are you searching for.
- 2 Tweak LinkedIn **parameters** to yield a list of those people.
- 3 Experiment! There is no perfect way searching, or generating a list, but there are better ways.
- 4 Decide how your list 'fits into' your prospecting process.

You'll need...

- Target criteria
 - * geographic territory
 - * typical titles
 - * keywords

Markets:

Technology
Services Industries

Keywords:

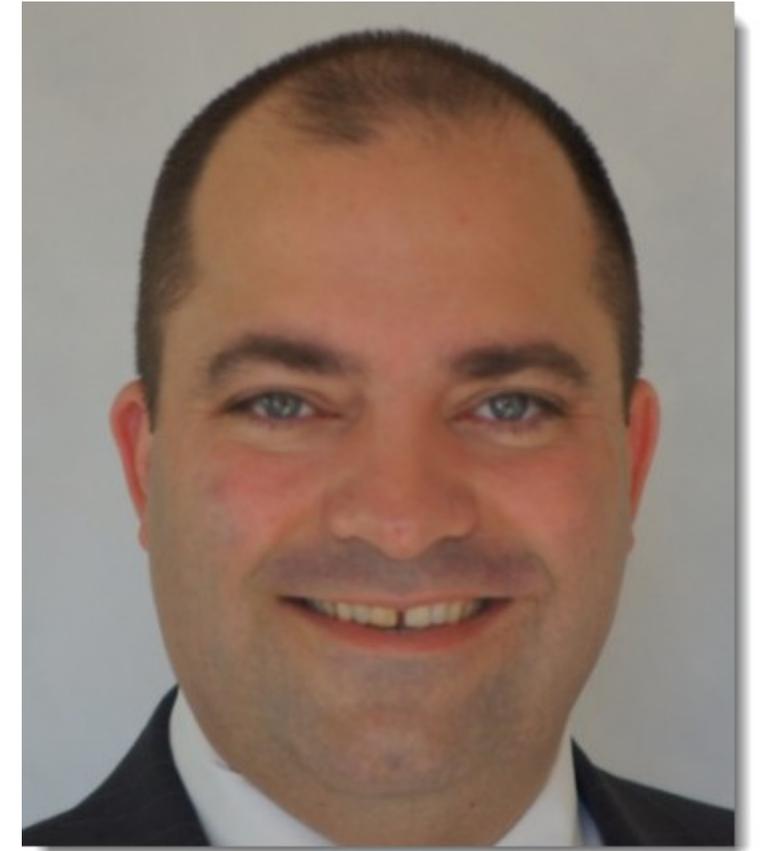
Presentations
Sales Enablement
Value Proposition
Sales Strategy
Sales Process
“Value Proposition”

Titles:

VP of Sales
CSO
Director of sales

(in larger organizations
- Fortune 750 level)

Marketing
VP Marketing
CMO
VP / Director
Corporate
Communications
Product Manager
Brand Manager
Creative Director



Geography:

US and Canada

Markets:

50-2000 employees
(particularly with fleet
sizes 20-300)

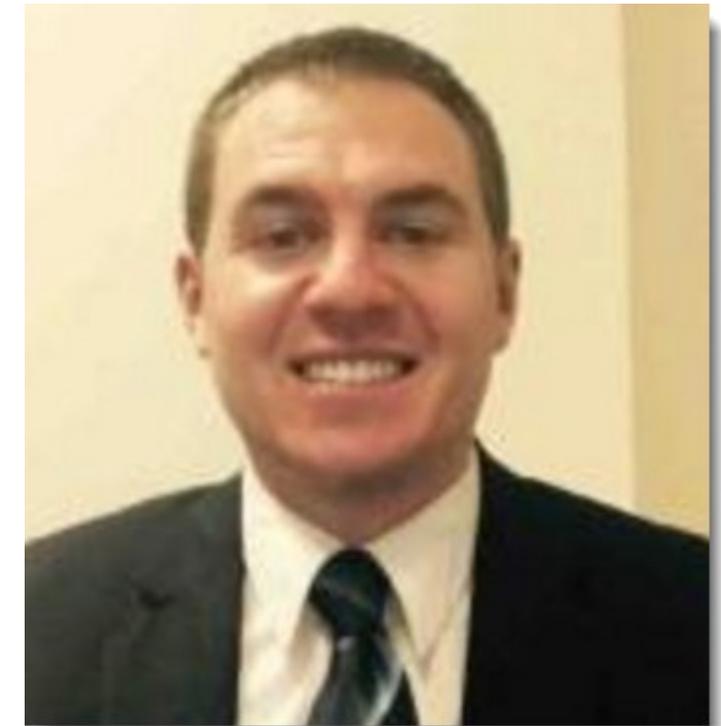
HVAC, Plumbing, Sales
Teams (mileage
reimbursement),
Engineering,
Construction

Keywords:

Fleet, Company
Vehicles

Titles:

Owners, CFO, CEO,
President – the
company must be
headquartered in the
DC Metro Area



Geography:

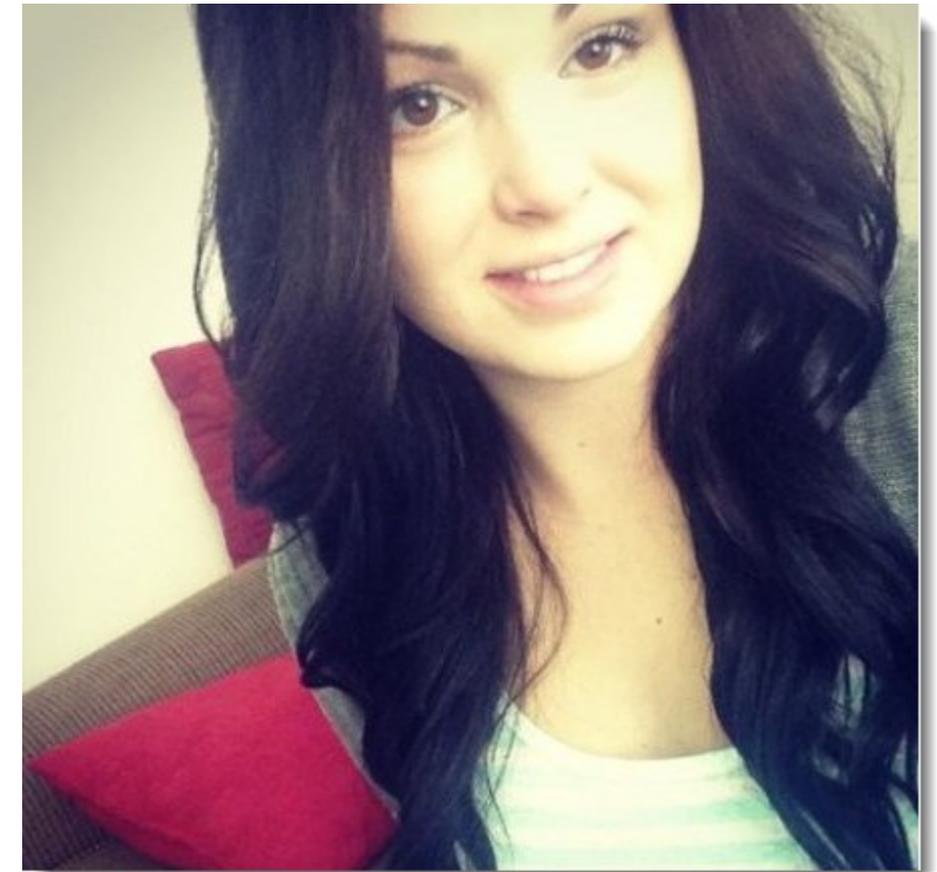
DC Metro Area

Markets:

Staffing industry
Over 200 employees

Titles:

Human Resources
Managers



Keywords:

Human Resources

Geography:

Ohio
Michigan

Saving time

Boolean Commands

Quotes

“product manager”

Parenthesis

software AND (engineer OR architect)

AND

software AND engineer

OR

“vice president” OR “VP”

NOT

“vice president” OR “VP” OR

owner NOT manager

Grab LinkedIn's tip sheet www.bit.ly/BAI-boo

Where LinkedIn fits in (and a warning)

Phone

Lists

Industry
forums

LinkedIn

Email



Productivity Apps
(mobile devices)

A close-up photograph of two hands shaking in a firm grip, symbolizing agreement or partnership. The hands are light-skinned and the background is a soft, out-of-focus light beige. The text 'Effective follow-ups' is overlaid in the center of the image.

Effective follow-ups

Embrace “No”

Banned words

Touching base

Checking-in

Following-up

Following the 1st touch

Subject: sorry

Hi, Nicole.

Did you see the below message? Sorry to nag.

Jeff

Subject: sorry

Hi, Nicole.

Sorry to pester/bug you. Did you see the below message?

Jeff

Re-starting the conversation

(when customer 'goes dark' / is unresponsive)

I noticed our chat went quiet. Did I say something wrong? I hope it was just because great things are happening for you and this week was exceptionally busy.

Is there a benefit to continuing our chat? Could we _____?
[describe as benefit to them]

Subject: RE: Your Project

Hi Ted,

Since I have not received a reply to my last several emails I assume this project is not moving forward. Can you tell me if a decision was reached to eliminate XYZ Inc. from consideration? Or have you put all classification tools on hold?

I appreciate any information you can share. Thanks Ted.

Thanks,
Dennis

Subject: did I lose you?

Hi Scott,

I haven't heard from you in a while and I know the O365 launch was scheduled around this time. I am sure you are busy with it. When would be an appropriate date after the launch to continue our discussion about Auto Classification?

Brad Smith | Sales Director

Subject: Still interested in Auto Classification?

Hi Richard,

It has been quite some time since we last spoke and I have reached out several times with no response. I can take that as you are really busy—or priorities have shifted away from Auto Classification.

Can you give me some guidance on whether I should continue reaching out?

Brad Smith | Sales Director

Subject: Permission to close your file

Hi, Simon.

I am in the process of closing files this month. Typically when I haven't heard back from someone it means they are either busy or are not interested. If you are not interested do I have permission to close your file?

If you are still interested, what do you recommend as a next step?

Thanks for your help, Simon.

Jeff

Goodbye (final attempt)

SUBJECT: Are we in touch?

Hi [name],

Sorry to bug/pester/nag you. Did you see the below message? If I do not hear back from you by Friday, I will not be in touch again.

All the best,
[your name]

Goodbye alternate

SUBJECT: Are we in touch?

Hi [name],

Sorry to pester you but given the amount of discussion we've had I'd like to understand your decision. If it's bad news for _____ [your company] that's fine. Please let me know?

All the best,
[your name]

2 prospect contacts

Are you going to Ignite?

Brad Freels [redacted] [Add contact](#)

4/30/2015 7:11 PM

To: Richard Rowe ([redacted]); Yassar Albuhaishi ([redacted]);

Hey guys,

1 The reason I am emailing you is to find out if you or anyone else at Enbridge is going to the MS conference Ignite in Chicago next week. My CTO, [Jeff \[redacted\]](#), will be in attendance and he would like to meet with a few select customers or potential customers. I would like to offer this to Enbridge if an appropriate person will be in attendance. Let me know if you are interested and I will work on scheduling the meeting.

2 Also, are we still on schedule to discuss how to move forward in the middle of May? Can you give me a 30 minute spot on your calendar and I will send you an invite?

Brad [redacted] Sales Director

512.762.4945 | [redacted]

20 Park Plaza, Suite 1115, Boston, MA 02116

my [Linked in](#) profile

[redacted]
[redacted]

The referral

Subject: Let's decide?

Hi [first name],

_____ [referee name] said you would be interested in knowing about an unusual/different/strange but effective way to _____ [buyer's goal].

Are you open to a short email exchange—to decide if a phone conversation is justifiable?

Best regards,
[your name]

Remember to

- 1) Address one person
- 2) Keep it VERY short & focused on THEM
- 3) Ask for ONE decision

Solve problems
(back to basics)

Brief, blunt, basic



Process

earn attention

spark curiosity

provoke response

connect to what you sell

A close-up photograph of a woman's face, focusing on her eyes and forehead. She has light-colored eyes and is looking directly at the camera with a curious or questioning expression. Her hair is dark and slightly messy. The lighting is soft, highlighting her features.

Attention

Curiosity



HOTEL DU VIN
CHARDONNAY
2018

MEANTIME
BREWING COMPANY

how & when

you speak matters

more than what

you say

**Attract clients to the
idea acting**

(inviting us to talk more)

Let them tell you

- Ask them to talk more about their situation
- Reveal “just enough” to keep them curious
- Don't be afraid to push back
(negative reverse selling)



**The conversation
already going on
in their minds?**

**(can you use it &
serve them too?)**



What can you
warn them
about?

Prove you've done
homework





You've got what's needed

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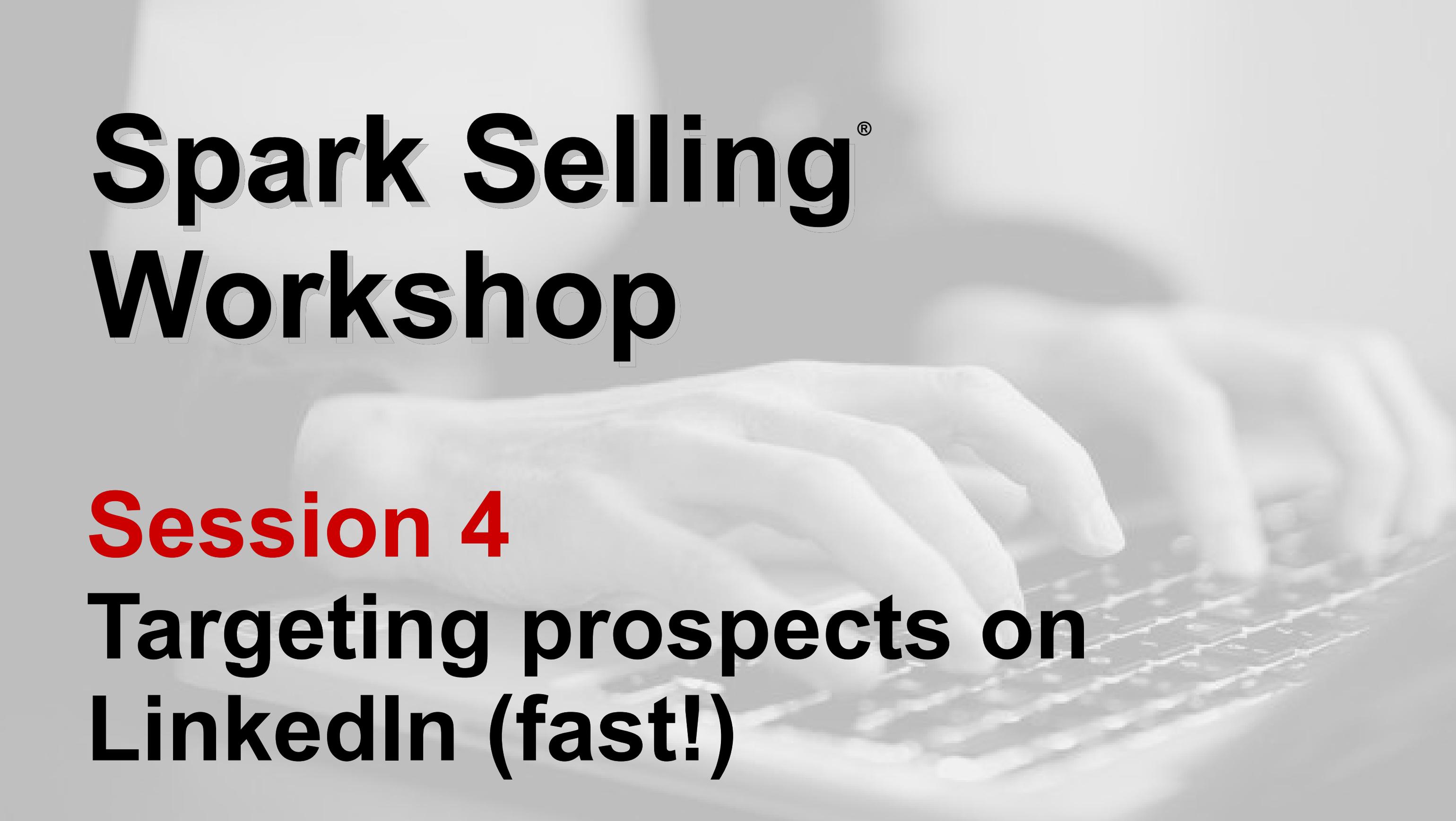
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