

IMPROVE YOUR SALES THROUGH SOCIAL SELLING



Improving Sales Through Social Selling Dreambank Presentation | Cathy Yerges

- Cathy Yerges: 01:24 Please help yourself to the apple cider donuts. I am not busy enough so during the month of October I help out a Schusters Playtime farm in Deerfield on highway 12/18 in Cambridge which is where I live. And it is awesome. It's like small businesses farming at it's best. And it's just fun. They get to work. My two sons who work out there too so I'm in Those were made by farming Don this morning at 4:30 a.m.
- Cathy Yerges: 01:55 But I'm here today to talk about Social Selling. We've got some friends online on live stream today. So thanks everybody for tuning in. Feel free to ask questions in person or type them into your comments on Facebook and our team members will answer them online and I'm happy to answer any questions as we go on today. So thank you for joining us. A little bit about me if you were at social media breakfast you saw this. I'm a soccer mom, football mom, basketball mom, homeschool mom. I strong believe in servant leadership and the go-giver concept so if you've not read the book. Go-Giver by Bob Burg. Highly recommend it. Really set my whole frame for how I want to deliver in the business, lover of coffee, and LinkedIn. You'll always see me with a coffee cup and you'll find me on LinkedIn. I'm an entrepreneur at heart. My parents owned their own business. I grew up in the business and that's really why I love small businesses. Family owned trying to do something new, maybe cutting edge and really make the economy flow. I'm a former banker who founded two companies over the last 11 years.
- Cathy Yerges: 02:54 My last banking gig was here on the square at Anchor Bank which is now Old National. And currently I am the Director of Operations and client services for RevGrow which is a B2B lead generation company out of Dallas Fort Worth. I decided to partner with them and bring my LinkedIn training and services to their brand. And we just have a wider reach across the country with that. So today

I'm going to be giving away actually two free consultations so those of you in person if you fill out the little slip that was on your sheet you can enter and put it into the drawing before you leave. I will draw to give away a free LinkedIn profile consultation. I'll give you some tips on how to improve your LinkedIn a strategy to reach the type of people they want to reach. And I will also give one away to our Facebook fans so be sure to like the RevGrow services Facebook page that one I'll be drawing for next Monday. And so you've got time to go home.

Cathy Yerges: 03:52 I know that Facebook page. What is social selling? We hear it. It's kind of intangible we're not quite sure what that means. But really social selling is when sales people use social media to interact. Directly with their prospects. Sales people will provide value by answering prospect questions and offering content. Until a prospect is ready to buy. So the key words are interacting with people we are providing value. We're building relationships until they're ready to buy. How many of you in this room are responsible for sales through your organization. Today we're going to talk about how to get sales. It can be very disheartening and frustrating if you're ready to make your calls for the day and you go through your list and make your calls and you don't get in touch with them or they are like I'm not ready. Now's not a good time. What do you do. OK.

Cathy Yerges: 04:54 Those aren't dead leads. Those are still opportunities but instead of calling them consistently every week asking if they're ready to buy or sending them an email, just checking in. What are some ways that you can get on the radar and provide value to them so that when they are ready to buy. They come see you. OK. I really promote my LinkedIn services because people see me on social media, I do these training sessions. When they're ready they contact me. OK. And that's the position that you want to be in with your audience. So this is from the social selling 2017 trends report and a quote from Juliet here Social Selling has become an additive sales methodology. A daily routine that enhances the sales team's ability to find, engage, and develop relationships with buyers. So those words engage and relationships. Again they're kind of ambiguous. I like to think of conversation. There are opportunities to have conversations with people who are interested in what you have to do sell or the service that you provide. So how does social selling impact sales?

Cathy Yerges: 06:05 Well first of all teams who embrace the social routine. Fill their pipeline faster. And these are all statistics and metrics from that report. If they maintain engagement with prospects from consistent activity and response to customer inquiries. They're proactively educating them.

People who deliberately are consistently engaging with their audience. They're going to embrace the social experience they're building their pipeline 18 percent more 20 percent 20 percent faster. OK. So the number of people interested in what you have to say is it's growing and it will be faster. Companies that formalize the social selling process are more likely to hit revenue goals. So how many of you work for a company where you are more than one of you doing sales. Right. If your company embraces the idea of social selling which means equipping you with the technology to do it providing regular training holding you accountable. You are going to see 78 percent of your team will hit their revenue goals, compared to

- Cathy Yerges: 07:23 Only 38 percent who don't have regular ongoing consistent training. Okay. As I said at social media breakfast a couple weeks ago. It's not one and done, you can bring in your sales team in your room and say you were going to do your profile today and here go at it. It doesn't it doesn't work that way to consistently be generating content for them to share encouraging them to share in helping them update their profiles because your profile is not a one and done it's not like a resume where I was looking for a job so I updated it and now I'm good. Your LinkedIn profile should be constantly changing and updating. All terms I use are probably going to be related to LinkedIn.
- Cathy Yerges: 08:07 But the principles and teaching are going to be relevant on Facebook Twitter Instagram email marketing whatever it is you're doing whatever platform it is. These same principles will apply. So you get Social sellers experience are higher ROI. So come next week to hear Spencer because he's going to help you define what the ROI is of that top of mind status.
- Cathy Yerges: 08:07 A lot of people say but how do I measure that successful.
- Cathy Yerges: 08:36 And I'll give you some metrics that you can use towards the end of our presentation today. But you know the ROI of those that do social selling they tend to be higher quality leads prospects clients. So your ROI is going to be higher from those. So on LinkedIn one way to measure how well you're doing with social selling is to look at your social selling index. And your social selling index is part of the premium sales navigator account. But you can also get your score by going to this link you'll see a page like this if you have your mobile devices you are welcome to do it now. And you just when they click on this and get your score free and it will bring you. To a page that's going to have a symbol similar to this. And essentially what it's doing is it's measuring how effective you are at

establishing your brand at finding the right people engaging with people and building relationships.

- Cathy Yerges: 09:41 OK it looks that four different categories. So it's a bit.ly/find-your-ssi. Again these are the four categories that it breaks down into and we're going to go into each one here. But you're going to see a metric like this. OK. And each section is broken into 25 percent of your hundred point score. And when you're looking at that LinkedIn will actually link out to more information on each of those areas and give you tips on what you can do to improve that score. So this is my score from a couple of weeks ago. And you can see I'm almost maxed out on establishing my professional brand which means I have a good profile.
- Cathy Yerges: 10:31 People understand what I do. I'm pretty good at building relationships. I'm having conversation but engaging with insight I could use some work there. So if I really want to do a better job at making myself visible top of mind out in the marketplace those would be the areas that I would focus on. This is my score as of yesterday. It went up three points and I can see that I grew in these two areas because of some interaction and conversations I was having with people on LinkedIn. I reached out to people who I met at social media breakfast. I sent messages to some people who. I had identified a spam account that any of you in here get an email from me. No no on their fake account and none of the fake account a regular e-mail. OK. So I spotted a fake account and I saw some of my connections were connected to them and so I just sent a message saying hey you know this is a fake account.
- Speaker 5: 11:32 I suspected to be a fake account if you don't know this person. You might want to reconsider connecting to them. And stay tuned. We'll will have information on our blog about how to spot a fake account in the next week or so.
- Cathy Yerges: 11:46 So then you get to see how do I compare. How do I compared to others in my team. Others in my industry others in my network. So this is people on my team and right now I am an individual.
- Cathy Yerges: 11:59 I'm the best at the one person in my company. I have.
- Cathy Yerges: 12:05 But this one always kills me. I indicate that I am part of the marketing and advertising industry. You would think that we would be pretty good at social media. But the average SSI of people in that industry is 25. 25. So I rank in the top 1 percent. And then people in my network. So all of the people I'm connected with. The average SSI is 41. Again I think that's interesting because I'm connected

to a lot of LinkedIn experts LinkedIn gurus. And so it's slightly higher than the average marketing industry but that's a way to gauge how well you're doing. Compared to your competitors. Are you being more visible. All

Cathy Yerges: 12:51

right. So now these are some action steps. And I have a lot of them to go through. But what I would love for you to do is jot down one or two from each slide there'll be those the four areas of things that you can actually do like hey I could go back to my office and do that.

Cathy Yerges: 13:12

That's a good idea that would be really relevant for me. Some of these. Will be more relevant for the industry that you're in. Or the people that you're trying to connect with. And all of this. Still leads back to that initial question of. What's my goal for using social media. Who am I trying to connect with. And what action do I want them to take. OK. If you can't answer those questions no amount of social media will help you. It won't. So know what you're trying to say who you're trying to reach and what action you want them to take and then go and do these activities that will help you reach those goals. So the first make sure your profile is complete. OK. Sounds simple enough. But make sure your headline is not defaulted to just your title.

Cathy Yerges: 14:07

Headline of owner or head of business development. It doesn't tell me much. Make it so that it is informative to the person reading it. So who do you help. Who's your target market. Who do you help and what you help them with. What product or service that you help. Provide. Don't skip over your summary. Everybody skips over the summary because it's like a blank page staring at you and you think you have to write an essay. Everyone skips the summary. Don't get the summary. The summary is probably one of in the top five areas of your LinkedIn profile. If you are in a position seeking client your summary and your whole profile should be client facing. So you updated your LinkedIn profile because you wanted a job.

Cathy Yerges: 14:56

The job you now need to go. Update your LinkedIn profile to attract the customers and clients that you need to keep you in that job. OK so now I'm transitioning using Linked-In from a just job seeking to client seeking customers seeking and so make that transition. Rewrite your profile as though you're speaking to a client. Include that elevator pitch that you've been working on that two minute introduction. OK don't list all of the certifications that you have because the buyer really doesn't care. Your employer cares about your skills. The buyer wants to know that you understand their pain point and that you have a solution for it. OK if I read your profile and it resonates with me and I'm like they get me they

understand. There is a novel solution. I'm going to connect with you.

- Cathy Yerges: 15:50 OK your experience section than you can go into kind of this is what I've done. This is who I was able to help. This is kind of my history so that in your experience section. Aim for 100 percent completeness so that includes the banner image. And your profile image. Contact Information don't on how many profiles I see and I go to email somebody and I can't see an email address or there's not a phone number. If you want business. Provide that information and make it easy for people. Don't make me hunt and peck for your phone number. Put it out there in your summary. Linked-In doesn't care. Just know that if you put your phone number in your email in your summary or your experience section it is public. If you keep it in the fields by your contact section then that's kept private and only visible to those in your first degree connections.
- Cathy Yerges: 16:43 But if we're in business to get business. Make it easy for your prospects to connect with you. And then give give further descriptions for your experience. Don't just list where you worked. Put in put in a paragraph. OK. Add in some multimedia where in a digital age. So whether it's a white paper and opt in and video pictures whatever it is. Add in some multimedia LinkedIn will in the algorithm of LinkedIn. If you have all of these elements completed on your profile when somebody searches for a graphic designer in the Madison area you will bring higher in search. Than people without these elements on their profile. That's the game of LinkedIn. And they need to be active. So social media is not meant to be a passive engagement.
- Cathy Yerges: 17:35 You need to be active. So post a combination of both curated content and content that you've created. OK. And we can talk another time about. How to Create. There's lots of ideas of how to create content without it really stressing you out if you're not a writer. But then get recommendations and endorsements too. It's no longer on your resume you know references available upon request. I don't know if people still do that. I might be dating myself it's been a long time since I've applied for a job. But. Back in the day we used to say references available upon request. OK now I just say go look at my LinkedIn profile. Those are all authentic. People put them on there so just make sure that you're getting some good recommendations and endorsements so hopefully you picked one or two things from there that you can go back to your office and complete.

Cathy Yerges: 18:27 And we're going to move on to the next section of finding the right people. Before I do that any questions on anything that I've. Presented so far. No. All right. So. Yes.

Audience: 18:27 Cathy on the endorsements, is it better to give than receive?

Cathy Yerges: 18:56 It is. Better to give than receive. So Linked-In makes that pretty slick that when you give endorsements or recommendation your picture or your name will be on those people's profiles as long as they accept your endorsement or recommendation. So it's just another way to stay top of mind with people. So yes. It is. A great way to start getting them is to start giving them. I went through. This past weekend and endorsed my entire team the RevGrow team. I looked up every team member and endorsed them for one or two things.

Cathy Yerges: 19:31 So just make a habit. Of that. That's a great touch point with prospects or people you've had conversations with. And I'm not talking about just you know randomly hitting all the buttons and say Oh yeah they're great at all of these things. Make it authentic. Make it true. You know and they don't you don't have to have hired them as a graphic designer if you've seen their work as a graphic designer you can endorse them for that kind of work. Right. If you have no idea that they do Microsoft Excel will and don't endorse them for that but find something authentic and true that you can endorse them for. All right. So to find the right people again it goes back to that strategy. Do you know who you want to connect with.

Cathy Yerges: 20:13 And this is where we start with a lot of our clients is really helping them narrow in on who is their target audience. Because. I have to be able to or they have to be able to put that into a search field. And some filters. So whether it's linked in our Facebook or Twitter you have to be able to use search. And Boolean search is your friend here. That's where you can say graphic designer and social media expert or or social media. You can get really creative and how you're searching to really narrow in on your target prospects. But you can also generate quite a bit of social goodwill by just visiting the profiles of those in your network. So your first degree connections second degree third degree. LinkedIn notifies them when someone looks at their profile and if they're in your target market and if your profile reflects the solution that they're looking for they'll reach out to you. They will connect with you.

Cathy Yerges: 21:12 Be active and consistent. Hey. People. People always want the secret sauce. But what did I do what does RevGrow do. And we have some systems in place that we

use. But honestly the methods that we use to generate leads. Aren't anything that you can't already find the information on how to do it on the Internet. What we provide is the structure the consistency and the discipline to make sure it's consistently done. All right so that's what you need to apply your strategy. You can also drive eyes to your profile through a number of inbound methods. And SEO so inbound would be including your LinkedIn profile in your signature line on your email or having a link on your Web site or on the bio page.

- Cathy Yerges: 21:58 I don't know how many you know about us or team meet the team pages on web sites I visit and there's no information or I can't link back to someone's LinkedIn profile. That should be an easy one. Think back to your LinkedIn profile. And SEO. So search engine optimization on your Web site but also on your LinkedIn profile. LinkedIn plays very nicely with Google. So if you were to go home and Google your name. Odds are your LinkedIn profile will be on the first page. So make sure that your LinkedIn profile or any social media profile you have. Is representing you the way you want to be represented because people are searching. All right. Moving on to build strong relationships with people. You want to connect with people after you meet them.
- Cathy Yerges: 22:51 Or after you receive an introduction. So how many of you make a general practice of attending a couple of networking events a month. Awesome. Couple. Every day every week you know. What's your strategy after you go. What do you do. Nice handwritten. Awesome. Awesome. And.
- Audience: 23:29 Then hopefully because what I'm doing which is. That hopefully we'll sit down with me and have a cup of coffee and we can have a conversation and after that conversation I LinkedIn them and connect them.
- Cathy Yerges: 23:52 Awesome insurance. So in the insurance realm yo you are going to a networking event. You are sending them a note if you have their address you're also sending them an e-mail. A lot of us work from home so our business cards don't have our addresses on them so then you're sending an email, phone call, all within what what frame of time. What time frame.
- Audience: 24:21 Typically the next day or that day depending on when I met with you on Friday and Saturday.
- Cathy Yerges: 24:31 Yup. And I say Shannon you know what. I just signed a new policy. I'm not in the market for insurance.

Audience: 24:37 And then I say well that's OK. Thank you. Can I ask you in four or five months when that policy comes do and I can look at it again.

Cathy Yerges: 24:50 And you have a system to follow up?.

Audience: 24:56 Absolutely my calendar and I just put your information in my calendar and I keep that calendar. But I keep that calendar on my computer as well as. I have a paper one because my sister's crashed.

Cathy Yerges: 25:11 Didn't want to lose on my calendar.

Audience: 25:15 And. So then when that person's information comes back up in six months whatever. We have a conversation about that. I either e-mail them or I'll give them a call and say hey you know we met. A few months ago and you had just renewed your policy. And I'm just wondering if that was a good time for me to sit down with you to do an insurance review for you and see if you're getting the best possible price and the best value for the money. That you're spending

Cathy Yerges: 25:44 Awesome. How many other insurance agents do you think is that use that system.

Audience: 25:51 First of all I don't think anybody. Very rarely do you find somebody that writes a note anymore. Because we want instant gratification. That's the reason I like that. But I would say Be generous and say 80 percent. All right.

Cathy Yerges: 26:30 I don't think you're identifying yourself as being out of the times by sending a thank you. No it isn't handwritten. It's. You know it still has the stigma of old school the old school but you know what if it makes an impact.

Audience: 26:48 But it turns peoples heads. I have had people say to me You sent me and not somebody that I wrote business for but.

Audience: 27:03 Somebody that. So the only way I grow my business is through referrals. The company that I work for does not plaster our name across TV. So when I write that handwritten note to me is that personal touch. As well that you know obviously but. What people who I work with say nobody does that anymore. Nobody has that. Personal. I want to hold your hand. And it surprised the daylights out of me that I got this let alone that you sat down and took the time to write it and it takes me a minute to write It was so great meeting you I really enjoyed our conversation, if there is anything I can do for you please give me a call. I put a business card in it and I handwrite the envelope and I put a stamp on it.

- Cathy Yerges: 28:00 So those are all individual touches. But I want to go back to your point that you estimated 80 percent of insurance agents have a similar. System. If they do. That that puts you in the same ballpark as 80 percent of the insurance agents. What are you going to do to get to the top of that list. Between now and then four five months when they said that their policies coming due. That's where we're connecting on LinkedIn you doing these touch points. So whether it is seeing that they have a change in their business we call these kind of trigger events maybe they change jobs. That's a clear sign that they might need a 401k transfer rollover. Maybe they posted. I mean I'm talking LinkedIn So we're probably not going to see a baby announcement but if they posted that they're so proud of their kid for graduating from high school or college.
- Cathy Yerges: 28:55 Could be a trigger event. If you're trying to sell insurance or financial services maybe they are welcoming a new team member or maybe they're mentioning that their company is expanding and growing. Or maybe they're hiring. So maybe you have a solution to help them hire the right people or offer employee benefits. So by connecting to them on social media you are going to be privy to all of that information that they're sharing and you have to take it in like oh there's an opportunity there. All of this stuff is opportunity.
- Cathy Yerges: 28:55 That again goes back to strategy because if you are selling B to C so your buyer is a consumer. LinkedIn may not be the best platform for you. Maybe it is Instagram or Facebook but you can use a similar strategy and look at the conversation. I mean if somebody follows your business page great. We all know it's difficult to get anyone to follow your Facebook business page but if you can garner any of this sort of social information if you read it you know old school old school again used to actually read about somebody in the paper you'd clip it out and you send it in the envelope. To that. Process but I love all my my.
- Cathy Yerges: 30:31 Generational friends here who are not.
- Cathy Yerges: 30:33 I mean we used to do that we used to read a newspaper and oh they were mentioned in the newspaper. Great seeing you in the newspaper. Now we do that on social. OK. So again to strategically figure out who you want to connect with. And strategically connect to the decision makers. So if you sell I.T.. Services you may want to target. The I.T. department because they're the ones with the pain
- Cathy Yerges: 31:01 issues and you have the solution for them. But are they the ones who can write the check. Maybe maybe not. You can use LinkedIn to connect to the actual decision makers

and broaden that relationship to multi people at that company. So now you are providing the solution to the person with the pain and you are building a relationship with the person with the checkbook and bringing those two together will help improve your sales. Because you are already helping to convince them, They're not bringing a blind proposal to their boss saying here I want to do this please sign it. You also want to connect with your coworkers colleagues referral partners to leverage their networks. So ask for introductions. I do that sometimes when they connect to somebody else say hey take a look at my connections on LinkedIn if there's anybody I can introduce you to I'm happy to introduce you.

- Cathy Yerges: 31:55 I'm not recommending them because maybe I've not used their services so I can't make a recommendation but I'm always happy to make the introduction. I just did that for a prospect. Who. Needs some funding for a startup. Hey I know I know somebody who who does startup funding in your space.
- Cathy Yerges: 32:15 And so I connect them on LinkedIn. So he's not a client yet. But if he gets his funding He sure will be.
- Cathy Yerges: 32:24 OK. So what kind of introductions and what kind of value add can you be. Because I'm invested in his success. This was this pain right now I really need this. But my first problem is I need funding. And then we talk about you know let's get you to that pass that hurdle and then we can continue our conversation.
- Speaker 14: 32:44 And then we find that personal invitation to connect. So just like the personal handwritten note hand stamped envelope. Make it personal. And the key to this. One on mobile don't hit the connect button. Hit the three little dots. And behind those three little dots you'll see an option to connect and that will open up the box to write a personal message on LinkedIn. Don't connect from any list. Always connect from the person's profile. So if you're looking at their profile and hit the connect button that will open up the screen for you to write a personal message anywhere else Lincoln is going to send the default. Or not allow you to send a personal message. And then follow up after the connection is made. So I'm kind of running a test I reached out to everybody that I met at social media breakfast. And I taught them this. To follow up. We'll see how many I actually send a message back or if they just hit the accept button.
- Audience: 32:44 So you're saying when someone reaches out to you it's one thing to accept them but then send them a personal message.

- Cathy Yerges: 33:56 And it can happen both ways. Certainly if you are requesting the invitation to connect it needs to be on your radar to. Watch for when they accept that and send them a message back. But. If you're in sales. Don't let an opportunity go by. And I also if I except somebody I send them a message back saying thanks for the invite to connect I'm always here to help let me know what I can help you with. It's about building that relationship it's not just about building my numbers. So engage with insights. This is the sticky area everybody has so what do we do. All right so you want to share conversation worthy content and you're finding content and it's the same stuff you read yesterday just a different title on it. It's not worth sharing. People saw it find something that.
- Cathy Yerges: 34:46 Takes a different perspective take something that you wrote to show your opinion take something interest industry news. Conversation worthy content share it to your News Feed and in groups. So there is magic in social media groups. If you are not participating because you're like it's just a bunch of junk. You really. Again it goes back to having a strategy you need to have a strategy. I am part of a Facebook group that has over 20000 members. It is the group that provides me with my most leads. It has a ton of content. I can't keep up with every feed. But you know what. I can scan through that feed pretty quickly for the word LinkedIn. Anybody who asked a question about Linked-In. Anybody who has a referral anybody who just needs help with linked in. I scan that feed.
- Cathy Yerges: 35:38 I don't answer Facebook questions I don't answer e-mail questions. I could. I could provide that but that's not my brand. I help with LinkedIn. Scan those 100 comments a day. Anyone who has a question about LinkedIn I am known in the Linked-In group where I am no one in that group as the LinkedIn expert people now mention me in that group if they see someone else ask a question about LinkedIn.
- Cathy Yerges: 36:01 OK. Same with LinkedIn groups. Twitter lists.
- Cathy Yerges: 36:07 Instagram must have something but I'm old school and not on Instagram yet. I don't know. So again what is your strategy. My strategy is not to help everybody. I would love to help everybody. I just don't have the time to help everybody. Holly and I have this conversation regularly. Where do you draw the line. Because you could literally spend all day long helping people with whatever they need help with. But none of that's going to earn you a living and pay your mortgage. So my strategy is I answer LinkedIn questions. Like comment and share other people's common content. Sometimes

- Cathy Yerges: 36:46 this will get you more traction than posting something yourself. OK. I shared. It. I also share their thoughts with breakfast. I found a great article 18 hacks to Linked In really some of the some of the hacks I knew but a lot of them I hadn't heard of before. I shared it. I mentioned him. I've read shared it on Twitter. Now yesterday I looked I, I drove over 600 click through to his article. Because it was a great article. And I got a little social bonus because I delivered that great piece of content to my network. And the author certainly appreciate the traction I gave to his website. So paying it forward with a little social currency. And then use messages to start a conversation. So if you are directly connected to somebody send them a direct message.
- Cathy Yerges: 37:40 If you're not you can use inmail and LinkedIn. That is a paid premium service but it's an option if you're not connected and you want to talk to somebody. Start a conversation. That's all it is. And then respond to your notifications. Whether it's Facebook. Twitter LinkedIn. This is going to be hard to see but this is really where the gold is on LinkedIn is your notifications. Don't think ugh I've got 20 notifications today. That's just so annoying. It's not. Because here it tells me Denise endorsed me. I want to acknowledge Denise and say hey thanks. It tells me that Denise and one other person looked at my profile well hey maybe they're interested in what I do. I got to check them out. It tells me that Linda having a birthday awesome I wish her a happy birthday.
- Cathy Yerges: 38:31 It says that Lindsay like the conversation I started in a group. Awesome. Better check that out. See what people are saying. And Robert is celebrating six years at his company. Sounds like a whole lot of touchpoint like can do in a matter of five minutes on LinkedIn. Don't ignore your notifications whether it's Facebook and that's Facebook I get mentioned when people say hey you should talk with Cathy. Don't ignore that. Don't ignore when somebody responds to your the stuff you post. Because why are you posting it. If you're going to ignore them once they comment on it. Don't ignore them. All right. So here is my tip for doing LinkedIn in 15 minutes today. Now I have to preface. This is not to build out an entire strategy on LinkedIn.
- Cathy Yerges: 39:27 It's going to take hours. That's where you need my help. OK but once you have your strategy in place this is how you can keep up with it in just a few minute today. First thing you do is respond to any messages that you get. Next thing you are going to do is send a thank you message to those who either connected or endorsed you. Accept or ignore any invitations. Don't let them hang out there like well I don't know what to do with this person I don't really know who they are. Well make a decision.

Either you're letting them into your network or you're going to ignore them OK. Make a decision don't clutter it because that means every time you log into LinkedIn they're there they're taking up mental space again. I have to make a decision about this person.

- Cathy Yerges: 40:11 OK. You can always invite them again if you made a mistake. OK.
- Audience: 40:11 What's your take on accepting people outside your network?
- Cathy Yerges: 40:22 Yes. All right. I have time to go through my spiel. Stay tuned because I will be a blog post about this. OK so my take on accepting people outside of my network I am a relatively open networker I am willing to connect with people that I have not met in person. After all I'm networking. If I only talk to people I know my business won't grow. OK I want to talk to new people so I will look at their invitation to connect. First thing I do is take a look at their profile profile. Although backup first thing I do is do they send me a personal invitation. Is there a message attached to their invitation that tells me why they want to connect.
- Cathy Yerges: 41:01 That and when I look at their profile is it filled out. Does it give me a sense of who the person is. Does it have any, can I see anywhere in this profile how I could possibly help them or how we could possibly do business. Doesn't have to be a prospect. But are they from Madison. Are they from my alma mater. Is there something in common. When I look at who our mutual connections are. But. You will soon get to know who your connections on LinkedIn just except everybody.
- Cathy Yerges: 41:36 Versus those who have a more curated network. OK. And if I get a good feel I'll connect if I'm still suspicious. The next thing I do is a reverse Google image search on their profile picture.
- Cathy Yerges: 41:57 If I do a reverse Google image search on their profile picture. I can see if they are legit because most of us use the same headshot on all of our social media profiles on the company page on our bio page on our Web site. So if I can find them somewhere else in the Internet and they seem legit. OK.
- Cathy Yerges: 42:19 That's how I spot the fake accounts.
- Audience: 42:25 Reverse Google image search they're on their profile image.
- Cathy Yerges: 42:42 You know I don't do that to everybody. If you guys all I invite you all to connect with me all you have to do is put

in the message. Hey great seeing your dream today. BAM you're in. OK.

- Cathy Yerges: 42:55 Holly did that. That's how we became good friends. That's all you have to do. I'm not going to waste my time doing that. But. For others. And really you don't even have to go that far. If you are suspicious at all if you don't see a connection just ignore them. It's just my it's my hobby to catch fake LinkedIn accounts that's all I enjoy doing it. So.
- Cathy Yerges: 43:18 So. So that's the big tip. Do a reverse google image search on their profile picture. If you are trying to figure out if they are legit more often than not you will find that image somewhere else on the Internet but it will belong to somebody else.
- Audience: 43:34 Why do people do that?
- Cathy Yerges: 43:36 So here's the thing. The last one I caught was in the really it was very well connected to realtors in the Madison area. Well this was the other thing. Thirty eight people in my network were connected to this person. When I look at them they're all Madison based. This person had no affiliation to Wisconsin she lived in Colorado went to school in Washington. My question is how is she connecting. Why is she connecting with all of these people from Madison. You let them into your network and now they have access to your e-mail and your phone number. And they can now sell that information. They can spam you.
- Cathy Yerges: 44:15 They they they pretend to be your friend. That's why I got invited because 38 people in my network let them into their networks. So now all those 38 people they have their email addresses they have their phone numbers that were gated behind that first degree connection request. And apparently there is money to be had in having people's e-mail addresses. Because there is a lot of hacking going on. So that's my take on accepting or ignoring the long answer. Look at who viewed your profile and invite them to connect if appropriate. Search for and invite people to connect who you met in person. So talk to the person next to you today exchange a business card. And connect with them on LinkedIn and you never know who they know or when they might need your services. Review the status update of your connections and you don't have to spend hours on it.
- Cathy Yerges: 45:10 Just you know do a couple scroll downs. Of the page. What are people saying. Is there anything here interesting that I can offer a comment on. Glance at the recent discussions in one or two groups. Strategically. You can join up to 50 groups on in. It would take you years to

follow all of that. Pick one or two that strategically fit your market.

- Cathy Yerges: 45:34 And then post an update. Why do we even care about all of this. Because more conversations lead to more opportunities which lead to increased sales. You're seeking those opportunities.
- Cathy Yerges: 45:50 How to measure if it works. Just some things look at the growth of your LinkedIn network. With the targeted prospects you can search within your network for people with certain keywords or titles or industries. Are you growing your network of people in your target market. Are you converting new connections to phone calls or appointment so social media is great. But. Sales happen in person. You ultimately have to get them to a meeting or a phone call to actually sell them. So what are you doing on social media. What's your strategy to move them from Facebook Twitter LinkedIn to a phone call or a coffee or event like this. What's your strategy. Are you getting engagement on the content that you're sharing. Are people caring about what you post. If they are great. Do more if their not change your strategy.
- Cathy Yerges: 46:42 And ultimately are you getting referrals and introductions. From people on LinkedIn or people connecting each other on LinkedIn. So and I have a few bonus tips of ways that you can get the call or build relationships so you get the call. That this bit.ly/salesthroughsocial and for our friends on the live stream if you type into the comment sales through social You will be delivered that resource as well. In your facebook inbox. So sales through social you'll get a bonus 10 tips of how to build those relationships. I have a few minutes left to take some questions otherwise here's how to get a hold of me and the link again for the download. Those of you in person if you would like a copy of today's slides. Fill this out and I will email those to you.
- Cathy Yerges: 47:34 And if it's just easier for you for me to send you this resource you can fill that out too and I'll I'll check that. I'm happy to answer your questions but you can also put them on here and I can respond via e-mail or social media with any answers to your questions as well and be sure to put them in here I'm going to pass this around because I want to draw for the free Linked-In consult for a start here. Pass that please. Thanks. All right.
- Audience: 47:57 Here's a question. [Inaudible]
- Cathy Yerges: 48:14 Yes. You used to be able to look at your. You would be able to go into my network and search my connections. If you know what every other day it changes. Stay tuned because it did go away and then they brought it back

where one of the search criteria was search connections of was another field.

- Cathy Yerges: 48:37 And my take nobody asked yet but the question Do I need a premium linked in account. You don't unless you exhaust what LinkedIn gives you for free if you start hitting limit and says you've searched too much or it doesn't open up the search field that you need then you need to pay. But it's really seriously the best investment. I changed my tune since Microsoft took over. I was like no it's good enough. But then they took some of the cool tool away. It's \$80 a month. It's the best investment because it opens up the world to me to do business. That's for sales navigator. I recommend jumping to sales navigator versus business premium because it just is worth it. Inmails come with sales navigator things like 30 a month. Something like that.
- Audience: 48:37 I actually wrote it on my phone because I knew I'd forget. On my LinkedIn it says you've appeared in 24 searches this week. What does that mean?
- Cathy Yerges: 49:44 It means that there are people at those companies. Who typed something in and search and you appeared.
- Cathy Yerges: 49:52 Like how cool is that. So look at that when LinkedIn tells you you appeared in 24 searches this week. Look to see what companies those are. And one if you have connections at those companies you can probably figure out well it was Kathy. She works at that company it was probably her. If not I'd do a little investigation to figure out who might be.
- Cathy Yerges: 50:15 Because somebody searching for what I do. Somebody searching for what I do and I need to figure out who it is and I need to connect with them. Thank you so much.
- Audience: 50:15 [inaudible].
- Cathy Yerges: 50:42 Exactly. So if you're using the same e-mail password combo and they can hack your e-mail and get in then they can likely get your bank account and talk to Dave because he knows a lot about ID theft. And how to protect from I.D. theft. I should say.
- Audience: 50:42 Is there a workaround if you're outside your network and how to make that connection?
- Cathy Yerges: 51:20 So there's a couple of things if you want to connect with somebody and they're not in your network which means they're not a direct connect. They're not a secondary connection because that second degree you could ask for introduction or third degree that's the front of a friend. If they're outside that. Then you are left to more creative

ways or just straight up buying inmail account. But you can join a group that you are both part of because you can message think it's up to 15 people in a group each month free of charge even if you're connected or not. You could try to reverse engineer their network and see if you can make a connection to them. You could follow them on Facebook because about a year ago you don't have to be connected to get their information in your feed. You can follow them and then if they see that that you followed them they might be more interested or having a conversation with you or just start engaging with what they post. Just be real and start engaging and commenting on what they post and.

- Cathy Yerges: 52:26 Hopefully a connection will happen.
- Audience: 52:26 What's your take on following people vs connecting with them?
- Cathy Yerges: 52:42 It depends on if I see potential there like there's like there's the big LinkedIn influencers you know Branson and you know all of the shark tank people. I mean they're influencers on and do I need to be connected to them. No. So I might follow them because they share good content. The rest. You can actually hit a limit. So some people whose networks. Are maxed out at like. 30000 connections if they max out then the only way to see their stuff is to follow them. But if they're relevant for your market reach out and say hey I see you followed me thanks so much I looked at your profile love to connect.
- Audience: 52:42 But just because they follow me doesn't mean I can actually send them a message.
- Cathy Yerges: 53:39 Are they second or third degree connection?
- Audience: 53:42 Sometimes LinkedIn hides the connect button. All right.
- Cathy Yerges: 53:46 So I will stay here and answer more questions but I'm going to say goodbye to our live stream folks feel free to put more questions into the comments and someone from our team will be back in touch with you so thanks to our live stream people. Be sure to like our page and we will draw for our winner of a LinkedIn consult on next Monday. Thank you.

Testimonials

- Audience: 53:46 "Cathy's presentation showed me the value of having a consistent plan, working it, and Cathy really knows social. She knows everything social about LinkedIn. She's a valuable resource and someone you want to connect

with if you want to get on LinkedIn and get on LinkedIn and get your social stuff going. I highly recommend working with Cathy."

- Audience #2: 54:53 "A couple of years ago I hired Cathy to help me with my LinkedIn profile. Not only did she show me how to do videos and testimonials and anything to help me stand out from my competition. She has made it possible for me to find different clients from how to use LinkedIn. I'm telling you I'm not that great with social media. And she made it so easy for me. I highly recommend her. She's amazing. She's great to work with and you'll make a new friend in the process."
- Audience #3: 55:01 "I come to these every chance I can because there's always two or three nice little nuggets I can get out of it, that I can apply when I go back to my office. She just has a tremendous wealth of knowledge and she's so willing to share with others. This is called the sharing economy and Cathy really gets it."
- Audience #4: 55:27 "Some of the results that I'm going to do as a result of working with Cathy, I'm going to put more video content, more picture, more graphics out there and I'm going to be more consistent about posting content on my site, and I'm definitely going to go out and look at other peoples posts from there content and start connecting with them on a more regular basis. That's how I want to build my network and that's what Cathy did for me because that's all I know."