



Prospecting for Leads On LinkedIn

Prospecting is the process of reaching out to potential customers in hopes of finding new business. Prospecting is often the first part of the sales process that comes before lead qualification and setting up an appointment.

In the past, sales organizations often purchased lists of raw sales leads. But now with LinkedIn you can do that yourself. Below are the scripts used to build lists of leads. You will do this by researching target accounts and utilizing LinkedIn to provide contact data. Once the lead list is assembled, you will begin contacting the leads with the LinkedIn InMail service (similar to email). Once connected you will move the conversation to phone calls or email.

Content Preparation

Find 5 published articles prospective clients would find of value. Enter the URLs below:

- 1.
- 2.
- 3.
- 4.
- 5.

In the video I used an example business that sells analysis software for injection molding. Below are the scripts I used. Complete the blanks in the scripts based on the pitch and avatar analysis covered in previous units.

First Connect Message

Search for people in your niche as directed. Send the following connection request to those leads. 50% or more will agree to connect within a couple days. Others may take longer, some never will.

Hi NAME

I see that we have the YOUR INDUSTRY industry in common.

I'd love to connect!

*Thanks,
YOUR NAME*

Do not use the canned message provided by LinkedIn.

When They Connect

When they connect you will be notified. Respond with a message like this:

Hi NAME

Thanks for taking a moment to connect. I see you're a ROLE at COMPANY. This industry has really had some adventures these past few years.

*Have you read this ARTICLE on INDUSTRY TOPIC by PUBLISHER?
I was surprised.!*

*Anyway thought I would share. Enjoy!
YOUR NAME*

The theory here is to give value without asking for anything. You are sharing relevant content that will improve their lives. They will appreciate the fact you bring value. This goodwill will be banked when it comes time to set up an appointment. You can send multiples of valuable links

Three Days Later Follow Up

Send the following InMail after sharing some valuable content.

Hi NAME

*I was wondering if you had a moment to read the article I sent last week.
These are challenging times!*

*On my profile you may have noticed we provide PRODUCT/SERVICE for INDUSTRY.
We have a BENEFIT that improves BENEFIT METRIC.*

This is our product PRODUCT NAME LINK.

*Have you a moment this week for a quick telephone chat about PRODUCT NAME?
We have many clients like you who have found BENEFIT from PRODUCT NAME.*

*Thank you,
YOUR NAME*

If they **don't respond you will need to call them** (see next units).

How To Respond to Connection Requests

Sometimes people reach out to you on LinkedIn. Always assume they are prospective clients. Always accept their request and send the following response:

Thanks NAME

Thanks you for taking a moment to connect. I love meeting other professionals. What about my profile did you find of interest?

*Thanks,
YOUR NAME*

Assignment:

Copy the following scripts in a document, customize to your industry and product/service.