LinkedIn:
A tool for business growth
Business Growth Networking & LI
My Mantra
Time vs. Cost
Monetising LI:
• Increase your personal and business profile
• Get the intel on others
• Create marketing campaigns
• Incredible CRM system
• Quick route to key people
• Be seen as a thought leader
The Risks

• Never sell
• Never hassle
• It takes time!!
Rules

• Everyone you meet
• Not everyone who invites
• Search Engine Optimisation
• Credibility
• Thought Leadership
• Informal chats = trust
• Commitment
• Coffee / tel chat
Profile & Marketing

- Complete profile
- Write articles
- Share other articles
- Post on timeline
- Upload slides
- Join groups
Just for the picking!
Recently changed roles

Congratulations Moira Robertson for starting a new position as Global Pricing Leader - Industrial Solutions at GE.

Previously Global Transformation Leader - Commercial Industrial Solutions at GE.

Say congrats or Like.
Build & Download

• Everyone added
• Download & categorise
• Create marketing campaign (be careful tho)
Hi Russell,

How was your trip to the USA?

Are you in London in July and if so its time I bought you a coffee?

Kind regards,

Heather

Heather White, CEO – 0777 585 5754
Smarter Networking Ltd

www.smarter-networking.com
www.boardroomready.co
www.personalbrandforpas.com
www.howtoworkaroom.co.uk

Russell Daigleish
Serial Entrepreneur | Board Advisor | Strategist | Keynote Speaker | Chairman
Exolta Capital Partners • Edinburgh Napier University
London, United Kingdom • 500+IA
Research & Connect
Discipline & Repeat

The time is NOW
Sales Navigator Professional features

Top social selling professionals are 3X more likely to exceed quota.

- **20 InMail™ messages**
  Start meaningful conversations with prospects, even if you’re not connected

- **Sales Insights UPDATED**
  Get insights on your accounts and leads, like job changes, company growth, and more

- **Advanced Search with Lead Builder UPDATED**
  Zero in on decision makers and create custom lead lists with advanced search filters

- **Who’s Viewed Your Profile**
  See what prospects have been interested in you over the last 90 days

- **Unlimited people browsing**
  View unlimited profiles from search results and suggested profiles – up to 3rd degree

- **Lead recommendations and saved leads**
  Quickly discover the right people and save them to stay up to date

---

**Reactivate now**

**Cancel anytime, for any reason**
Pay as little as £53.99* / month when billed annually
Premium Business features

Premium Business members get an average of 6X more profile views.

15 InMail™ messages
Contact anyone on LinkedIn, even if you're not connected

Business Insights NEW
Get deep insights into a company's growth and functional trends

Online video courses NEW
Get the most in-demand business, tech and creative skills taught by industry experts with LinkedIn Learning

Who's Viewed Your Profile
See who's viewed you in the last 90 days and how they found you

Unlimited people browsing
View unlimited profiles from search results and suggested profiles – up to 3rd degree

Career Insights NEW
See how you compare to other job applicants and get instant access to salary details

Reactivate now

Cancel anytime, for any reason
Pay as little as £35.99 / month when billed annually
The offer:
Skype coaching 60 minutes:
• What do you want to achieve using LI
• Review current LI activity
• Create a LI campaign (align with networking)
• Break through any barriers
• Very practice & very focused

£150 + VAT ———— now £120 + VAT

heather@smarter-networking.com
M: 0777 585 5764
• The Trusted Advisor by David Maiser
• The Pyramid Principle by Barbara Minto
• Network Advantage by Henrich Greve
• Brand it Like Beckham by Andy Milligan
• The Sales Challenger by Matthew Dixon
• Life’s a Pitch by Stephen Bayley
• How to Work a Room by Heather White