

When you are looking for a new job, your LinkedIn profile is all about you and your capabilities. However, when you want to use your profile to reach out to potential customers, you want to display something else. With Social Selling it's important that prospects see the value you and your company have to offer for them. This template helps you create a trustworthy LinkedIn profile and will make you an efficient Social Seller!

## ENGAGING CONVERSATIONS

## INBOUND INQUIRIES

## ACCEPTED CONNECTION REQUESTS



**John Doe**  
Social Selling specialist that helps Software Businesses grow through LinkedIn  
London, United Kingdom

Social Selling Company  
 University of London  
 See contact info  
 Connections (500+)

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I help software companies generate leads and sales through social selling on LinkedIn. In the B2B software industry business development can be challenging. Finding the right people within an organization and a long decision-making cycle can drastically slow down sales.

LinkedIn provides me with a direct line to decision makers, without having to navigate through a whole organization. We build up a relevant network and nurture prospects over time until they are ready to make a decision. The result: Educated leads that are ready to buy.

When executed well, Social Selling is a highly efficient method to promote assets, attract visitors to your event and build a sales pipeline that boosts your revenue to new levels. The campaigns we do for clients have proven to be up to 70% more effective than relying solely on telemarketing and email campaigns.

### Profile Picture

A professional picture where your face is clearly visible gives credibility to your profile. LinkedIn is a social network and the last thing people want to do is interact with a logo or an all team photo. An authentic picture taken by yourself or one of your colleagues is what makes your profile seem trustworthy in the eyes of your prospects.

### Headline

A headline is more than a job title. Make sure that you include the value you offer to your customers in a super concise way (stick to 12 words or less). The headline is the first thing LinkedIn members see, so it should catch the attention and immediately make clear that you are the right person to talk to.

### Contact information

Make sure to include your work email address and phone number, so that prospects have several means of getting in touch with you. Displaying these details also helps establish legitimacy for your profile.

**Activity**  
698 followers

John liked this  
 John shared this  
 John shared this  
 John commented on this

[See all](#)

### Summary

This is the spot where you put the value proposition of your company, or the solution you are selling in the spotlight. Focus on the impact a deal could have on the business of your prospects by describing results. Remember - prospects are most interested in what they can get out of your solution. How your solution works is something you can explain in a meeting or demo.

It's best to write your summary in short paragraphs of a couple of sentences each. Long blocks of text are harder to digest and more likely to be skipped by your profile visitors.

In your last sentence you include a call to action. The most important one is connecting on LinkedIn, but you can also add your email address and phone number.

**Experience**

**Social Selling Specialist**  
 Social Selling Company  
 July 2015 - present  
 At Social Selling Company I work with B2B executives that are looking to increase their sales revenue. Social Selling Company specializes in the B2B software industry and I have over 5 years of experience reaching out to IT decision makers. In my time with Social Selling Company I've managed to:

- Increase the efficiency of clients' outreach campaigns by 70% through social selling
- Collaborate with internal sales teams to ensure a smooth lead hand over
- Delivered over 900 sales appointments with highly qualified leads within the IT industry

**Marketing executive**  
 Marketing Company  
 August 2009 - July 2015  
 As a Marketing executive I worked with leading B2B IT companies to execute various campaigns. Marketing Company is a one-stop-shop that provides both online and offline marketing services. I was involved in shaping marketing strategies and executing marketing tactics that drive revenue.

- Hit the marketing objectives for clients every year
- On average, lowered marketing spend by 15% while increasing revenue by 25%
- Worked with 8 companies that are listed in the Quote top 100

### Activity

Posts that you write, like, share or comment on are displayed in the activity section of your profile. It's important to regularly create or engage with posts so that your profile appears as an active member of the community.

### Experience

When you are looking for a new job this section is all about you and your personal achievements. If you use your profile for Social Selling, you take the focus off yourself and focus on how you help your customers. An eye-catching way to display your achievements is in the form of statistics.

Like in the summary section, work in short paragraphs and make use of bullet points to display the goals you reached together with your customers.

**Education**

**University of London**  
 Bachelor of Science in Business Administration  
 2011 - 2015

### Education

List down the degrees and courses you've taken. For a Social Selling profile there is no need to go too much into detail in this section.

**Skills & Endorsements**

Social Selling - 1  
 Software marketing - 2  
 Communication - 2

[Show more](#)

### Skills and Endorsements

Add skills that you possess related to your solution or the industry you are targeting. Use words that catch your prospect's attention and list the most important three as "top skills".

**Accomplishments**

**2 Honors and Awards**  
 Software marketing • Creative communication

**3 Certifications**  
 LinkedIn Sales Navigator • Google Ads • Social Media training

**3 Languages**  
 English • French • Spanish

### Accomplishments

In this section you should add all your relevant certifications, languages that you speak, articles that have been published and honors and awards you've received. All the items that you add here help to establish yourself as a thought leader, or expert in the industry.

**Recommendations** [Ask for a recommendation](#) [Recommend John](#)

Received (2) Given (7)

**John Roe**  
 IT company owner  
 September 15, 2018  
 I've been working with John as an IT company owner for 2 years now. During this period of time he has helped me nearly double our annual revenue. I highly recommend John for his Social Selling and Lead Generation capabilities

**Jane Doe**  
 Marketing Manager at Marketing Company  
 September 15, 2018  
 John is a marketing specialist with a great amount of knowledge with in the IT industry. He is my go-to guy when I need strategic marketing advice for my IT clients.

### Recommendations

Ask your colleagues and existing customers to write you a recommendation. Endorsements and references are definitely something prospects will ask for during the decision-making cycle. This section allows you to display how valuable you are right from the start of your relationship.

**Interests**

**MediaDev**  
 Software  
 1,000 - 3,001

**Social Selling Group**  
 Software  
 700-2,000 Employees

**LinkedIn**  
 IT  
 5,000 - 10,001 employees

**IT Decision makers**  
 IT  
 500 - 1,001 employees

**Sales Navigator**  
 Computer Software  
 1,000 - 5,001 employees

[See all](#)

### Interests

The section on the bottom of your profile displays the influencers, companies and groups you have showed interest in. Try to think of groups your target audience is part of or companies they follow. If prospects see interests that you have in common, they will be more likely to pay attention to what you have to say.

