

LinkedIn Leveraging Relationships

Google Search: "sales manager" "michigan"-intitle:"profiles" -inurl:"dir/ " site:linkedin.com/in/ OR site:linkedin.com/pub/ will show you the LinkedIn profiles of your targets.

Within LinkedIn Search: "owner" then apply filters to narrow your search (you'll find suggested filters in the column to the right)

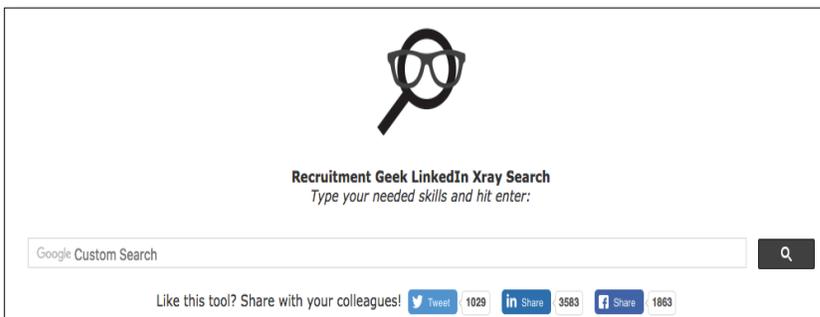
Boolean Search within LinkedIn: This type of search allows you to enter more than one search parameter or eliminate some by using AND OR or NOT in your search: title: "VP of Sales" OR title: "Director of sales"

Building Your Pipeline:

Create and searches (up to 3 in the free version of LinkedIn) then, in the column to the right near the bottom, you can save searches, manage your saved searches and set up alerts. An alert is an email from LinkedIn when someone new joins LinkedIn that matches your saved search criteria.

LinkedIn Xray: <http://recruitmentgeek.com/tools/linkedin/>

This free website helps you search for LinkedIn members that fit your search criteria:



Creating Referral Hit List:

This is **LinkedIn Gold!** Advanced Search within a connection:

1. Go to the profile page of a connection with whom you have an appointment (key here is to invite everyone to join your LinkedIn network as soon as you set an appointment – remember to type in your own message instead of their default generic "I'd like you to join ...")

2. Click on their connections to the right – you should see a number and 3 faces:



3. This takes you to a new screen displaying their connections. In the column to the right apply filters to narrow your search. You can select 1st connections which will show only their connections to whom you are already connected with yourself. If you check the 2nd connections box, this will include people who are your 2nd connections. Including 3rd+ will allow you to see the largest number of connections and then you can apply additional filters. If you click on “Keywords” a drop down appears and you can enter a specific Title. You can also specify a location or a specific industry.

Showing 757 results

Jane DeGroot • 2nd
English Language Trainer
Greater Grand Rapids, Michigan Area
20 shared connections

Scott Jost • 2nd
Agent at Farmers Insurance - Scott Jost Agency
Greater Grand Rapids, Michigan Area
16 shared connections

Kurt Bauer • 2nd
Realtor at Greenridge Realty
Greater Grand Rapids, Michigan Area
30 shared connections

Joy Rybicki • 2nd
Aflac Agent
Greater Grand Rapids, Michigan Area
16 shared connections

Merri Smith • 2nd

Filter people by Clear all (3)

Connections
 1st 2nd 3rd+

Keywords

Connections of
Randy Kimbler

Locations

Current companies

Past companies

Industries

Profile language

Nonprofit interests

Schools

4. Now you have a list of connections you want to know. – Take a screen shot of these connections and paste each into a Word Document

5. Repeat with other targets until you have about 10 pictures/connections you would like to ask your client/prospect about

6. Ask how they know them, let them know you'd like to reach out – You may even coach them on how to introduce you- you can send them the *email template below if that is easy for them and ask that they CC you on the email. Also tell them you plan on contacting them within the next 3 days/or by the end of the week (this makes it clear if they don't get around to the email you are still going to reach out)

Developing “Power Partners”:

Definition: Referral partners with whom you talk on a regular set date to exchange warm introductions, for example the first Monday of every month. Thus, you could have several warm leads a week if you develop 4 Power Partner relationships and talk with each during a different week of the month.

*Sample talk track to secure Power Partners:

Hi Bob, I was just thinking about your business and I bet I know some people who would be a really good fit for what you do. In fact, I meet with people who sometimes need a _____ like you and I'd like to have someone I know/trust I can introduce them to. Are you open to me sending some people your way? What are your thoughts about a referral partnership? I have a couple of 'power partners' and I'm looking for one or two more. Do you have a minute to run an idea by you?

Would it be helpful to get five warm email introductions to key people that you are targeting to do business with? My power partners and I talk on the phone once a month. It's just a short phone call but we have done our homework on the front end before our call. For instance Frank Smith and I do this together - he'll look through my connections to pick out five names of people he'd like me to introduce him to. And I will have a look through Frank's connections and pick out five people I'd like him to introduce me to. When we get on the phone we simply exchange those names. Then we send an email from our Outlook (Not through LinkedIn) with an introduction and cc one another so we know when it's a good time to follow up.

I even have a template for that email you can use if you like it so you don't have to invent one yourself.

It's been very powerful and business changing to get these introductions. If you're interested let's set a time to walk through how to look through my connections.

Warm introduction email template sample:

Hi **email recipient**,

I was just talking with **(referral partner's name)**, and when I learned about what **he/she** does I immediately thought of you! At least worth a phone call!

He/She is CC'd here so **he/she** can connect with you directly.

Referral partner's name & number
Email recipient's name & number

It may or may not be a fit - but you'll love **him/her** regardless! Expect a phone call in the next few days, and feel free to call me if you have any questions.

Your name
Your number

May add: If you are not the appropriate person, perhaps you can point **him/her** in the right direction!

If this were an introduction to me, sent to one of my targets, by my power partner, Frank, it would look like this:

Hi Bob,

I was just talking with Kristen Hartnagel, and when I learned about what she does I immediately thought of you! At least worth a phone call!

She is CC'd here so she can connect with you directly.

Kristen 616-550-6329

Bob 616-xxx-xxxx

It may or may not be a fit - but you'll love her regardless! Expect a phone call in the next few days, and feel free to call me if you have any questions.

Frank XYZ

xxx-xxxx

Sample talk track when reaching out to targets for whom you've received an introduction:

Hi is this Bob? Hi, it's Kristen Hartnagel – I'm so glad Frank thought the two of us should be introduced. I'd love to learn more about what you do and tell you a little bit about me to see why he thought to connect us.

(Ask questions.)

Well maybe he thought "I'll bet Bob knows somebody who would be perfect for what you do!" So why don't I tell you a little bit about how we're impacting our clients and honestly Bob, I don't know if you'll be as excited about what we do as Frank is but we're the ones meeting with all the _____. Like ___, & _____. Do you know any of those guys?

(Use your phone approach talk track from here- but continue with:) Who do you know who would be good for me to connect with? Or is this something you might want to know more about yourself? It may not be a fit but I'd love to meet and learn more about your vision and see if we might be of service.

Turn invites into leads:

When someone invites you to connect on LinkedIn, immediately follow up with:

Either: **if you choose to accept the invitation, then send an email:**

Hi Paul,

Thanks for inviting me to join your network. Looks like you are doing great things!
I'd love to learn a little more about what you do and I'm curious, what drew you to my profile?

Are you available for call this Thursday at 2?

At your service,

Your name

Your number

Or: **if you are not sure you want to accept the invite then send an email:**

Hi James,

Thanks for reaching out on LinkedIn and extending an invitation.

I try to maintain connections with those I know personally so as to be a more valuable resource when introducing clients to potential connections. I am not opposed to connecting, but curious, is there any way I might be of service?

At your service,

Your name

Your number

More LinkedIn response templates:

When leaving first email after someone accepts your invitation:

Hi Jim,

I'm glad we're now connected. I'd love to learn more about what you do.

Are you available for a call this Tuesday at 2:00?

Your name

Your number

Customize your invitation:

When you invite someone to join your LinkedIn Network, replace LinkedIn's automated message: "I'd like to connect with you on LinkedIn" with your own personal message.

Looks like you are doing great things! I'd love to learn more – are you available for a call this week?

Your name

Your number

Topic: LinkedIn Advantage: We talked about the powerful tool LinkedIn is, reviewed some basics, and learned some strategies to build your pipeline and get referrals. Here are some action items:

- Create 3 Saved Searches and set LinkedIn alert so you are notified every time someone new fits into that filter criteria
- Sample verbiage: 'How do you know ____ would you mind if I use your name when I call?' OR would you be comfortable introducing us through email?
- Click little picture of you to manage settings
- Stay in touch: send congrats and happy birthdays by looking through your 'notifications' in the top bar of LinkedIn.
- Create referral hit lists for every meeting by searching their connections
 - Look through the people who have endorsed them or written recommendations for more possible targets to add to your referral hit list
- "People also viewed" & "People similar to" – more ways to build your pipeline
- Power partner: Give/get introductions to 5 people every week when you have 4 power partners and work with one of them every week.

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