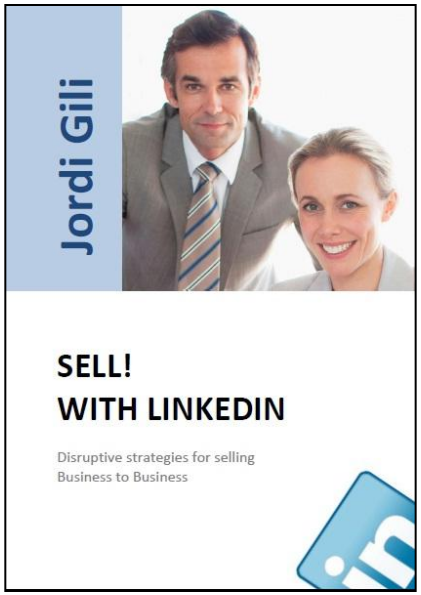

Sell! amb Linkedin

Seminari

15 de Novembre de 2012

Tom Sawyer

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Executives on Demand

Agenda

- **Branding i Marca Personal amb Linkedin**
- **Objectiu: Venda**
- **El Pla de Màrketing Estratègic**
- **El Pla de Marketing Social Media**
  - Les 4 P's
- **El Pla de Vendes Social Media**
- **Estratègia de Venda Passiva**
  - Tècniques de Venda Passives
  - Posicionament a Google
- **Estratègia de Venda Activa**
  - Tècniques Bàsica, Avançada
  - La revolució de Linkedin - Cicle de Venda PERFECTE

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Branding i Marca Personal

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Branding

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Objectiu Professional: Vendre

El Pla de Màrketing Estratègic

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Fases

- What, Who, How
- PLC, Market, Positioning, Porter
- SWOT, Key Success Factors
- Strategic Objectives, Positioning proposal
- Marketing Plan

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Les 4 Ps del Product Mix

Product

Price

Place

Promotion

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Product

SAMSUNG
9:02 AM
Phone
Readers Hub
Navigation
Camera
Places
Music
Video
Calendar
Thinkfree
Market
Browser
Applications
Email

Price

Place

Canals - Xarxes Socials

facebook

LinkedIn

Ushi.cn

plaxo

XING

Blogger

viadeo

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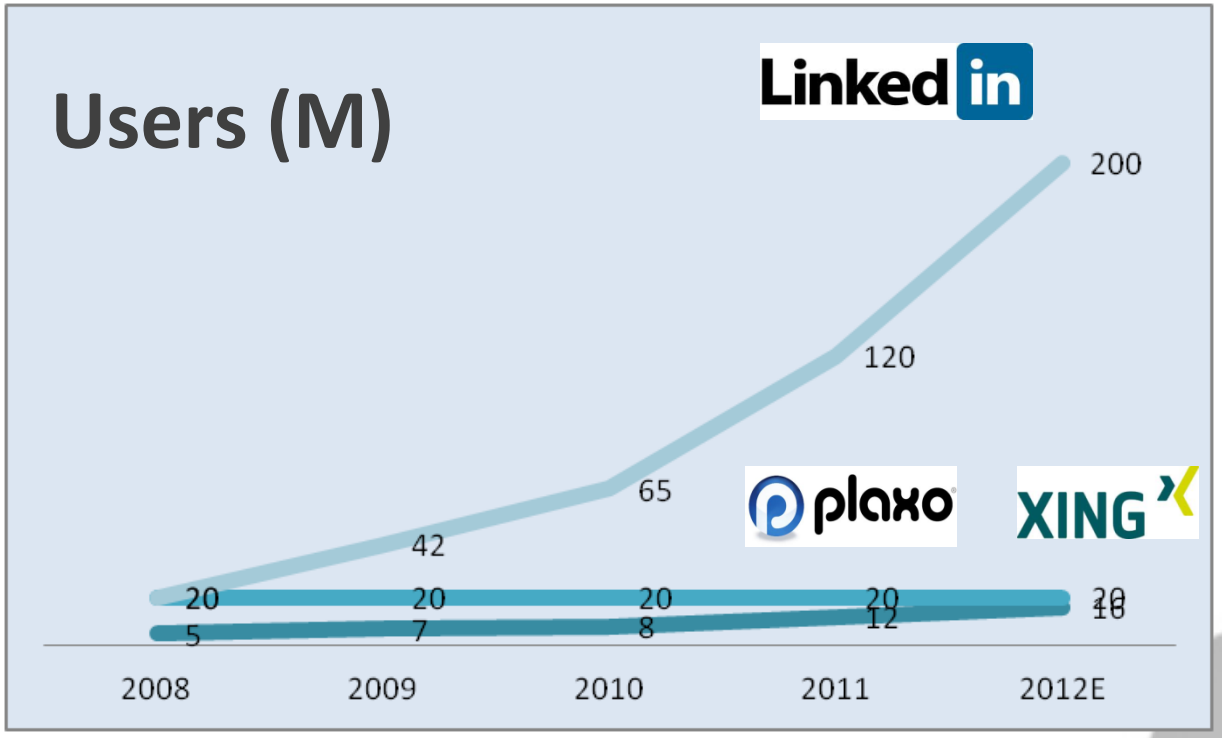
Canals - Xarxes Socials (II)



- Facebook apps? -Cercle de Confort

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Promotion

Tècniques Passives

A per la venda!

Pla de Vendes Social Media

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Pla de Vendes 2.0

I. Set Revenue target

II. Select Sell Strategy: Passive/Active (or both)

III. Evaluate a Global Social Media Channels
- Where's my client?
  B2B?
  B2C?

IV. Resource the sales initiative adequately according to Sales Plan

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Pla de Vendes 2.0

V. Develop Specific Sales plan for each channel

Channel	Strategy	Resources	Expected Revenues	Expected Cost	Expected Gross Income
Linkedin	Passive	½ FTE	$75,000	$40,000	$ 35,000
Linkedin	Active	1 FTE + Ads	$250,000	$80,000 + $50,000	$120,000
Twitter	Passive	½ FTE	$55,000	$40,000	$ 15,000
TOTAL					$170,000

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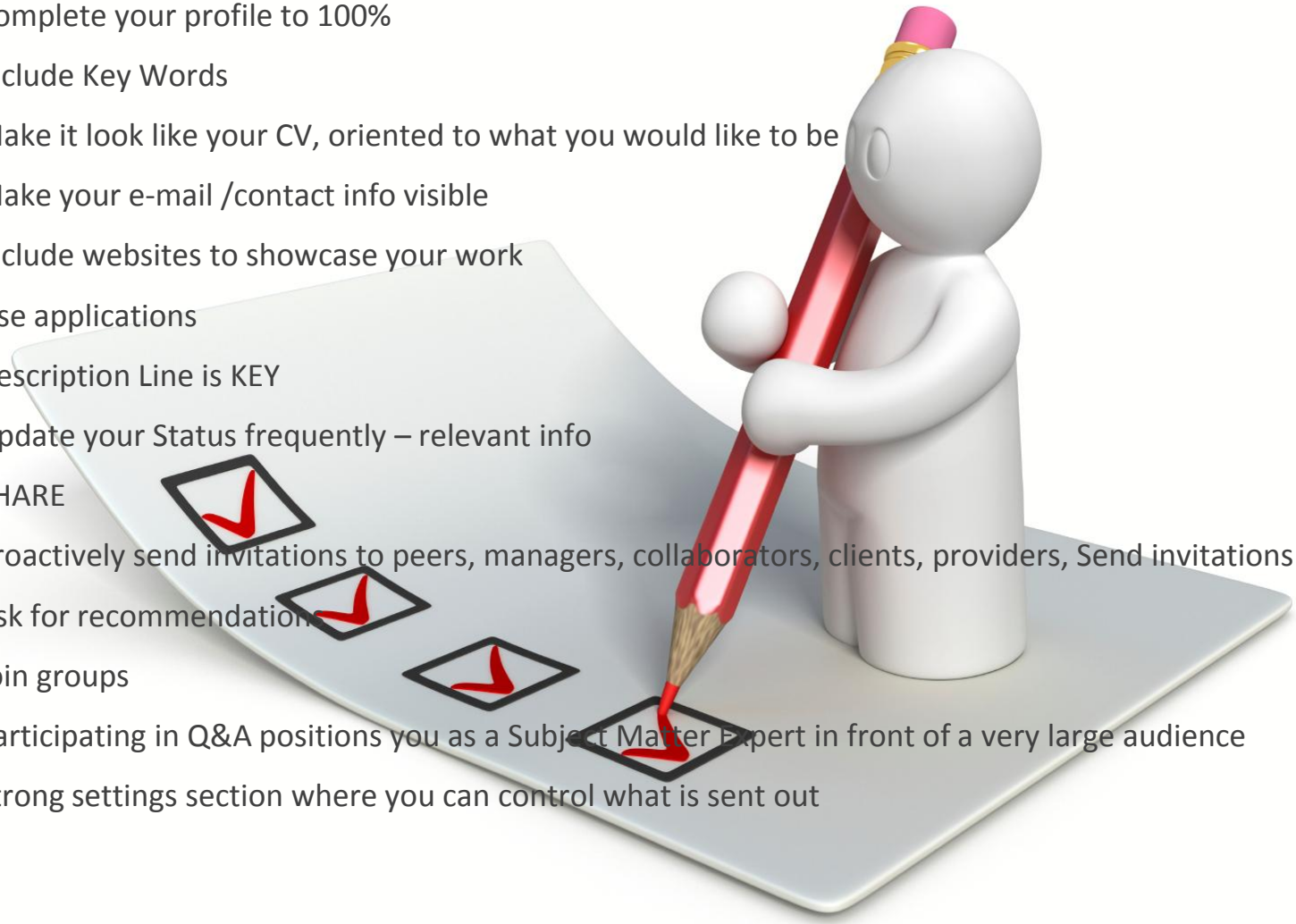
I. Estratègies Passives

- Be on Linkedin.com
- Complete your profile to 100%
- Include Key Words
- Make it look like your CV, oriented to what you would like to be
- Make your e-mail /contact info visible
- Include websites to showcase your work
- Use applications
- Description Line is KEY
- Update your Status frequently – relevant info
- SHARE
- Proactively send invitations to peers, managers, collaborators, clients, providers, Send invitations to ex- …
- Ask for recommendations
- Join groups
- Participating in Q&A positions you as a Subject Matter Expert in front of a very large audience
- Strong settings section where you can control what is sent out



LinkedIn

Google™

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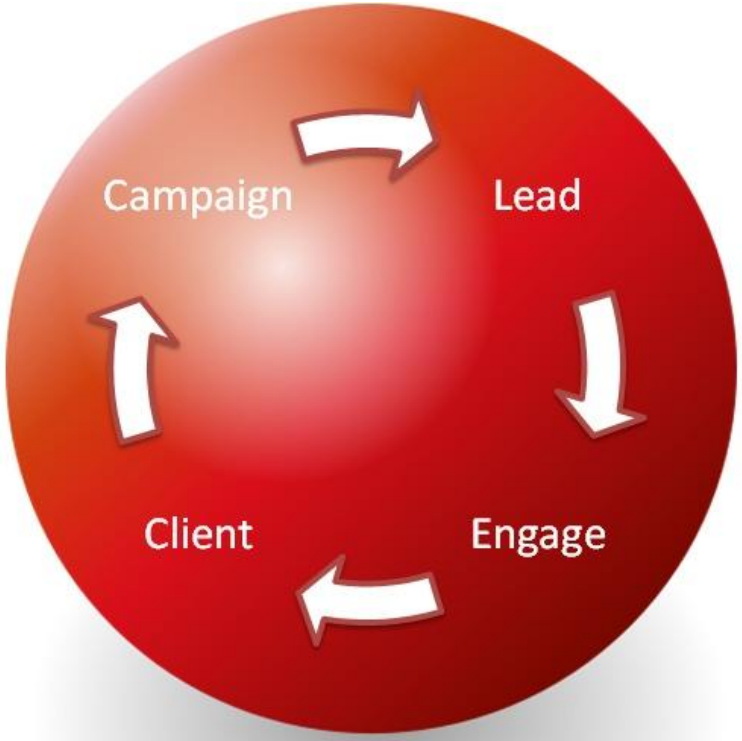
II. Estratègies Actives



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A must Have – Premium acc.

Upgrade to LinkedIn Sales Navigator

Access and contact 175 million professionals at 2 million companies

LinkedIn helps us build relationships and access executives in a whole different way.

Seth Halpern, Regional Sales Director, Workday

Save up to 25% with an annual account

Features	Sales Executive	Recommended Sales Navigator	Sales Basic
	Annual: **EUR 53.95**/month* (EUR 66.36 incl. VAT) Monthly: **EUR 71.95**/month (EUR 88.50 incl. VAT) Upgrade	Annual: **EUR 28.95**/month* (EUR 35.61 incl. VAT) Monthly: **EUR 35.95**/month (EUR 44.22 incl. VAT) **Upgrade**	Annual: **EUR 11.95**/month* (EUR 14.70 incl. VAT) Monthly: **EUR 14.95**/month (EUR 18.39 incl. VAT) Upgrade
Contact anyone directly with InMail -- Response Guaranteed![1]	**25** per month (EUR 198.75 value)	**10** per month (EUR 79.50 value)	
See more profiles when you search	**700**	**500**	**300**
Pinpoint the right leads with Premium search filters	8 Premium Filters	4 Premium Filters	4 Premium Filters
See full profiles of anyone in your network	Yes	Yes	Yes
Who's Viewed Your Profile: Get the full list	Yes	Yes	Yes

Show more...

Looking to buy for your team? »

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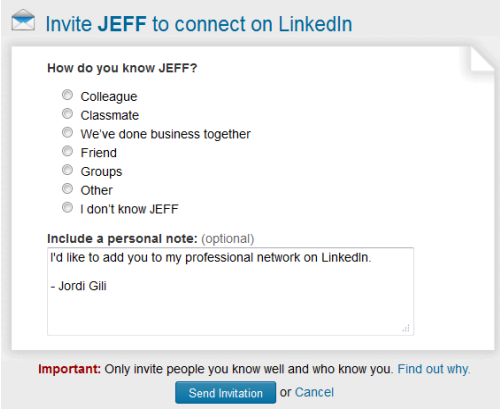
II. I Bàsica

1. Cerca Targets (empreses) -> Identificació de Persones
2. Conectar - Cercar email – grups – inMAIL
   - Com conectem amb un target?



3. Contacte en 3 passos:
   - Invitació
   - Compartir
   - Reunió

Exemple: Target – CIOs d'empreses Espanyoles

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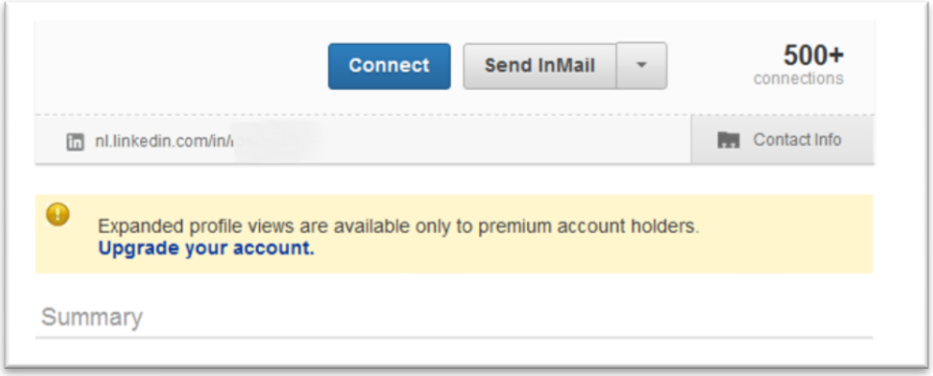
II. I Bàsica II

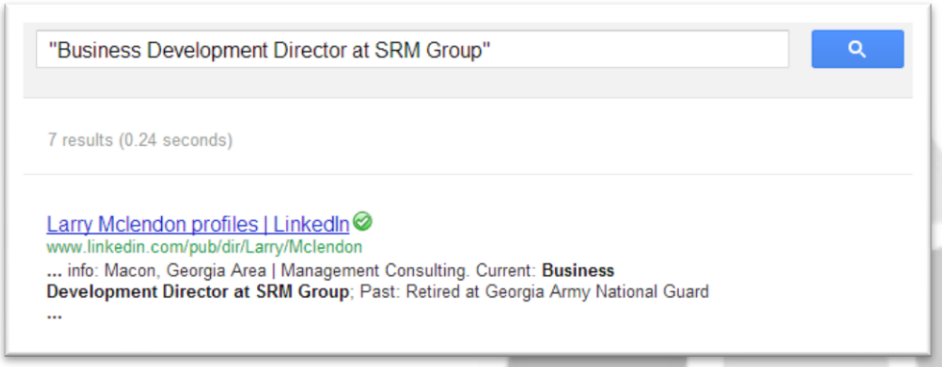
LinkedIn Tips and Tricks

Sometimes, especially with people in the 3rd line, only the summary of somebody's profile is shown and this person's experience, career history, education and additional information is not visible.
The website displays: *"Expanded profile views are available only to premium account holders. Upgrade your account."*



Also in some occasions the person's last name is not visible

By entering the job title between brackets (Here: "Business Development Director at SRM Group") into Google, most of the times you will get to see the full name and you will be able to access his/her profile.



(*) Thanks to Eric Maree, Director at execus

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II. II Avançada

1. Dissenyar una campanya – Targets
2. Obtenir base de dades de Targets
3. Llançar campanya de emailing – mailchimp, google mail merge o Outlook fusion
4. Generar Leads - …

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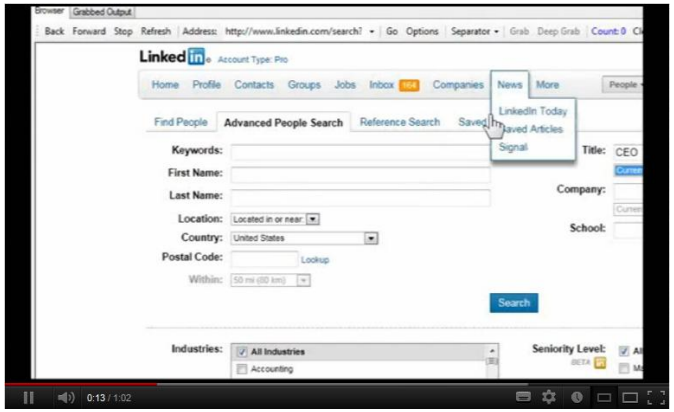
II. II Avançada II

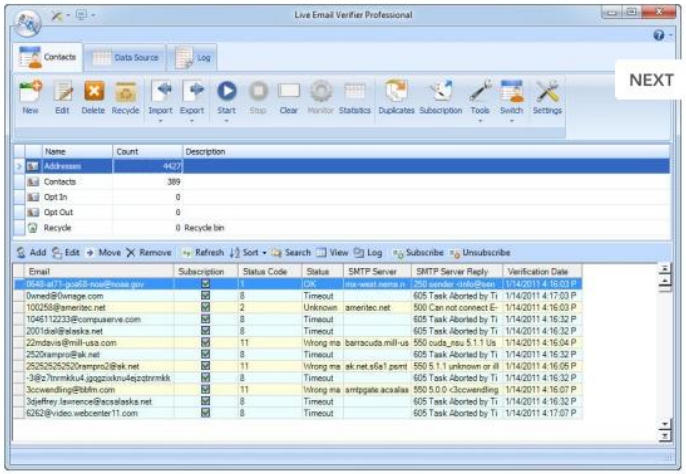
Com creem la base de dades?

A. Network Grabber

+ Linkedin

+ email verifyer





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II. II Avançada III

Com creem la base de dades?

B. Google + Linkedin + Surf7 mail extractor

- site:es.linkedin.com/in/ OR site:es.linkedin.com/pub/ "gmail.com" OR "yahoo.com" OR "hotmail.com" OR "msn.com" OR "aol.com" OR "mail.com" "IT Director" OR "Director IT" OR "CIO" OR "CTO“
- http://eel.surf7.net.my/

C. Automàticament – email extractor

- site:es.linkedin.com/in/ OR site:es.linkedin.com/pub/ "gmail.com" OR "yahoo.com" OR "hotmail.com" OR "msn.com" OR "aol.com" OR "mail.com" "IT Director" OR "Director IT" OR "CIO" OR "CTO“

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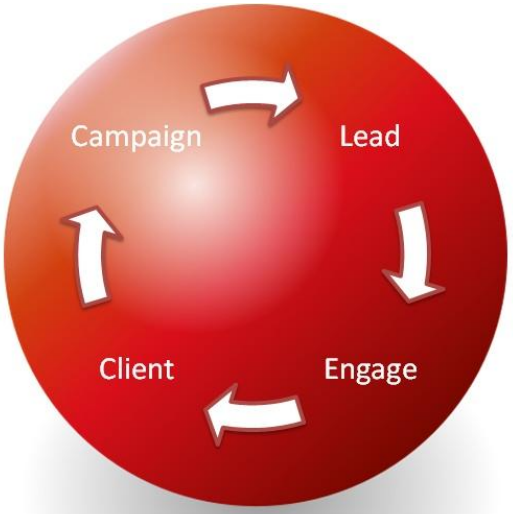
II. III Revolució Linkedin

Cercle Perfecte de Vendes

1. **Campanya**
2. **Identificació -> TOTA LA INFORMACIÓ (Nom, posició, empresa…)**
3. **Contacte -> InMAIL**
4. **Generar una conversa i despertar interès**



II. III Revolució Linkedin

“Cercle Perfecte de Vendes”

Com fem una campanya? ---- Linkedin Ads

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II. III Revolució Linkedin

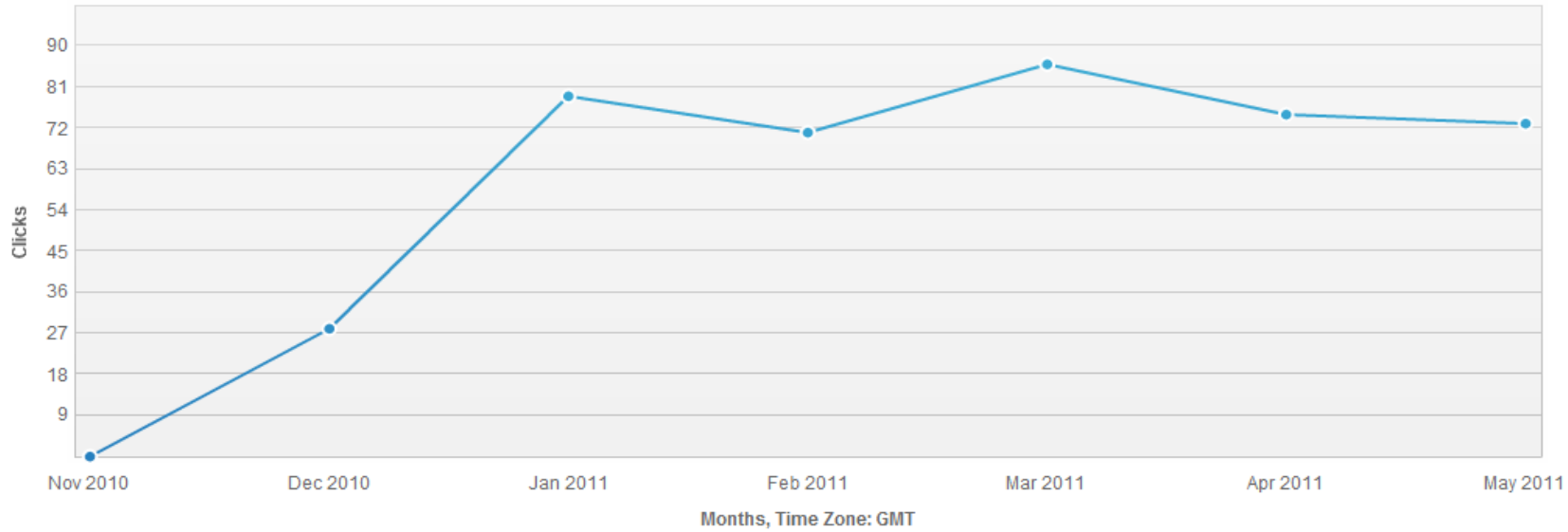
1. Campanya

LinkedIn Ads

Jordi Gili (Indiv) · LinkedIn Home · Contact LinkedIn · Help

Ad Campaigns | Leads | Reporting | Billing | Settings | New ad campaign

Custom · Nov 1, 2010 - May 31, 2011 · Clicks



Campaign	Status	Budget	Clicks	Impressions	CTR	Leads	Avg. CPC	Total Spent
Execus	Off Turn On Hide	$10.00	412	527,504	0.078%	0	$2.38	$983.05

II. III Revolució Linkedin

2. Identificació

WHO'S VIEWED YOUR PROFILE?

17 Your profile has been viewed by 17 people in the past 3 days.

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II. III Revolució Linkedin

3. Contacte

Senior Project Executives in Spain/Europe

Jordi Gili · Managing Director Spain at Execus, Executives on Demand

InMail Feedback: ☆☆☆☆☆

Email: mark.flanders@scansafe.com

Phone: +44 (0)7711801340

To: **Mark Flanders**

Category: Business deal

Status: Responded

Date: March 12, 2012

Dear Mr. Flanders,

Please excuse this unsolicited email.

Linkedin has informed me that you have demonstrated interest or curiosity for the services that we provide at Execus.

Your interest may be linked to an internal initiative that you may be considering. We can definitely help you.

If you consider it appropriate, I would be very pleased to better understand if you are interested in our services as a potential client or colleague, or if you just were curious to learn more on how our Fortune 500 clients are successfully using accomplished professionals such as controllers, finance managers, internal auditors, treasury management, accounting, process specialists or business analysts to help on a project basis in a given business situation or need in Spain or Europe.

Please let me know if we can be of service for your needs.

Best Regards,

Jordi Gili Riu Managing Director, Spain Execus Professional Services Avenida de Tibidabo, 33. 08022 Barcelona Tel: (+34) 93 253 05 73 www.execus.com

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II. III Revolució Linkedin

3. Client - Funnel

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Resum

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Associació Xarxa Telecos BCN

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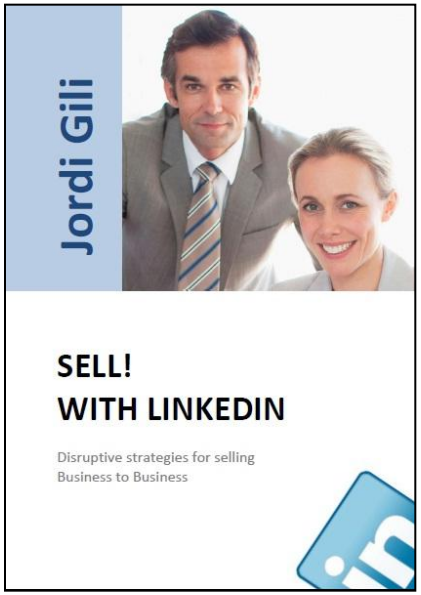

Moltes Gràcies!

Jordi Gili

Jordi.gili@tomsawyer.es

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