


Building Your LinkedIn Network

Developing Successful Relationships to Elevate Your Career

LinkedIn



Expectations

- Learn how to optimize your profile for search and credibility
- Learn how you can use LinkedIn to find strategic people
- Learn how to connect with them and develop a dialogue
- Ideas  Application
- Question – opportunity for additional help or profile review

What we will cover

- How to find potential strategic connections (prospects) using LinkedIn
- How to find strategic referral partners on LinkedIn
- How to get referred to your prospects from your connections
- Establish yourself as a category expert and build credibility
- Have prospects and strategic partners find you
- How to run a LinkedIn messaging campaign
- Promote events and fill seats
- Paid VS Unpaid



Poll

How would you rate for current activity on LinkedIn?

- Navigator or Recruiter
- Advanced LinkedIn user
- Use LinkedIn often but need to get better
- Sometimes use LinkedIn and need to use it more
- Not sure how to login



The Opportunity



Nearly 830 million people on LinkedIn
30,000 First Contacts



The Opportunity

- 24/7 Networking
- B-B and B there
- The never ending trade show
- 100% Fortune 500 companies are on LinkedIn

LinkedIn does NOTHING



The Opportunity

Effectiveness vs. other Social

- 66% according to Content Marketing Institute
- Next closest – Twitter at 55%
- 87% favorable impression of salesperson who was introduced via LinkedIn

The Opportunity

Effectiveness vs. other Social

- 75 percent of the business-to-business buyers use social media to make buying decisions.
- 50 percent of B2B buyers use LinkedIn as a source for making purchase decisions.
- 76 percent of B2B buyers prefer to work with recommendations from their professional network.



The Opportunity

Effectiveness vs. other Social

- Reduce cold calls
- Develop relationships
- LinkedIn is best for BOTH before and after the relationship is established



The Opportunity

From passive to **PROACTIVE**

Reason for the \$26-B Microsoft purchase.



Get Your Profile Right

Linkedin is not the place to store your resume



Get Your Profile Right

Let Your Prospects Find What They Want

- Use Keywords
- Who you serve
- What you do
- Results you get
- Most important first
- 120 characters

Headline



Ken Cheo
Helping manufacturers, software companies, community banks and service professionals close more deals with their ideal clients with guaranteed results
Talks about #sales, #closingsales, #salescoaching, #salestraining, and #salesprospecting
Greater Boston · [Contact info](#)
4,406 followers · 500+ connections
[Open to](#) [Add section](#) [More](#)

Creator Mode Topics

Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/kencheo

URL (truncate)

<https://www.linkedin.com/pub/ken-cheo/23/astf/4496>



Get Your Profile Right

Let Your Prospects Find What They Want

Contact Information

Ken Cheo

Contact Info



Your Profile

[linkedin.com/in/kencheo](https://www.linkedin.com/in/kencheo)



Websites

oursalescoach.com (Company Website)

oursalescoach.com/blog/ (Blog)

oursalescoach.com/workshops/ (Free Training Opportunities)



Phone

781-930-3220 (Work)



Email

kcheo@oursalescoach.com



Twitter

[KenCheo](#)



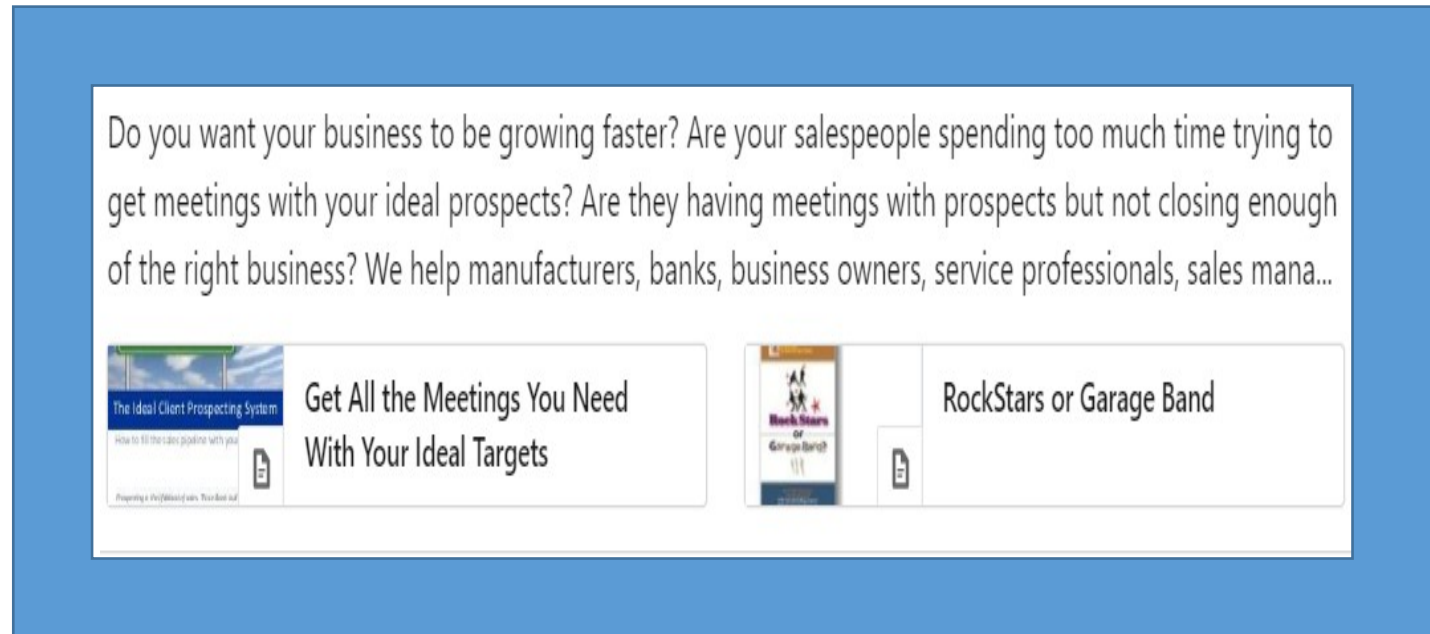
Other Web Sites





Get Your Profile Right

Let Your Prospects Find What They Want

- Use Keywords
- Who you serve
- What you do
- Results you get
- Speak to your target
- Call to action
- Present tense
- Some personal
- 1500 characters

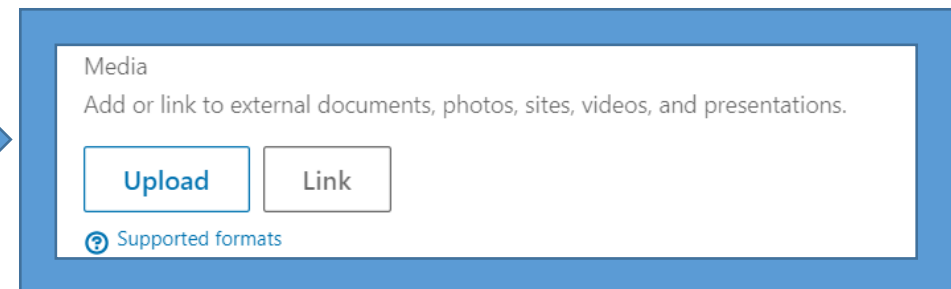
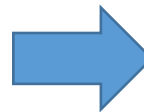


Do you want your business to be growing faster? Are your salespeople spending too much time trying to get meetings with your ideal prospects? Are they having meetings with prospects but not closing enough of the right business? We help manufacturers, banks, business owners, service professionals, sales mana...

 The Ideal Client Prospecting System How to fill the sales pipeline with your Preparing a prospect's sales. Your best out.	Get All the Meetings You Need With Your Ideal Targets	 RockStars or Garage Band
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Use
slideshare

Add media and links



Media

Add or link to external documents, photos, sites, videos, and presentations.

[Supported formats](#)

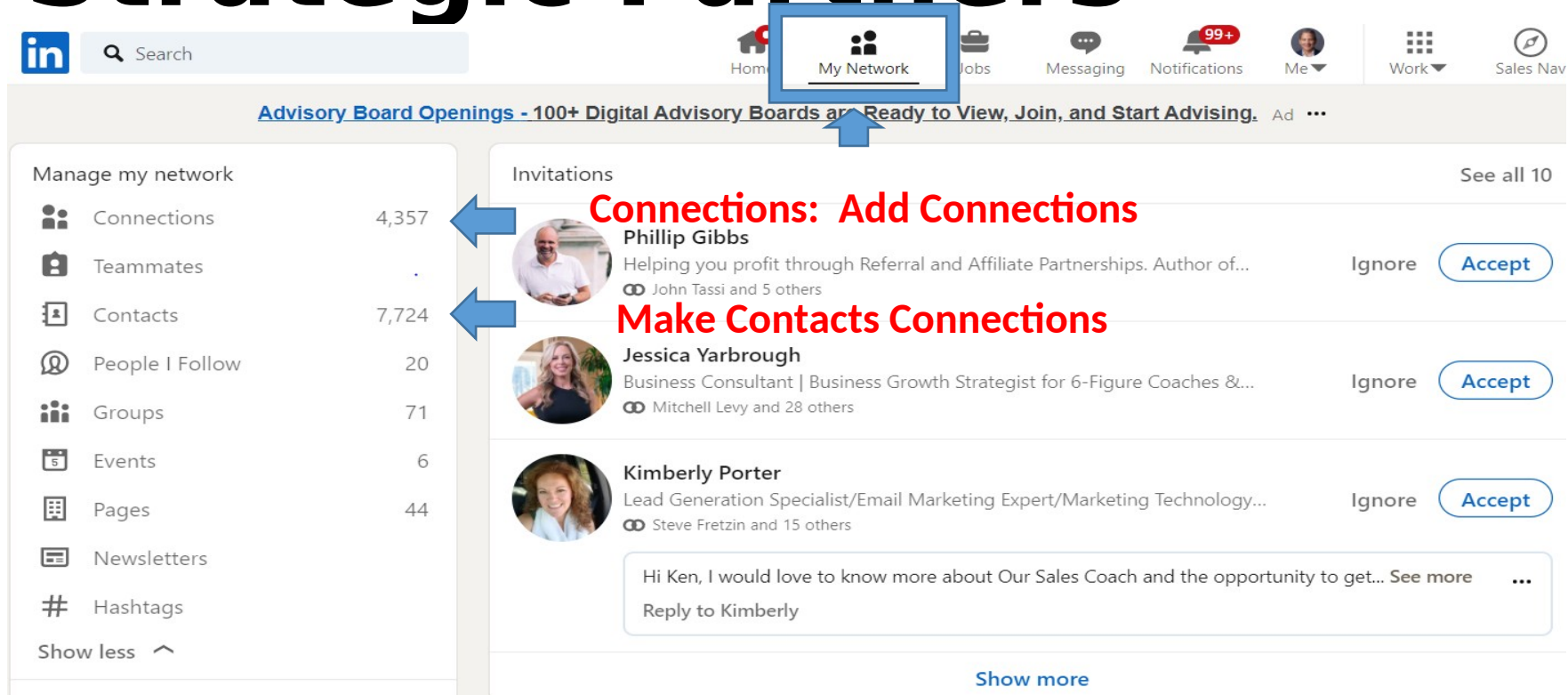
Get Your Profile Right

Let Your Prospects Find What They Want

- Upload a background that is related to what you do (professionally)
- Use a professional headshot (this is not facebook)
- Follow the steps to complete your profile
- Use keywords, headline, summary, experience, interests
- Up to 3 current sections for experience
- Get Recommendations
- Publications, certifications, awards



Find Prospects and Strategic Partners



The image shows a screenshot of the LinkedIn homepage with the 'My Network' tab selected. A blue box highlights the 'My Network' icon in the top navigation bar. Below the navigation bar, a banner for 'Advisory Board Openings' is visible. On the left, the 'Manage my network' sidebar lists various connection types with their counts. On the right, the 'Invitations' section displays a list of people to be connected to, each with a profile picture, name, title, and 'Ignore'/'Accept' buttons. Red text annotations with blue arrows point to the 'Connections' and 'Contacts' counts in the sidebar, and to the first two invitation recipients.

Connections: Add Connections

Make Contacts Connections

Connections:

Manage my network	Count
Connections	4,357
Teammates	.
Contacts	7,724
People I Follow	20
Groups	71
Events	6
Pages	44
Newsletters	
Hashtags	

Invitations [See all 10](#)

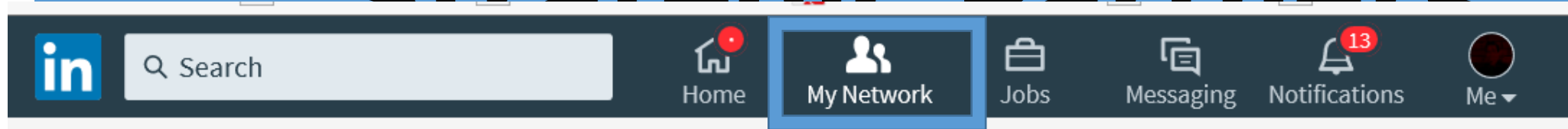
- Phillip Gibbs**
Helping you profit through Referral and Affiliate Partnerships. Author of...
John Tassi and 5 others
Ignore [Accept](#)
- Jessica Yarbrough**
Business Consultant | Business Growth Strategist for 6-Figure Coaches &...
Mitchell Levy and 28 others
Ignore [Accept](#)
- Kimberly Porter**
Lead Generation Specialist/Email Marketing Expert/Marketing Technology...
Steve Fretzin and 15 others
Ignore [Accept](#)

Hi Ken, I would love to know more about Our Sales Coach and the opportunity to get... [See more](#) ...

Reply to Kimberly

[Show more](#)

Find Prospects and Strategic Partners




Connections: Add Connections

Add personal contacts

We'll periodically import and store your contacts to help you and others connect. You choose who to connect to and who to invite. [Learn more](#)

[Continue](#)

[More options](#) 

See who you already know on LinkedIn








The fastest way to grow your network is to import your contacts

[Continue](#)

We'll import your address book to suggest connections and help you manage your contacts. [Learn more](#)



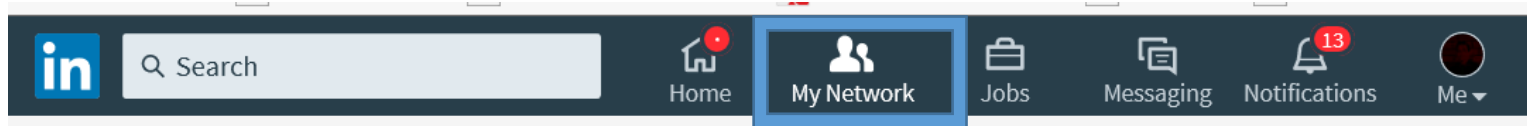
More ways to find connections

-  Gmail
-  Yahoo
-  Outlook
-  AOL
-  Import from other providers
-  Invite by email
-  Upload a file

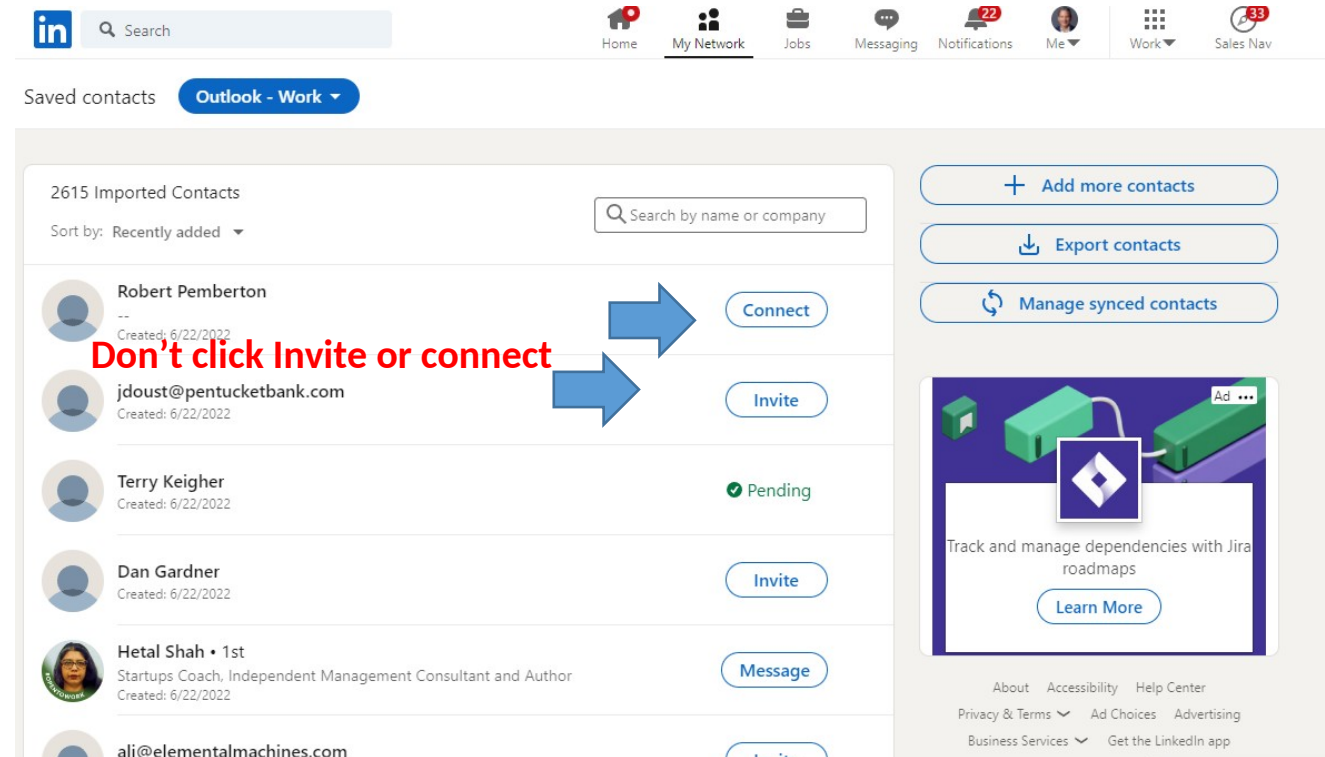


Find more connections like Peter L., Josh and Joni.

Find Prospects and Strategic Partners

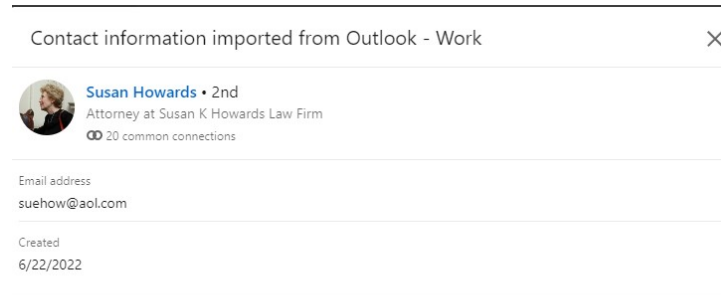


Connections: Add Connections



Click on their name

Find Prospects and Strategic Partners



Instead click view profile



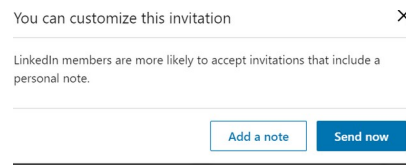
View Profile

Connect



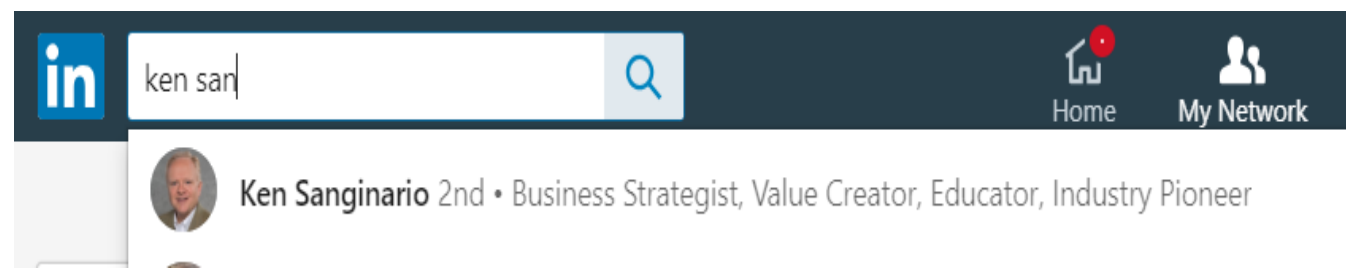
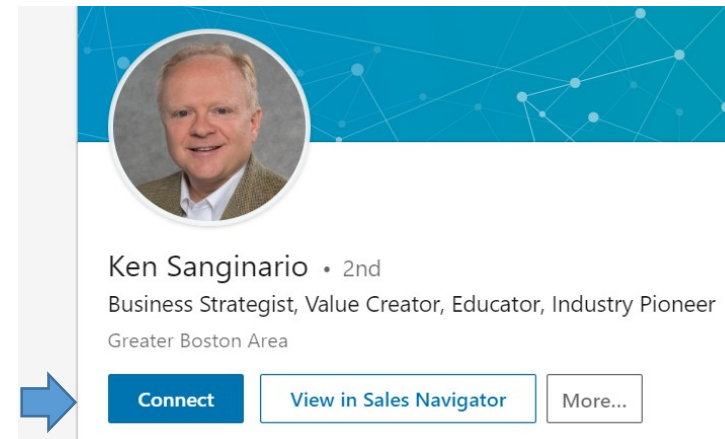
Don't click connect from here either

So you can add a note



Other option:
Open 2 LinkedIn
Sessions to toggle
From connection
list To profiles

Connect from here



Find Prospects and Strategic Partners

Who Do You Want to Connect With?

Ready...

Fire!...

Aim



Find Prospects and Strategic Partners

Who Do You Want to Connect With?

Focus...

Aim...

Adjust

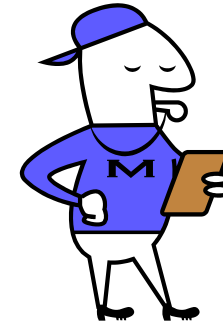


Find Prospects and Strategic Partners

Who Do You Want to Connect With?



Solve a complex problem
Teach you new skills



Coach



Next New Hire



Next New Client

Other?



Mentor
Promotion
New Position

Find Prospects and Strategic Partners

Three reasons to be very specific on who to target

- Can produce high quality search results
- Can perfect a dialogue so they know you are committed to them and content that will facilitate a phone call
- Connect you to others who are committed to them that you can network with

Find Prospects and Strategic Partners

Build Your List

The screenshot shows the LinkedIn search interface. At the top, the search bar contains the word 'software'. Below the search bar, there are navigation tabs: 'People', 'Connections', 'Locations', 'Current companies', and 'All Filters'. A banner below the tabs reads '\$500/hr Advisory Roles - Many companies are seeking paid Business Advisors. Are you?'. Below this banner, there is a link to 'Continue Search in Sales Navigator >' and a note '12 additional advanced filters'. The search results show 'About 29,800,000 results'. The first four results are listed, each with a profile picture, name, title, location, and a 'Connect' button. The first result is Meghan West, President at CNC Software, Hartford, Connecticut Area. The second is Angus Leary, Team Captain at Ab Initio Software, Greater Boston Area. The third is Marc Osofsky, Chief Executive Officer at Jama Software, Greater Boston Area. The fourth is Ester Peña, Vice President, Software Engineering at Travelers, Greater Boston Area.

in software

Home My Network Jobs Messaging

People ▾ Connections ▾ Locations ▾ Current companies ▾ All Filters

\$500/hr Advisory Roles - Many companies are seeking paid Business Advisors. Are you?

[Continue Search in Sales Navigator >](#) 12 additional advanced filters

About 29,800,000 results

Meghan West • 2nd
President at CNC Software
Hartford, Connecticut Area
[Connect](#)
Brian Duprey, Wendell Packard, and 3 other shared connections

Angus Leary • 2nd
Team Captain at Ab Initio Software
Greater Boston Area
[Connect](#)
Ted Acworth, Ed Dann, and 2 other shared connections

Marc Osofsky • 2nd
Chief Executive Officer at Jama Software
Greater Boston Area
[Connect](#)
Current: Chief Executive Officer at Jama Software - Jama Software is the leading provider of requirements management, risk and test management software.
Leah Carey, Dave Will, and 3 other shared connections

Ester Peña • 2nd
Vice President, Software Engineering at Travelers
Greater Boston Area
[Connect](#)

- Search 2nd connections
- Title
- Use boolean connectors
“NOT” “AND” “OR”
- Location

Find Prospects and Strategic Partners

Build Your List

The screenshot shows the LinkedIn search interface. The search bar contains 'software'. The filters are set to 'People', 'Greater Boston Area', '2nd', and 'Current companies'. A banner for a 'Bankruptcy Webinar' is visible. Below the banner, there's a link to 'Continue Search in Sales Navigator' and a note about '12 additional advanced filters'. The results section shows 'About 68,000 results'. Four profiles are listed:

- Ben Coes** • 2nd
Board of Directors at Scribe Software
Greater Boston Area
Tim Cabot and Caleb White are shared connections
[Connect]
- Marie Colbert** • 2nd
Experienced Executive | Software and Services | Transportation and Logistics
Greater Boston Area
Past: President/CEO at REZ-1 - ...growth, a complete software rewrite implementation...
Chris Bond, Craig James, and 5 other shared connections
[Connect]
- Seth Matheson** • 2nd
Director Talent Acquisition - Americas at Veeam Software
Greater Boston Area
Larry Jacobson, John Bogosian, and 12 other shared connections
[Connect]
- Kim Meninger, MBA, BCC** • 2nd
Women's Leadership Coach & Consultant | Speaker | Impostor Syndrome Files Podcast H...
Greater Boston Area
[Message]

The Windows taskbar is visible at the bottom with various application icons.

- Search 2nd connections
- Title
- Use boolean connectors
“NOT” “AND” “OR”
- Location
- Industry

Find Prospects and Strategic Partners

LinkedIn navigation bar showing search bar (software), Home, My Network, Jobs, Messaging, Notifications (7), Me, Work, and Sales Nav.

All people filters

Clear 3

Cancel

Apply

- ☐ IBM
- ☐ Dell EMC
- ☐ Fidelity Investments
- ☐ Hewlett Packard Enterprise

- ☐ Information Technology & Services
- ☐ Internet
- ☐ Financial Services
- ☐ Computer & Network Security

- ☐ German
- ☐ Others

- ☐ Boston University
- ☐ University of Massachusetts Amherst
- ☐ Massachusetts Institute of Technology
- ☐ Bentley University

Contact interests

- ☐ Probono consulting and volunteering
- ☐ Joining a nonprofit board

Services

Add a service category

- ☐ Consulting
- ☐ Marketing
- ☐ Marketing Consulting
- ☐ Business Consulting
- ☐ Software Development

First name

Last name

Title

Chief Sales Officer OR SVP Sales

Company

Build Your List

- Search 2nd connections
- Title
- Use boolean connectors “NOT” “AND” “OR”
- Location
- Industry



Find Prospects and Strategic Partners

LinkedIn search results for "software" in the Greater Boston Area, 2nd connections. The results show three profiles:

- Kelley Hippler** • 2nd Chief Sales Officer at Forrester, Greater Boston Area. Skills: Enterprise Software. Shared connections: Ron Taupier, Natalie Nathanson, and 1 other shared connection.
- Tom Siegel** • 2nd Chief Sales Officer at Fuze, Greater Boston Area. Skills: Enterprise Software. Shared connections: Larry Jacobson, Bill Kantor, and 8 other shared connections.
- Sangita Patel** • 2nd Chief Sales Officer at Comlinkdata, Greater Boston Area. Skills: Enterprise Software. Shared connections: Karl Sharicz, CCXP, CX-PRO, EdM, Ron Taupier, and 4 other shared connections.

Build Your List

- Search 2nd connections
- Title
- Use boolean connectors "NOT" "AND" "OR"
- Location
- Industry

Saved searches • Manage

Managing Partner

Managing Partner (28 new)

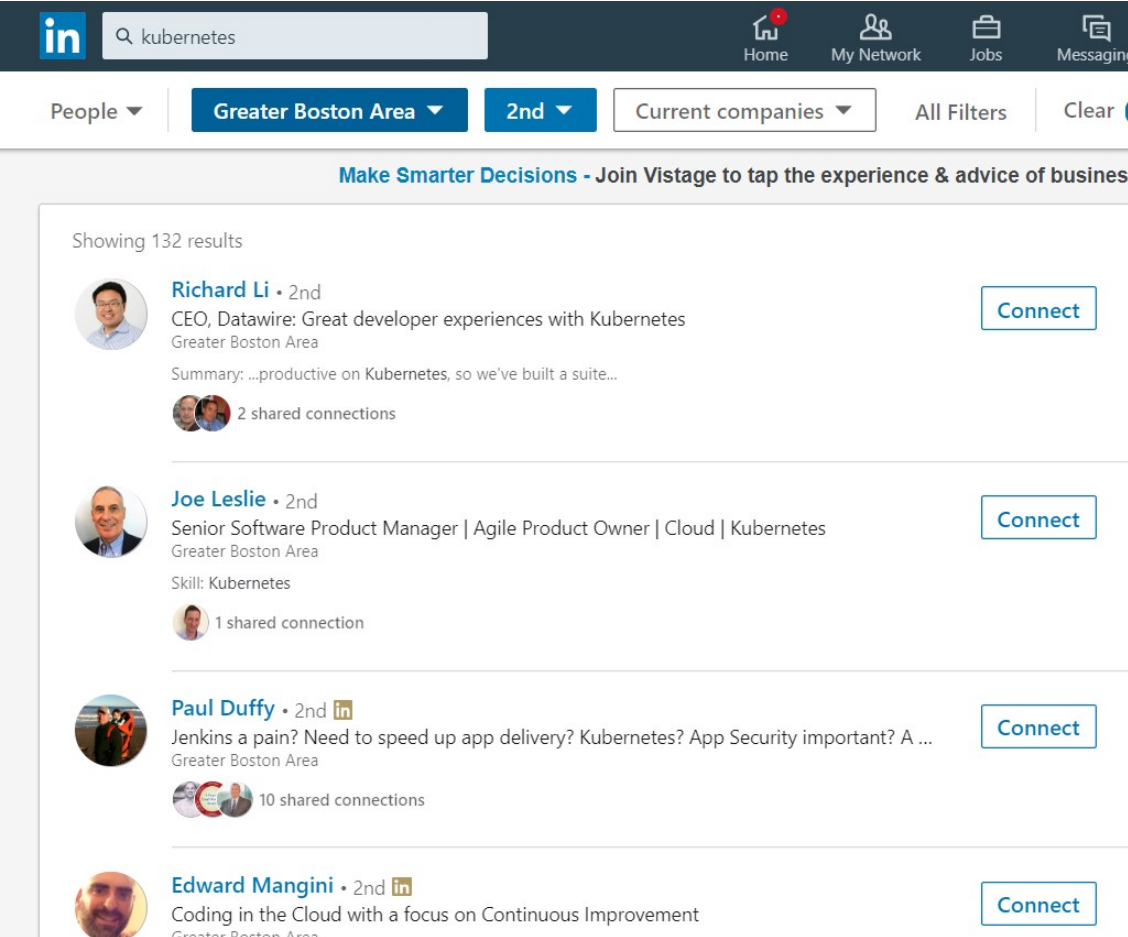
Create search alert

Look at Connections



Find Prospects and Strategic Partners

Build Your List



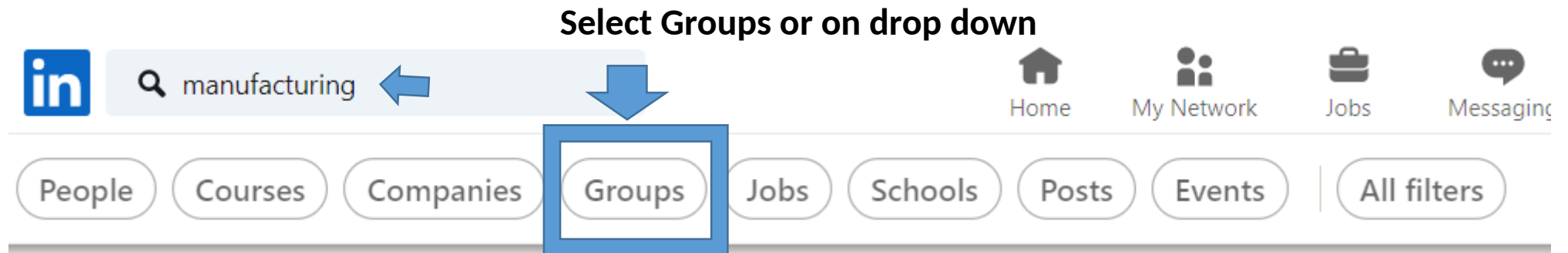
LinkedIn search results for "kubernetes" in the Greater Boston Area, showing 132 results. The top four results are displayed:

- Richard Li** • 2nd
CEO, Datawire: Great developer experiences with Kubernetes
Greater Boston Area
Summary: ...productive on Kubernetes, so we've built a suite...
2 shared connections
- Joe Leslie** • 2nd
Senior Software Product Manager | Agile Product Owner | Cloud | Kubernetes
Greater Boston Area
Skill: Kubernetes
1 shared connection
- Paul Duffy** • 2nd
Jenkins a pain? Need to speed up app delivery? Kubernetes? App Security important? A ...
Greater Boston Area
10 shared connections
- Edward Mangini** • 2nd
Coding in the Cloud with a focus on Continuous Improvement
Greater Boston Area

Find Prospects and Strategic Partners

Connect with people in groups

Search for groups related to your target audience



Look for groups of interest with a lot of members

You can inmail to any group member



About 14,000 results



NICHEJOBS.COM Engineering HR Recruiter Business Marketing Advertising
Manufacturing Management Sales

282K members

Jobs in multiple niche areas, 50+ job boards, visit NicheJobs.com. Contact corp@sastha.net to post Jobs on our Job Boards . We will promote the jobs in our groups as well.



Account Manager Group - Sales Executives and Management

208K members

Account Managers and Executives across all industries focused on client and customer relationship operations and development through sales and marketing. Share, learn and grow professionally. Industry specific accou...

Find Prospects and Strategic Partners


Connect with people in groups

Look for people in groups





Start a Conversation








Leadership for Lawyers


 Standard group

 Start a conversation in this group














Nick Fletcher • 3rd+
Helping businesses achieve organisational change for their people and workpl...
1h

7 [#technologies](#) with the potential to transform today's [#workplaces](#) and keep changing how, when and where we work are already here.
Read our blog to find out more: <https://lnkd.in/gPfP9xH>

68,854 members [See all](#)




99+

[Invite members](#)

About this group

Leadership for Lawyers is a legal networking forum. If you are interested in the latest trends, best practices, technology advancements, innovation in the law and leadership, then we invite you to join this group.

Group owner



Find Prospects and Strategic Partners

Connect with people in groups

← Leadership for Lawyers

68,854 Members

🔍 Search members



Robert Cullen · 2nd **Owner**
Attorney, Law Professor, Mediator

Message



Sheldon Toplitt, Esq. · 1st
Attorney/REALTOR; legal journalist

Message



OUR SALES COACH
RESULTS GUARANTEED

Find Prospects and Strategic Partners

Group efforts

- Joining
- Engaging in discussions
- Add VALUE to the discussion.
- Don't be a group bully

Find Prospects and Strategic Partners

Finding a Job or Potential Hire

Click



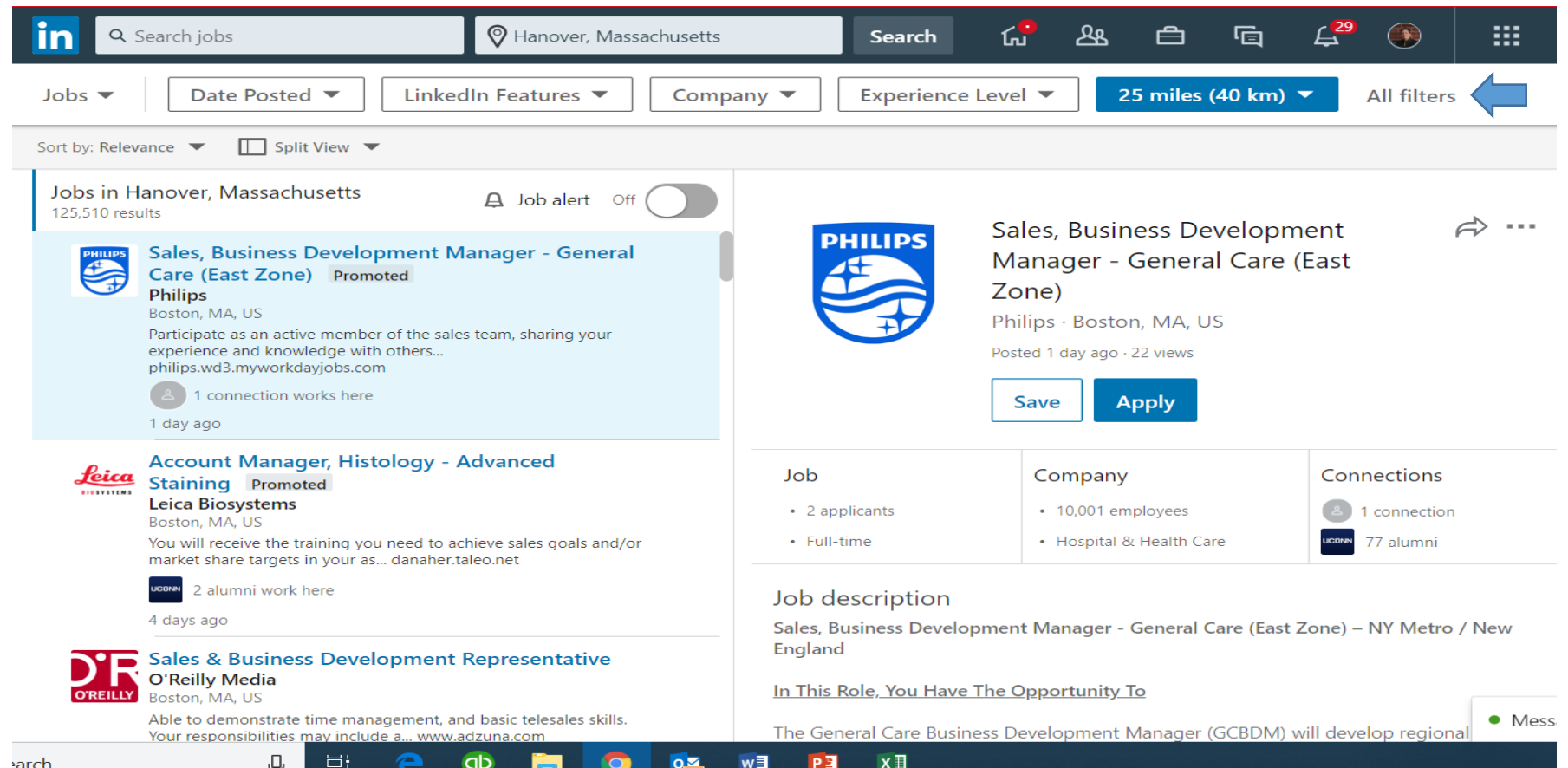
Track Opportunities



The screenshot shows the LinkedIn Jobs page. At the top, there's a navigation bar with the LinkedIn logo, a search bar with the placeholder 'Search by title, skill, ...', a location filter 'City, state, or zip code', and a 'Search' button. To the right are icons for 'Home', 'My Network', 'Jobs' (which is highlighted with a blue arrow from the word 'Click'), and 'Messaging' (with a red badge showing '8'). Below the navigation bar, the left sidebar contains a list of options: 'My Jobs' (with a bookmark icon), 'Job Alerts' (with a bell icon), 'Salary' (with a camera icon), 'Skill Assessments' (with a checkmark icon), 'Interview Prep' (with a document icon), 'Resume Builder' (with a document icon), 'Job Seeker Guidance' (with a play button icon), and 'Application Settings' (with a gear icon). At the bottom of the sidebar is a button 'Post a free job' and a link 'Manage job posts'. The main content area is divided into two sections. The top section is titled 'Suggested job searches' and contains several search filters: 'president', 'president of operations', 'executive vice president', 'senior president', 'chief operating officer', 'chair of the board of directors', and 'principal chief executive officer'. The bottom section is titled 'Recommended for you' and contains two job listings. The first listing is for 'Regional Vice President of Wealth Sales' by 'Staffing In Motion' in 'Newport, RI (On-site)', posted '1 week ago' with '0 applicants'. The second listing is for 'Partner Enablement, Americas' by 'Circle' in 'Boston, MA (Remote)', with a status of 'Actively recruiting'.

Find Prospects and Strategic Partners

Finding a Job or Potential Hire



The screenshot shows the LinkedIn Jobs interface for the location "Hanover, Massachusetts". The search bar at the top contains "Search jobs". Below the search bar, there are filters for "Jobs", "Date Posted", "LinkedIn Features", "Company", "Experience Level", and a radius of "25 miles (40 km)". The results are sorted by "Relevance" and shown in "Split View".

Jobs in Hanover, Massachusetts
125,510 results

Jobs in the list:

- Sales, Business Development Manager - General Care (East Zone)** - Promoted
Philips
Boston, MA, US
Participate as an active member of the sales team, sharing your experience and knowledge with others...
philips.wd3.myworkdayjobs.com
1 connection works here
1 day ago
- Account Manager, Histology - Advanced Staining** - Promoted
Leica Biosystems
Boston, MA, US
You will receive the training you need to achieve sales goals and/or market share targets in your as... danaher.taleo.net
2 alumni work here
4 days ago
- Sales & Business Development Representative**
O'Reilly Media
Boston, MA, US
Able to demonstrate time management, and basic telesales skills. Your responsibilities may include a... www.adzuna.com

Job details for Sales, Business Development Manager - General Care (East Zone):

- Job:** 2 applicants, Full-time
- Company:** 10,001 employees, Hospital & Health Care
- Connections:** 1 connection, 77 alumni
- Job description:** Sales, Business Development Manager - General Care (East Zone) – NY Metro / New England
- In This Role, You Have The Opportunity To:** The General Care Business Development Manager (GCBDM) will develop regional

Buttons: Save, Apply

Bottom right: Mess

Find Prospects and Strategic Partners

Finding a Job or Potential Hire

All jobs filters

Clear 6

Cancel

Date Posted

- ☐ Past 24 hours (6)
- ☐ Past Week (56)
- ☒ Past Month (156)
- ☐ Any Time (0)

Salary

- ☐ \$40,000+ (1,656)
- ☐ \$60,000+ (1,270)
- ☐ \$80,000+ (735)
- ☐ \$100,000+ (388)
- ☒ \$120,000+ (153)

LinkedIn Features

- ☐ In Your Network (13)
- ☐ Easy Apply (29)
- ☐ Under 10 Applicants (84)

Job Type

- ☒ Full-time (153)
- ☐ Contract (2)
- ☐ Temporary (2)

Company

Add a company

- ☐ (1)
- ☐ (2)
- ☐ (1)
- ☐ (1)
- ☐ (1)

Industry

Add an industry

- ☐ Computer Software (74)
- ☐ Hospital & Health Care (26)
- ☐ Financial Services (21)
- ☐ Marketing and Advertising (18)
- ☐ Information Technology and Services (50)

Job Function

Add a job function

- ☐ Information Technology (454)
- ☐ Engineering (337)
- ☐ Consulting (115)
- ☐ Other (110)
- ☒ Sales (105)
- ☒ Management (40)

Experience Level

- ☐ Internship (1)
- ☐ Entry level (22)
- ☐ Associate (142)
- ☒ Mid-Senior level (153)
- ☐ Director (354)
- ☐ Executive (201)

Find Prospects and Strategic Partners

Finding a Job or Potential Hire

Jobs

Past Month

LinkedIn Features

Company

Mid-Senior level

25 miles (40 km)

All filters

Clear 6


Sort by: Relevance

Split View

Jobs in Hanover, Massachusetts

153 results

Job alert Off



Senior Strategy Manager, Service Innovation

Promoted


Wayfair

Boston, MA, US

This person will leverage a creative approach and quantitative skills to answer high-level business ... jobs.jobvite.com

Be an early applicant

2 days ago · Easy Apply



Senior Director WW Renewal Operations

Promoted


PTC

Boston, MA, US

10-15+ years of successful global leadership experience with a focus on Sales Operations and Organization Management working in a ...

Be an early applicant


1 day ago · Easy Apply



Senior Vice President of Sales and Marketing

Etometry Inc.

Boston, MA, US




Senior Strategy Manager, Service Innovation

Wayfair · Boston, MA, US

Posted 2 days ago · 14 views

Save

Easy Apply

Job	Company	Connections
<ul style="list-style-type: none">3 applicantsMid-Senior level	<ul style="list-style-type: none">5,001-10,000 employeesBoston, MA	 34 alumni

Job description

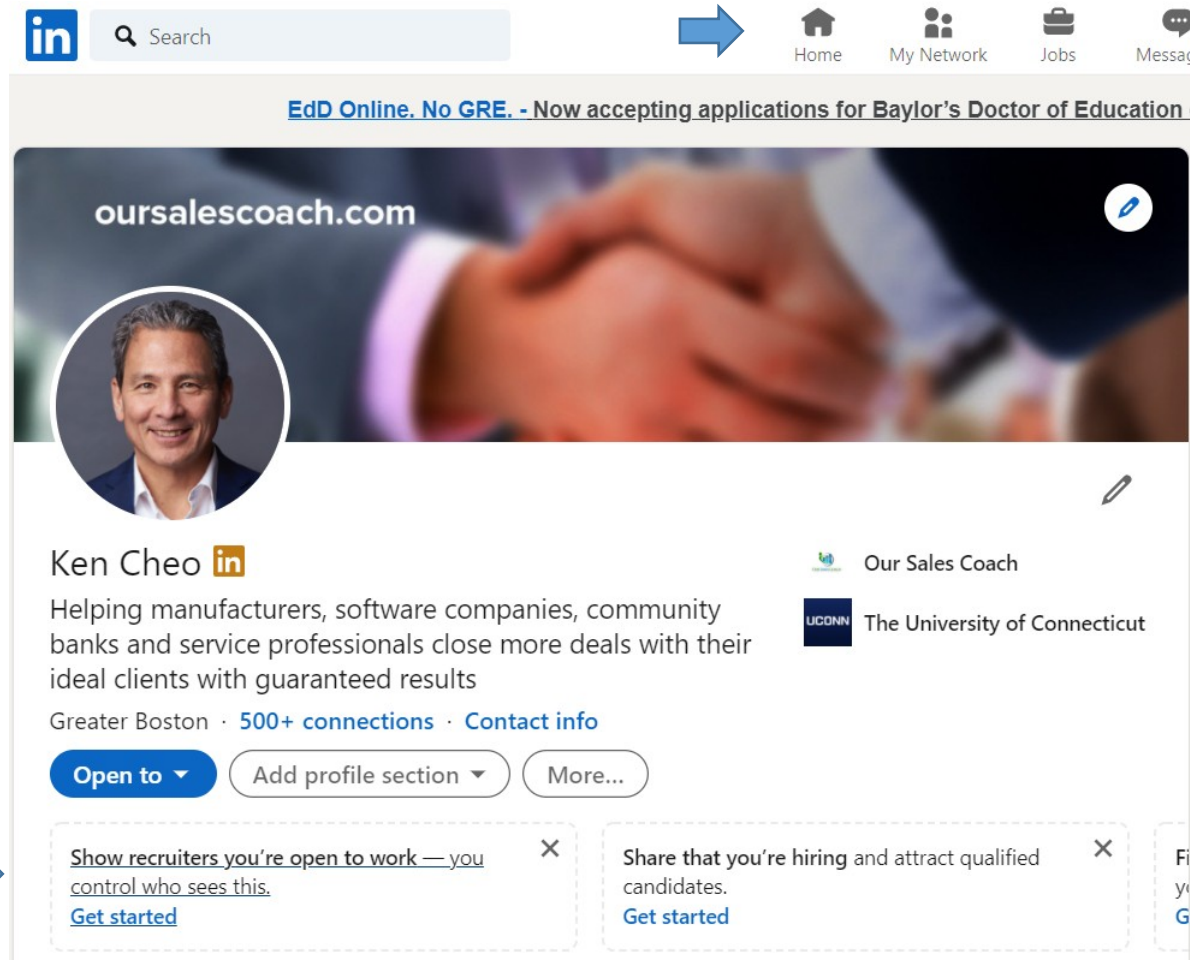
Description

The Service Innovation team is looking to add a senior leader to their group! This person will leverage a creative approach and quantitative skills to answer high-level business and strategy questions that impact the customer experience. This team is highly cross-

Find Prospects and Strategic Partners

Have Recruiters Find You

Finding a Job or Potential Hire



The screenshot shows a LinkedIn profile for Ken Cheo. At the top, there's a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, and Messages. Below this is a banner for 'EdD Online. No GRE. - Now accepting applications for Baylor's Doctor of Education'. The profile header for 'oursalescoach.com' features a background image of two hands shaking and a circular profile picture of Ken Cheo. His name 'Ken Cheo' is followed by a LinkedIn icon. His bio states: 'Helping manufacturers, software companies, community banks and service professionals close more deals with their ideal clients with guaranteed results'. Below the bio, it says 'Greater Boston · 500+ connections · Contact info'. There are three buttons: 'Open to' (with a dropdown arrow), 'Add profile section', and 'More...'. At the bottom, there are two dashed boxes. The first box contains the text 'Show recruiters you're open to work — you control who sees this.' with a blue 'Get started' link and a close 'X' button. The second box contains the text 'Share that you're hiring and attract qualified candidates.' with a blue 'Get started' link and a close 'X' button.



Find Prospects and Strategic Partners

Finding a Job or Potential Hire

Sharing **Career Interests** with Recruiters
Set Preferences



Your career interests help determine what jobs you're recommended.

Where are you in your search?

Not open to offers

What job titles are you considering?

[+ Add title](#)

Where would you like your next job to be located?

Anywhere worldwide
No Preferences

[Change](#) ▼

Near my home
No Preferences

[Change](#) ▼

I'm open to working remotely

No ☐

What types of jobs are you open to?

☐ Full-time

☐ Contract

☐ Part-time

Find Prospects and Strategic Partners

Getting Referred to Your Prospects

Search Results

The screenshot shows a LinkedIn search interface. On the left is a search sidebar with fields for Keywords (containing 'Managing Partner'), First Name, Last Name, Title, Company, and School. The main search bar at the top shows '197 results for Managing Partner'. Below this, filters for 'Greater Boston Area' and 'Industry: Law Practice' are visible. A list of search results is displayed, including profiles for Peter Marathas, Lance Kawesch, Jay Pabian, and Jeffrey M. Stoler. Annotations include a blue arrow pointing from the 'Search Results' text to the search bar, a blue box around the search bar, a blue box around Peter Marathas's profile with a blue arrow pointing to it from the text 'Look at Connections', a blue box around Jeffrey M. Stoler's profile with a blue arrow pointing to it from the text 'Look for Strategic Partners', and a blue box around the text 'OUR SALES COACH' at the bottom of the page.

197 results for Managing Partner

Advanced >

All
People
More...

Keywords
Managing Partner

First Name

Last Name

Title

Company

School

2nd Connections x Greater Boston Area x Industry: Law Practice x Reset

Some search results have been filtered to improve relevance.
[Show all results](#)

Peter Marathas 2nd
Partner, Marathas, Barrow & Weatherhead LLP
Greater Boston Area • Law Practice
4 shared connections • Similar
Current: Managing Partner at Marathas, Barrow & Weatherhead LLP **Connect**

Lance Kawesch 2nd
Managing Partner at Kawesch Law Group, LLC
Greater Boston Area • Law Practice
10 shared connections • Similar **Connect**

Jay Pabian 2nd
Managing Partner at Pabian & Russell, LLC and Owner, Pabian & Russell, LLC
Greater Boston Area • Law Practice **Connect**

Jeffrey M. Stoler, business lawyer & angel investor
Partner, Holland & Knight **Connect**

OUR SALES COACH

Look at Connections

Look for Strategic Partners


create manageable lists
look for common connections
save searches

send requests to people
you meet networking, at trade
shows and events

email "Nice to meet you....
will send you a connection
request on LinkedIn


Get Referred From Your Connections




4 results



Connections of Peter Marathas

1st Connections x Reset



Ron Taupier, MBA  
Managing Director | Office Leader | Major, Lindsey & Africa | Legal Search Consultants
Greater Boston Area • Legal Services
▶ 17 shared connections • Similar •  500+
Current: Managing Director | Office Leader at Major, Lindsey & Africa
Past: Regional Business Development Manager at Aerotek, Inc.
Area Manager at Olympia Sports Center
Marketing Generalist at Spectacor Management Group

Message

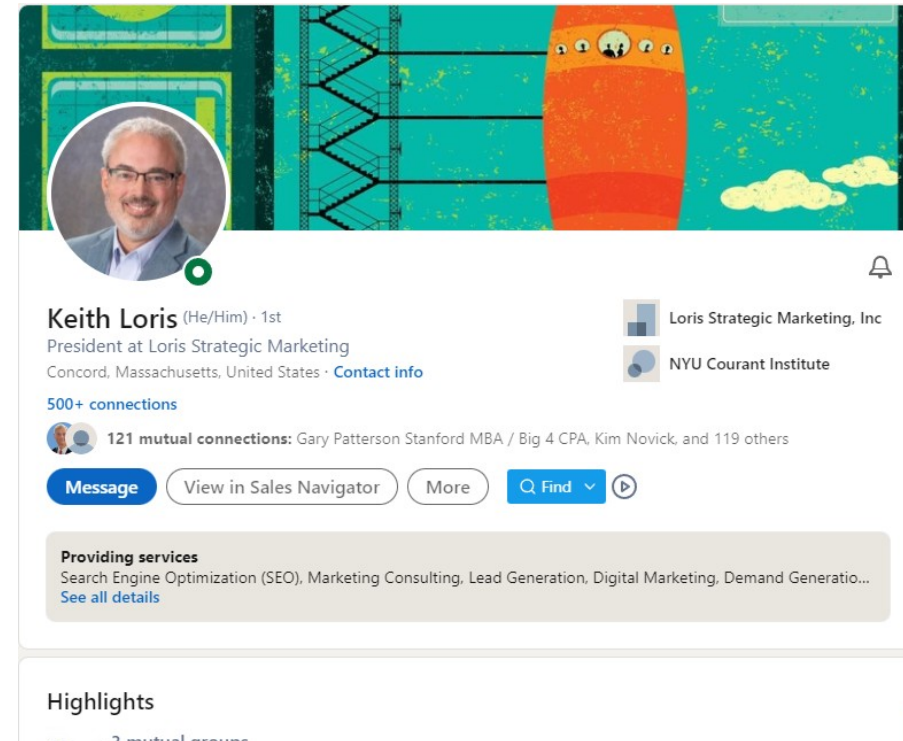
Reach out to your first connections
Ask for an introduction



Get Referred From Your Connections

Reach out to your first connections
Ask for an introduction

Click mutual connections



Get Referred From Your Connections

Connections: Click off 1st and click on 2nd

The screenshot shows the LinkedIn search interface. At the top, there's a search bar with the LinkedIn logo and a search icon. Below the search bar, there are navigation links: Home, My Network, Jobs, and Messages. The search filters are set to 'People', '2nd' (with a dropdown arrow), and 'Keith Loris'. There are also filters for 'Locations', 'Current company', and 'All filters'. The search results show 448 results. Below the search bar, there's a section for 'Search with Sales Navigator' with 12 additional advanced filters. The results list four people, all marked as '2nd' connections:

- Peter Armanetti** • 2nd
Principal at Navera Group, LLC
Plymouth County, MA
Keith Loris, Louis Gudema, and 156 other shared connections
- Marc Amato** • 2nd
President and CEO at Innova-Logic
North Kingstown, RI
Keith Loris, Jim Ganung, and 34 other shared connections
- Joshua Miller, J.D., CFP®, AEP®, TEP** • 2nd
President & CEO at Acadia Management Co.
Boston, MA
Keith Loris, Lew Sabbag, and 91 other shared connections
- Paul Kelly** • 2nd
Regional President - Berkshire Bank
Greater Boston
Keith Loris, Gabe Fried (he/him), and 89 other shared connections

Get Referred From Your Connections

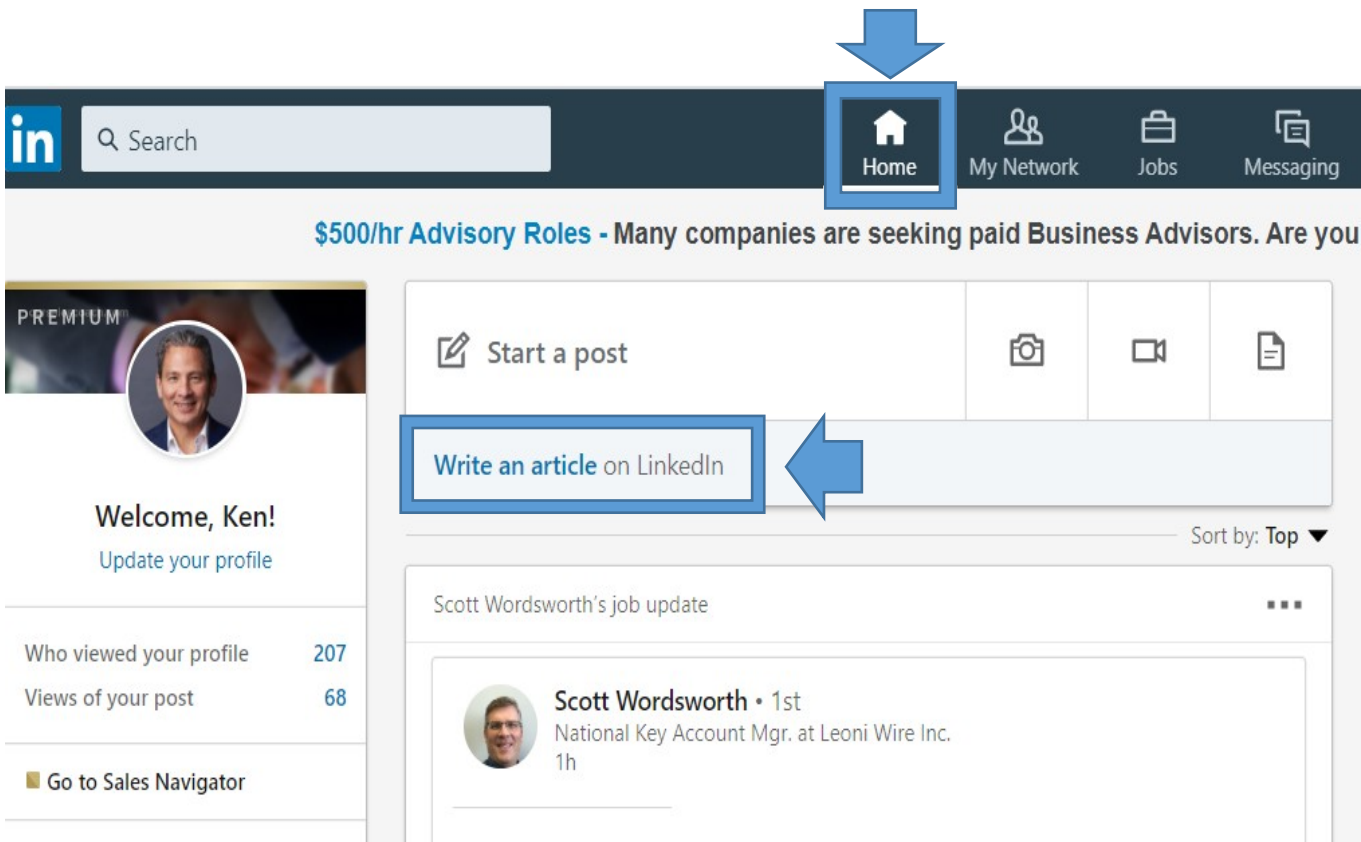
Use filters and look for interesting people to ask about

The screenshot shows the LinkedIn Sales Navigator interface. At the top, the search bar contains the word "manufacturing". Navigation icons for Home, My Network, Jobs, and Messages are visible. Below the search bar, filters are set to "People", "2nd" degree, and "Keith Loris". The results section shows "25 results" and includes buttons for "Manage Lists", "Next", and "Find All". A "Search with Sales Navigator" banner indicates "12 additional advanced filters". Three profile cards are displayed:

- Mike Connors** • 2nd CEO - Bulbs.com, Worcester, MA. Summary: "...understanding of **manufacturing** with particular strength in plastics, paper and metal **manufacturing**...". Shared connections: Keith Loris, Ken Estridge, and 22 other shared connections. Buttons: Connect, Find.
- Bassam A.** • 2nd President/CTO at Ionex Corp., Milford, MA. Skills: **Manufacturing**. Shared connections: Keith Loris, John Bogosian, and 18 other shared connections. Buttons: Connect, Find.
- Paul W. Critchley** • 2nd President at New England Lean Consulting | Co-Author of "The Whole Professio... Greater Hartford. Talks about #lean, #culture, #leadership, and #organizationalchange. Provides services - Business Consulting, Management Consulting, Strategic Planning, Change Management. Buttons: Follow, Find.

Be a Category Expert & Build Credibility

Post, Share and Start Discussions



The screenshot shows the LinkedIn Home page. A blue arrow points to the 'Home' icon in the top navigation bar. Another blue arrow points to the 'Write an article on LinkedIn' button in the 'Start a post' section. The page includes a search bar, navigation links for Home, My Network, Jobs, and Messaging, and a sidebar with profile information for Ken.

in Search

Home My Network Jobs Messaging

\$500/hr Advisory Roles - Many companies are seeking paid Business Advisors. Are you

PREMIUM

Welcome, Ken!
[Update your profile](#)

Who viewed your profile 207
Views of your post 68
[Go to Sales Navigator](#)

Start a post

Write an article on LinkedIn

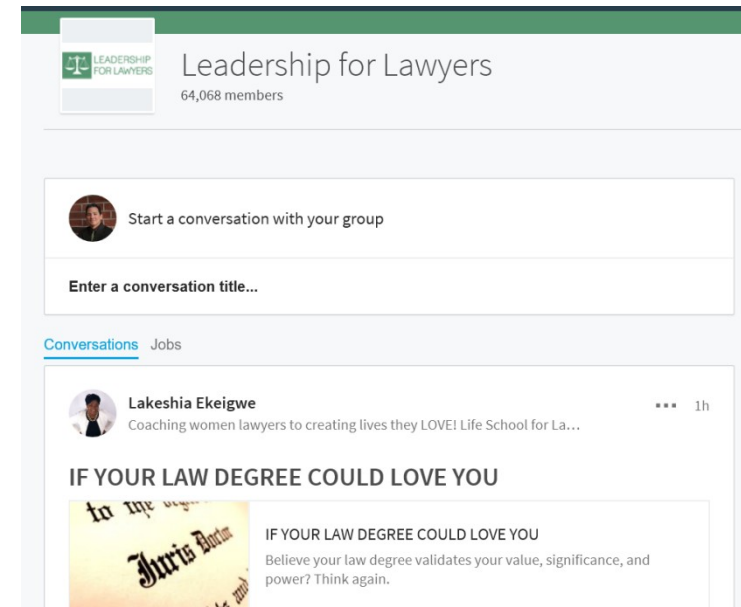
Sort by: Top ▼

Scott Wordsworth's job update

Scott Wordsworth • 1st
National Key Account Mgr. at Leoni Wire Inc.
1h

Share an update to everyone or just your Connections Post to your profile

Start a discussion in one of your groups



The screenshot shows the LinkedIn group 'Leadership for Lawyers' with 64,068 members. It features a 'Start a conversation with your group' button and a 'Conversations' tab. A post by Lakeshia Ekeigwe is visible, titled 'IF YOUR LAW DEGREE COULD LOVE YOU'.

LEADERSHIP FOR LAWYERS
64,068 members

Start a conversation with your group

Enter a conversation title...

Conversations Jobs

Lakeshia Ekeigwe
Coaching women lawyers to creating lives they LOVE! Life School for La...
1h

IF YOUR LAW DEGREE COULD LOVE YOU

to the degree
Lakeshia Ekeigwe

IF YOUR LAW DEGREE COULD LOVE YOU
Believe your law degree validates your value, significance, and power? Think again.

Promote Events and Fill Seats

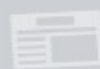
Post Events on Your Profile

Your Posts

Delete

Save

Publish



Untitled Post
Draft · Jun 16, 2015

Add an image to bring your post to life

Recommended size: 698 x 400 pixels



Ken Cheo

Helping Sales Professionals, Lawyers,
Bankers, and Financial Planners make
rain, Sales training, Sales Coaching

Write Your Headline

H1 H2 “

B *I* U **T**



Start writing.

Be a Category Expert & Build Credibility

Participate in Other Discussions

connect



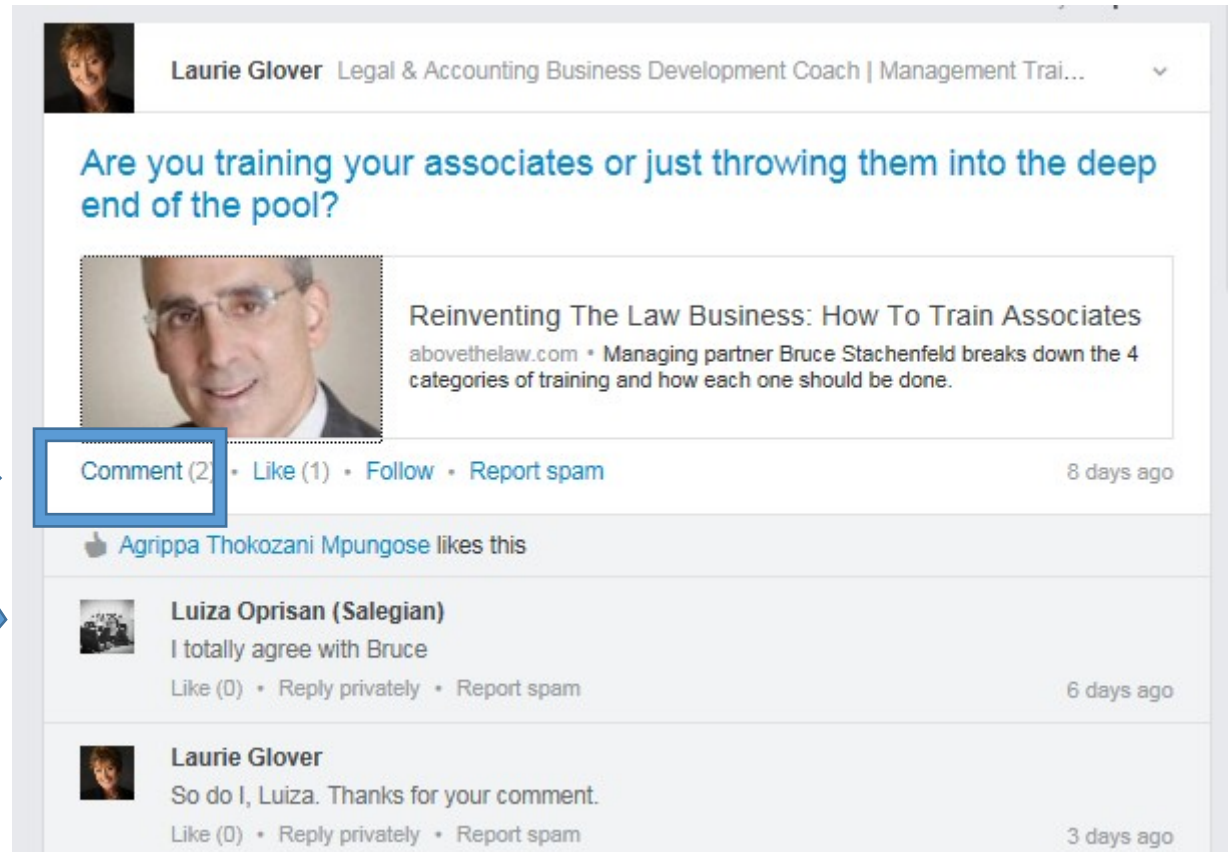
Repurpose



Comment



Connect



The screenshot shows a LinkedIn post by Laurie Glover, a Legal & Accounting Business Development Coach. The post asks, "Are you training your associates or just throwing them into the deep end of the pool?" and includes a link to a video titled "Reinventing The Law Business: How To Train Associates" by Bruce Stachenfeld. The post has 2 comments, 1 like, and was posted 8 days ago. Below the post, there are two comments: one from Luiza Oprisan (Salegian) agreeing with Bruce, and a reply from Laurie Glover thanking her. The "Comment" button on the post is highlighted with a blue box.

Laurie Glover Legal & Accounting Business Development Coach | Management Trai...

Are you training your associates or just throwing them into the deep end of the pool?

Reinventing The Law Business: How To Train Associates
abovethelaw.com • Managing partner Bruce Stachenfeld breaks down the 4 categories of training and how each one should be done.

Comment (2) • Like (1) • Follow • Report spam 8 days ago

Agrippa Thokozani Mpungose likes this

Luiza Oprisan (Salegian)
I totally agree with Bruce
Like (0) • Reply privately • Report spam 6 days ago





Laurie Glover
So do I, Luiza. Thanks for your comment.
Like (0) • Reply privately • Report spam 3 days ago

Be a Category Expert & Build Credibility

Quick Check for Potential Connections


Your Dashboard ☆ All Star
Private to you


187 Who viewed your profile	233 Post views	102 Search appearances
--------------------------------	-------------------	---------------------------

-  **Creator mode: On**
Grow your audience and get discovered by highlighting content on your profile.
-  **My Network**
Manage your connections, events, and interests.
-  **Salary insights**
See how your salary compares to others in the community.
-  **My items**
Keep track of your jobs, courses and articles.


Promote Events









Home




My Network




Jobs




Messaging




Notifications



Me




Work



Sales Nav


Looking for Board Roles? - Advisory Boards are Seeking CEOs Right Now - Search 42 Currently Open. Ad ...

Manage my network




Connections

4,149




Teammate

1




Contacts

7,114




People I Follow

20




Groups

68




Events

2




Pages

28




Newsletters



Hashtags

Invitations

See all 95




Page • Financial Services

Paula Harris invited you to follow **WH Cornerstone Investments**


Ignore

Accept




Sawyer Sergio

Search Engine Marketing Specialist at SAA Marketing

 William Smith


Hello! We are a link builder. We have a number of quality websites for Paid Guest Pos... See more ...

Reply to Sawyer



Diana Vuong-Thomas


Marketing Professional: Digital + Traditional





 Rod Clark and 2 others

Ignore


Accept

Promote Events







 Home  My Network  Jobs  Messaging

[Looking for Board Roles? - Advisory Boards are Seeking CEOs Right Now - Search 42 C](#)

Events 

2 Events

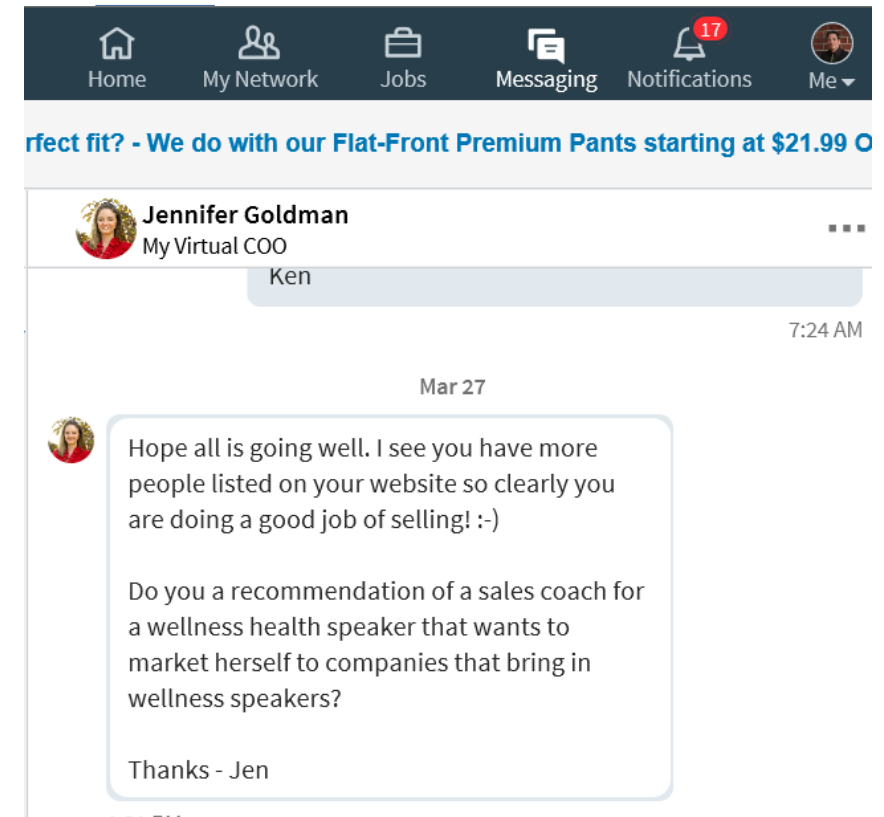
 **How to Build Grit and Perseverance Across your Team**
Past • Mon, Oct 19, 7:00 PM
 Online

 **Making Virtual Networking and Referrals Work • Organizer**
Past • Thu, Oct 15, 9:00 AM
 Online

Have Prospects and Strategic Partners Find You

Check Your Inbox

Messages



Have Prospects and Strategic Partners Find You

Check Connection Requests

Check your connection requests



Home My Network Jobs Messaging Notifications Me

Online MBA in Finance - Gain a competitive edge in finance with Quinnipiac's career-focu

Received invitations (6) Manage all

George Johnson
Executive Vision Coach & Team Strategic Planning Coach
Karen Stacey and 7 others
Ignore Accept

Reply to George

Debbie Casey
Accounting Consultant and Contractor
David Citron, III and 39 others
Ignore Accept

aicha ziane
Avocate au barreau de Casablanca
Ignore Accept

Kelley Small
Principal, Standish Executive Search, Women's Leadership Director at CEO Connection
Anja Bernier (Bange) and 15 others
Ignore Accept

James J. McCormack ADM
Agency Development Manager at Colonial Life-Northeast [Public Sector]
Cathy Messing and 6 others
Ignore Accept

Invitations

Strategic Partner?

2,048 Connections

Sort by: Recently added

Search connections



Kelley Small

Principal, Standish Executive Search, Women's Leadership Director at CEO Connection

Message

Send a message

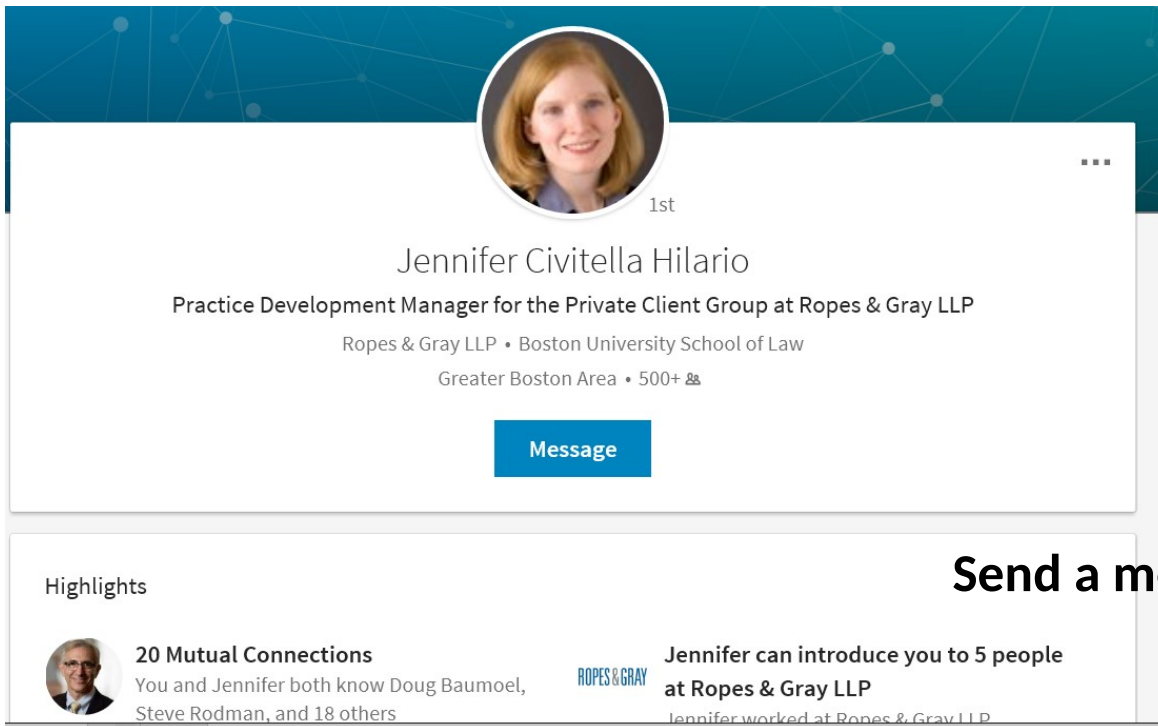


Prospect?

Have Prospects and Strategic Partners Find You

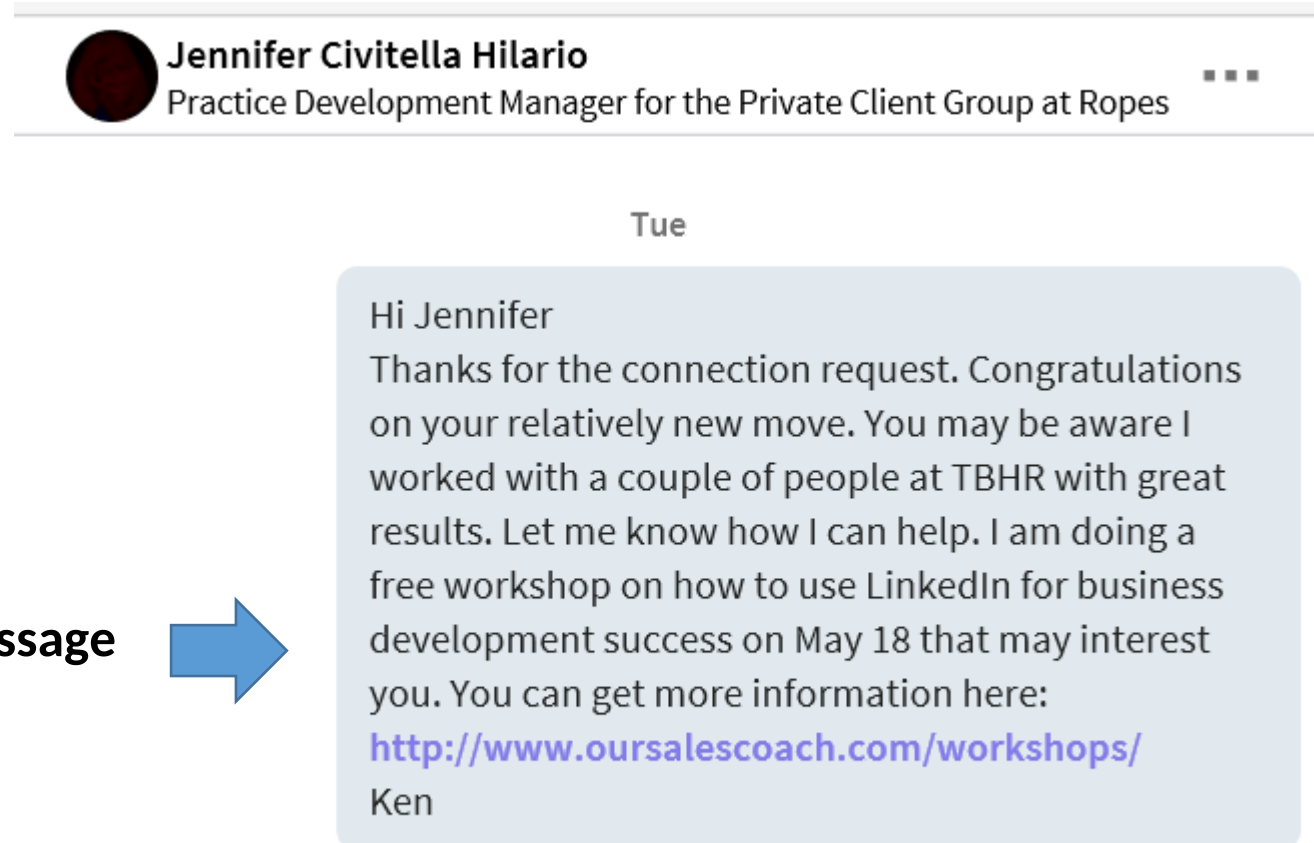
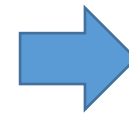
Check Connection Requests

Check the profile



The screenshot shows a LinkedIn profile for Jennifer Civitella Hilario. At the top is a circular profile picture of a woman with red hair. Below it, the name "Jennifer Civitella Hilario" is displayed, followed by her title "Practice Development Manager for the Private Client Group at Ropes & Gray LLP". Further down, it lists "Ropes & Gray LLP • Boston University School of Law" and "Greater Boston Area • 500+ &". A blue "Message" button is visible. Below the main profile section, there is a "Highlights" section showing "20 Mutual Connections" and a list of people they both know: "You and Jennifer both know Doug Baumoel, Steve Rodman, and 18 others". To the right of this, there is a small "ROPE & GRAY" logo and text stating "Jennifer can introduce you to 5 people at Ropes & Gray LLP".

Send a message



The screenshot shows a LinkedIn message conversation. At the top, the contact's name is "Jennifer Civitella Hilario" with the title "Practice Development Manager for the Private Client Group at Ropes". The message is dated "Tue". The message text reads: "Hi Jennifer
Thanks for the connection request. Congratulations on your relatively new move. You may be aware I worked with a couple of people at TBHR with great results. Let me know how I can help. I am doing a free workshop on how to use LinkedIn for business development success on May 18 that may interest you. You can get more information here:
<http://www.oursalescoach.com/workshops/>
Ken".

Have Prospects and Strategic Partners Find You

1. Be Laser Focused
2. Join Groups or Start Your Own
3. Start Conversations – Build Trust and Rapport First!
4. Pick Irresistible Offer
5. Disarm Them – LinkedIn Recommendation
6. Watch Inbox – Respond Quickly
7. Collect Recommendation
8. Deliver Offer
9. Otherwise use the funnel approach



Send Messages

What Can You Offer?

- Connect them to a post/article/key point of interest
- If in a group discussion take it to private inmail and then to a phone call
- Ebook
- Case Study
- Invite them to an event/Speaking engagement
- Offer a white paper
- Survey – biggest challenge
- Video



Send Messages

Science - First drops

- 20 requests/day = 425/month
- 15% connect = 64/month.
- 21% of those will agree to talk = 13/month
- 19 % of calls turn to customers = 2-3/month.



Send Messages

Art of Messaging

- Connection request
- Two best practices/tips piece
- Call to action
- Follow up, Follow up



Send Messages

Connection Request

Subject: I liked your profile, Let's Connect

Hi {first name}

I saw your profile and thought we could both benefit from being connected on LinkedIn.

Ken



Send Messages

First Message: Thanks for Connecting

Subject: Thanks for Connecting

Hi {first name}

Thanks for connecting here on LinkedIn. I am looking forward to keeping in touch.



Send Messages

Second and Third Message

- Connect them to a post/article/key point of interest
- If in a group discussion take it to private inmail and then to a phone call
- Ebook
- Case Study
- Invite them to an event/Speaking engagement
- Offer a white paper
- Survey – biggest challenge
- Video



Send Messages

Fourth and Fifth Message

- Ask for the call
- Getting to know my connections on LinkedIn
- Do you have 10 minutes to chat briefly and see if there is a reason to talk further?
- Discuss key point of interest
- Offer a 15 minute call with a timetrade link



Send Messages

Before “the” call

- Check their LinkedIn profile.
- Check your “mutual” connections.
- Review the message stream.



Send Messages

Key Strategies:

- Don't sell
- Offer valuable information
- Ask for advice or opinions
- Offer to make connections or collaborate
- Develop relationships
- Track all leads and who has been sent and responded to messages



Send Messages

How to extract all of your linkedin contacts information (email, phone number, title, company, etc.)

1. Click on Me Icon at top of homepage
2. Go to settings and privacy on your account
3. Select “Data Privacy” on left rail, or go to:
<https://www.linkedin.com/people/export-settings>
4. Scroll down to "get a copy of your data"
5. Select “Want something in particular” and “Connections”
6. Click “request archive” enter password and “Done”



Send Messages

External drip campaign

E-Newsletter

Constant Contact

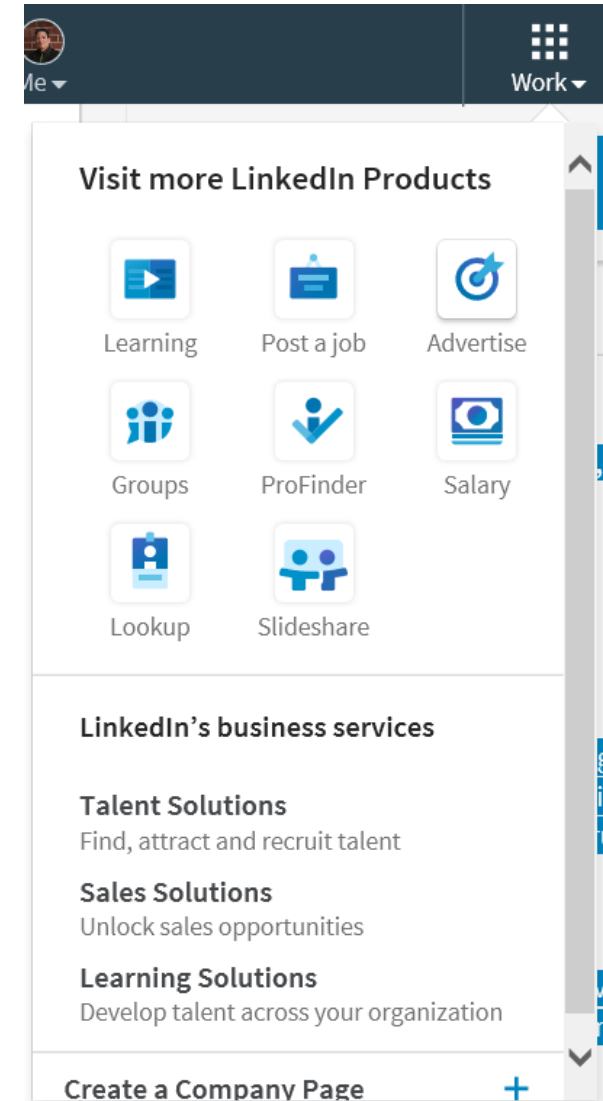
Mail Chimp



Create a Company Page

Post to your company page so you can:

- Share with your contacts
- Build followers



Navigator

- Advanced search Filters
- Message 3rd Degree Connections
- Save Accounts
- Save Leads
- Tag your connections and leads
- Sales Insights – job changes, company growth, etc.
- 20 Inmail Messages
- See who has viewed your profile
- Email and CRM integration

Navigator



Home

My Network

Jobs

Messaging

Notifications 28

Me

Work

Sales Nav

Save Leads



SALES NAVIGATOR

Search for people and companies...



Lead Builder

Support



HOME

ACCOUNTS (3)

LEADS (27)

INBOX 99+

SEAT MANAGEMENT

Go to LinkedIn.com

FILTER YOUR UPDATES

Most important

Most recent

TOP UPDATES FROM YOUR LEADS & ACCOUNTS



Carlos Nouel shared an article
VP of New Energy Solutions · National Grid

Sales Insights

Message

1d




Share an update on LinkedIn



OUR SALES COACH
RESULTS GUARANTEED

Navigator



Keywords

Enter keywords ... ×

Exclude saved leads

Search within my accounts

Geography

+ Add locations

+ United States (972)

+ Greater Boston Area (530)

+ Massachusetts (493)

+ Greater New York City Area (84)

Relationship

+ How closely you're connected

+ 1st Connections

+ 2nd Connections

+ Group Members

+ 3rd + Everyone Else

Company

+ Companies or boolean

...

Current ▼

999

Total results

36


Changed jobs in past 90 days

6



Mentioned in the news in past 30 days

286

Posted on LinkedIn in past 30 days



Keith Loris · 1st


Sales Renewal Corporation  

CEO


8 years 4 months in role and company

Greater Boston Area

Shared Connections (45) | Related Leads



Eduardo Crespo · 1st


Hispanic Market Solution 

CEO


14 years 5 months in role

Greater Boston Area

Shared Connections (51)



John Bogo... · 1st


King & Bishop (Washington,... 

President and Co Owner..King & Bishop, Biomedical Search and Finish Line Staffing

12 years 11 months in role and company


Save as lead

...



OUR SALES COACH
RESULTS GUARANTEED

Navigator



Keywords

managing partner

×

×

Exclude saved leads

Search within my accounts

Geography

+ Add locations

+ United States (156)

+ Greater Boston Area (131)

+ Massachusetts (127)

+ Greater New York City Area (7)

Relationship

+ How closely you're connected

+ 1st Connections

+ 2nd Connections

+ Group Members

+ 3rd + Everyone Else

Company

+ Companies or boolean

+ Burns & Levinson LLP (4)

+ Mintz Levin (4)

+ Nixon Peabody LLP (3)

+ Rich May, P.C. (2)

Current ▾

<

157

Total results

3

Changed jobs in past 90 days

1


Mentioned in the news in past 30 days

25


Posted on LinkedIn in past 30 days

Selected filters (1): Law Practice

View all filters



Paul Cohen · 2nd

Dassault Systèmes 


Save as lead ...

Senior Legal Counsel


3 months in role and company

Greater Boston Area

Shared Connections (17) | Related Leads



Scott Soloway · 2nd

Scott M. Soloway, Esq. 


Save as lead ...

Scott M. Soloway, Esq.


14 years 2 months in role

Greater Boston Area

Shared Connections (10)



Ron Honig · 2nd

Novanta Inc. 

Save as lead ...

Vice President, Global Legal Affairs

8 months in role

Greater Boston Area

Navigator

[✔ Share an update on LinkedIn](#)

YOUR SOCIAL SELLING INDEX



out of 100

⊖ No change
in the past week

WHO'S VIEWED YOUR PROFILE

6 people viewed your profile in
the past 3 days



Who's viewed your profile

92 Profile Views over the past 90 days

Viewers: All ▾

Yesterday



Ian Rahn 3rd

Sales Engineer · [SJ Associates](#)
Greater Boston Area



Save as lead

2 days ago



Robert Rossetti 2nd

Boston Sales Manager · [Joyride Coffee Distributors](#)
Greater Boston Area

Save as lead


Find Prospects and Strategic Partners

Tag Your Connections



Your connections are leads to others like them

Navigator

 Start your Advanced Search

0 results

Search

×

Top Filters

Keywords

Enter keywords ...

×

Company

Current ▼

+

Function

+

Tag

+

Geography

+

Industry

+

Title

Current ▼

+

Relationship

+

Company size

+

Seniority level

+



OUR SALES COACH
RESULTS GUARANTEED

Navigator

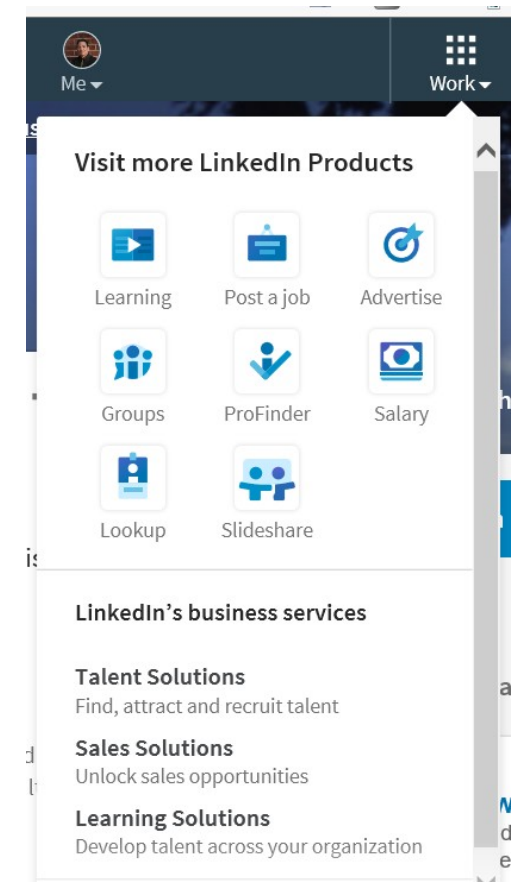
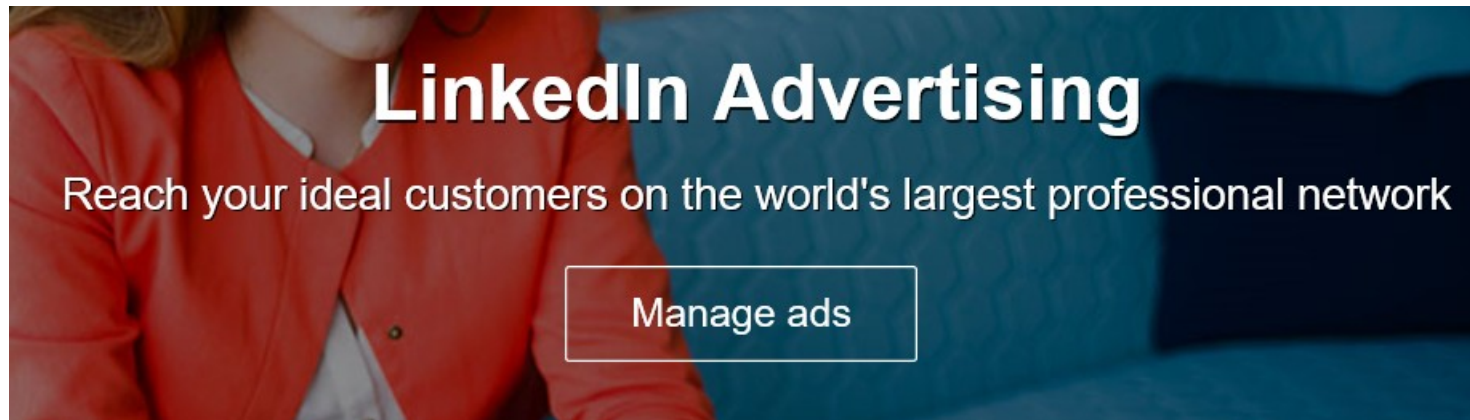
Other Advanced Filters

Postal code +	School +	Groups +
Years in current position +	Years at current company +	Years of experience +
Past company +	Company type +	First name +
Last name +	Profile language +	Member since +
Posted content keywords <input type="text" value="Enter keywords ..."/> x		



Advertising

Advertise Your Events on Your Business Profile



Advertising

Advertise Your Events on Your Business Profile

Our Sales Coach Looking to improve your prospecting efficiency and fill your pipeline with your ideal targets? Register for our free Lead Generation Workshop on Thursday, August 18, from 8:30am-10:30am, and learn how. Click on the link below for more details and to register. We hope to see you on the 18th.



Lead Generation Workshop

events.r20.constantcontact.com • Are you finding it more and more difficult to get in front of your ideal targets? Do you find yourself spending too much time trying to develop leads and not enough time in front of qualified prospects? This free workshop is for you.

Organic ?

Targeted to: All Followers

415

impressions

0

clicks

5

interactions

1.20%

engagement

Gained from Sponsoring

Sponsored in: [Lead Generation Workshop 8-18](#) (stopped)

+7,676

impressions

+26

clicks

+0

interactions

+1

followers acquired

+0.35%

engagement

[Manage](#)



Sponsor Results



Like (3) • Comment • Pin to top • 1 month ago

Building Your LinkedIn Network

Developing Successful Relationships to Elevate Your Career

LinkedIn

