



# **THE LINKEDIN SALES PLAYBOOK**

Turn Your LinkedIn Profile Into A Pipeline Generation Machine



## Introduction

# THE SOCIAL SELLING REVOLUTION

In 2020, I was a successful BDR at Salesforce facing a sudden crisis:

- » My 150% quota attainment crashed to 30% overnight
- » Cold calls went straight to voicemail as offices emptied
- » My pipeline vanished as the pandemic changed everything
- » My proven cold calling strategy crumbled in an instant

Even though traditional outbound had worked before, COVID-19 changed the game entirely—maintaining my quota felt like swimming against a tsunami with both hands tied. And here's the thing—traditional outbound has only gotten worse since then.

### TODAY'S B2B REALITY:

- » Email response rates have plummeted to just 1%
- » Cold call connection rates sit below 5%
- » 84% of B2B decisions start with peer influence
- » 80-90% of buying decisions happen before sales is involved

But while most teams struggle with diminishing returns on traditional channels, an elite group of sales professionals are booking more meetings than ever.

### WHAT'S THEIR SECRET?

After pivoting to LinkedIn and rebuilding my entire quota from scratch in just 60 days, I discovered the pattern that changed everything:

**THE FUTURE ISN'T CHOOSING BETWEEN PERSONAL  
BRANDING OR STRUCTURED OUTBOUND—IT'S LEVERAGING  
BOTH SYSTEMATICALLY WITH AI TO CREATE A PREDICTABLE  
PIPELINE MACHINE.**

The highest-performing sales teams aren't relying on cold calling or email alone—they're mastering social selling with AI enhancement.



# FAST FORWARD TO TODAY

- » Generated \$3M+ in revenue and \$8M pipeline for Salesforce
- » SOLD OVER 1,500 B2B sales courses to professionals worldwide
- » COACHED 200+ SaaS sales reps to consistent quota achievement
- » Recognized by LinkedIn as a Top Voice & Sales Navigator content partner
- » 50M ORGANIC IMPRESSIONS and 100K+ followers in 2024

## IN THIS PLAYBOOK:

I'll share with you the exact system I used to book 29 meetings with executive decision makers in March 2025.

## THE SOCIAL SELLING ADVANTAGE

The data doesn't lie about social selling's impact:

- » 78% of social sellers outsell peers who don't use these techniques
- » Social sellers are 51% MORE LIKELY to hit quota
- » 72% of reps using social media EXCEED quota targets
- » 75% of B2B buyers use social platforms for purchase decisions
- » Today's buyers complete 80% of their journey BEFORE talking to sales

Let's break it down, step by step.



# THE QUOTA CRISIS IS REAL

**67% OF SALESPeOPLE DON'T EXPECT TO MEET THEIR QUOTA THIS YEAR AND 84% MISSED IT LAST YEAR.**

This isn't just about individual reps struggling—it's a systemic challenge across the entire sales profession. Look at what salespeople are facing:

- » Rising competition makes selling harder (57% say it's tougher than last year)
- » Longer sales cycles extend the time to close
- » Buyers demand maximum value for every purchase
- » Customer expectations have fundamentally changed

## CHANGING CUSTOMER EXPECTATIONS IS THE TOP CHALLENGE IN SALES

### TOP 5 SALES CHALLENGES

- » Changing customer needs and expectations
- » Competition with other businesses
- » Supply chain issues
- » Macroeconomic conditions
- » Inadequate or ineffective tools / technology

## THE LINKEDIN TRIFECTA

# WHERE PIPELINE MAGIC HAPPENS

Your LinkedIn success depends on mastering three interconnected elements that create a self-reinforcing system:

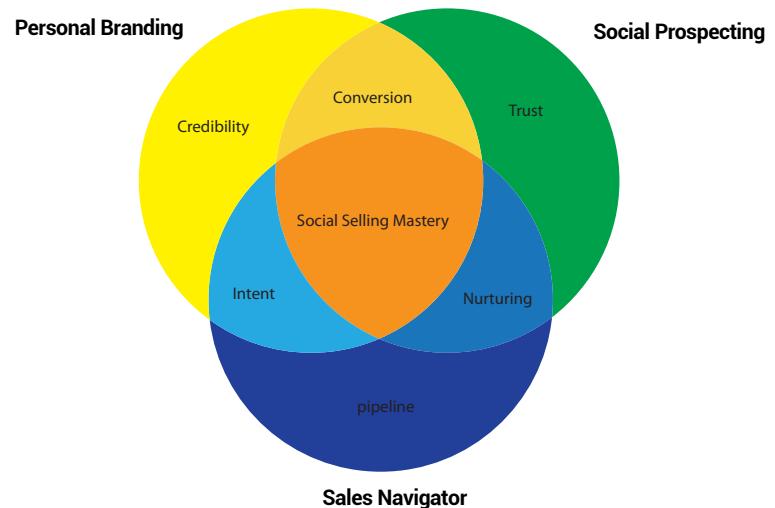
- 1. PERSONAL BRANDING:** This builds credibility and attracts your ideal prospects to you. Your LinkedIn profile is your 24/7 sales asset.
- 2. SALES NAVIGATOR MASTERY:** This gives you precision targeting and real-time alerts when prospects show buying intent.
- 3. SOCIAL PROSPECTING SYSTEM:** This converts connections into conversations through strategic engagement.

When all three work together, pipeline becomes inevitable. In March alone, I booked 29 meetings with executive buyers using this exact system.

### THE TRIFECTA EFFECT:

- » When Personal Branding increases visibility, Sales Navigator helps you track who's engaging (buying intent)
- » When Personal Branding and Social Prospecting combine, conversion rates skyrocket (I book 11 meetings for every 100 prospects I target)
- » When all three frameworks work together, qualified pipeline generation becomes predictable and repeatable

Venn Diagram of Social Selling



## SALES NAVIGATOR MAGIC

# 2 CORE FUNCTIONS YOU MUST MASTER

## 1. SAVED SEARCHES - FIND NEW PROSPECTS ON AUTOPILOT

Your saved searches are your prospecting engine. Get these right, and you'll have a steady flow of high-quality leads every week.

### BEST SEARCHES INCLUDE:

- » **Clear ICP definition:** Industry, company size, location
- » **Clear buyer personas:** Title, tenure, job changes
- » **Activity signals:** Posted on LinkedIn, viewed your profile, following your company

**PRO TIP** Create separate searches for each of your buyer personas. A search that returns more than 100 results is too broad—narrow it down for precision targeting.

### EXAMPLE SEARCH FORMULA:

- Title: ("Chief Marketing Officer" OR "CMO" OR "VP of Marketing")
- » Company Size: 201-1000
  - » Industry: SaaS OR Software
  - » Changed jobs in last 90 days: Yes
  - » Posted on LinkedIn in last 30 days: Yes

This level of targeting gives you quality over quantity. I'd rather have 20 highly-qualified prospects than 200 maybe-fits.

Lead      Account

#### Changed Jobs + Posted on LinkedIn

33 new results since 3/27/2025

Company headcount: 501-1,000, 1,001-5,000, 5,001-10,000 +1

Current job title: sales, revenue, enablement

Changed jobs: Yes

Posted on LinkedIn: Yes

#### Sales & Enablement Profile Views

Viewed 3/31/2025

Company headcount: 10,001+, 5,001-10,000, 1,001-5,000 +1

Current job title: sales, revenue, enablement

Viewed your profile recently: Yes

#### Following My Company On LinkedIn

Viewed 3/27/2025

Company headcount: 201-500, 501-1,000, 1,001-5,000 +2

Seniority level: Entry Level

Region: Pakistan, India

Following your company: Yes

+1 more filter

## 2. LEAD LISTS - ORGANIZE OUTREACH BY FUNNEL STAGE

Think of lead lists as your sales pipeline on LinkedIn. They help you track where each prospect is in your outreach sequence.

### CREATE SEPARATE LISTS FOR:

- » Profile views: Send connection request within 24 hours
- » New connections: Send personalized DM within 48 hours
- » Leads in sequence: Follow up at regular intervals
- » Expressed interest: Book meeting immediately

**PRO TIP** Use the notes feature to document every interaction. When a prospect responds 3 months later, you'll have perfect context for your reply.

**HIDDEN GEM** Go to the Home tab and filter alerts by "Changed jobs." People who've changed roles in the last 90 days are 3X more likely to respond to your outreach. They're looking to make an impact and open to new solutions.

Name	Account	Geography	Notes ⓘ	Outreach activity	Date added	...
 Angelika Weller, Sales Lead Software Business Development	IFS	Greater Chicago Area	<a href="#">Add note</a>	4 days ago ✓ Message received	3/28/2025	...
 Mark Taylor, Sales Manager Software Business Development	Jamf	United Kingdom	Christian Krause talked about new logo training 5 mon... See more	4 days ago ✓ Message received	3/28/2025	...
 Steve Berndsen, 3 Units Regional Sales Manager Software	Planet (+1)	Hengelo, Overijssel, Netherlands	Christian Krause came inbound, wants help generatin... See more	6 days ago ✓ Message sent	3/25/2025	...
 Shirley Williams, 1st connection Head Customer Officer 2020	Bytes Software Services	Epsom, England, United Kingdom	Christian Krause positive response! educate her on a call!	7 days ago ✓ Message sent	3/25/2025	...
 Jonathan Schmid, 1st connection	+ Add Account	Munich, Bavaria, Germany	Christian Krause leaving Praxedo (stalled deal last year),... See more	No activity	3/24/2025	...

## LINKEDIN PROFILE OPTIMISATION

# YOUR 24/7 SALES ASSET

### WHY THIS MATTERS

A professionally optimized profile can increase your connection acceptance rates from 15% to over 40%. That's why I always recommend sending blank connection requests (without a message) and letting your profile speak for itself!

### 1. PROFESSIONAL HEADSHOT - MAKE A STRONG FIRST IMPRESSION

- » Professional quality (smartphone is fine, selfie is not)
- » Friendly expression (smile with teeth showing)
- » Simple, non-distracting background
- » Dressed appropriately for your industry

**PRO TIP** Even a \$100 investment in a professional headshot can deliver a 10X ROI in connection acceptance rates. It's the best investment you'll make in your personal brand.

### 2. BACKGROUND IMAGE - YOUR 3-SECOND PITCH

- » Branded with your company colors
- » Large, readable text (most people miss this!)
- » Clear value proposition: Who you help and how you help them
- » Simple design (avoid cluttered backgrounds)

**HIDDEN GEM** Use Canva's LinkedIn banner templates to create a professional background in less than 10 minutes. No design skills required.

### 3. HEADLINE FORMULA - YOUR EVERYWHERE STATEMENT

Your headline appears EVERY time you engage on LinkedIn. Use this powerful formula:

**(Business outcome) for (target audience) without  
(obstacles/pains) | (title) at (company)**

#### Examples:

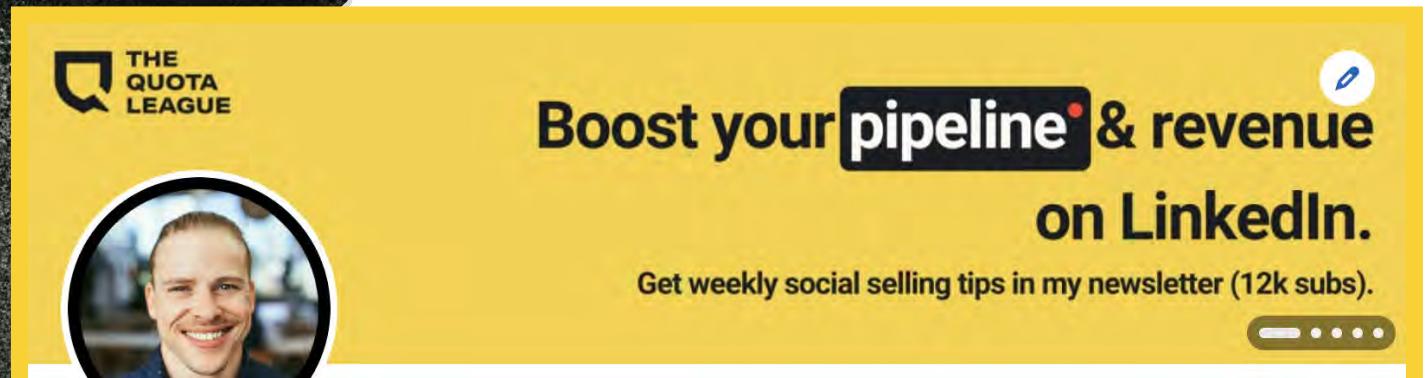
- » "Generating qualified meetings for B2B tech companies without cold calling | SDR Manager at TechCo"
- » "Reducing customer churn for SaaS companies without complex implementations | Customer Success at SaaSCo"

## 4. CUSTOM BUTTON & FEATURED SECTION - YOUR LEAD MAGNET

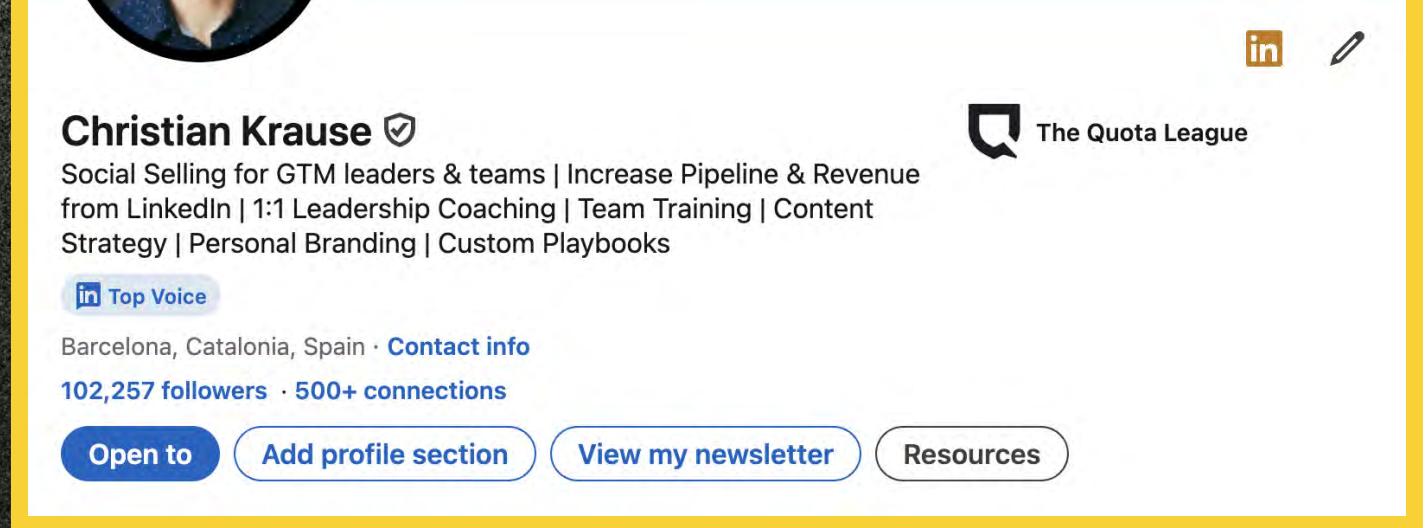
This is where most people miss a massive opportunity. Turn your profile into a lead-generating machine with:

### LEAD MAGNET STRATEGY:

- » Create a digital sales room with a 60-second custom demo video (recorded with Loom)
- » Include case studies, client testimonials, and a trial offer
- » Use ClickUp or Notion to track engagement (see who's viewing your content)



The banner features the Quota League logo at the top left, a circular profile picture of Christian Krause in the center, and the text "Boost your pipeline & revenue on LinkedIn." with a "Get weekly social selling tips in my newsletter (12k subs)." button below it.



The profile card includes Christian Krause's name, a checkmark, his professional summary, and various engagement metrics. It also features a "Top Voice" badge, location, and connection counts. At the bottom are four call-to-action buttons: "Open to," "Add profile section," "View my newsletter," and "Resources."

**Christian Krause ✅**  
Social Selling for GTM leaders & teams | Increase Pipeline & Revenue from LinkedIn | 1:1 Leadership Coaching | Team Training | Content Strategy | Personal Branding | Custom Playbooks

in Top Voice  
Barcelona, Catalonia, Spain · Contact info  
102,257 followers · 500+ connections

Open to Add profile section View my newsletter Resources

# CONTENT FORMULA THOUGHT LEADERSHIP

Thought leadership content must be

1. Entertaining - stop people from scrolling on their feed
2. Engaging - make them think & engage them in a discussion
3. Educational - make them learn about your subject of expertise

## Content Pillars

- » **Life:** "I just bought a home in Barcelona. Here's how we did it"
- » **Career:** "I spoke to 29 sales leaders in March. Here's what I learned"
- » **Product:** "Here's how we helped (client) achieve (result)"
- » **Trends:** "Google acquired Wiz for 32bn. Here's what it means for our industry"

## Hook formula:

"I" and "my": authentic content is told from a first-person point of view

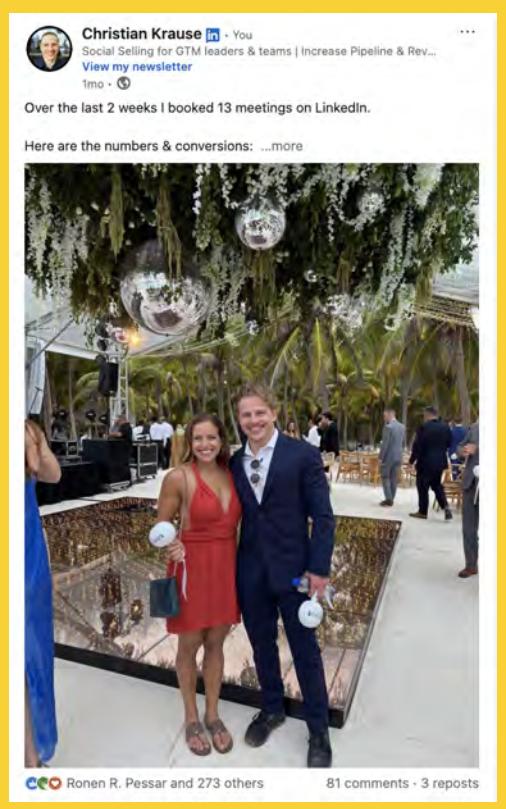
## Images

- » Everyone loves a good meme! Use some humor
- » Do a professional shooting at your company office, it's worth it
- » Use nice photos from your vacations (professional, no swim suit or party photos)

## Publishing Rules

- » Hit publish 1-2x per week
- » Tuesday through Thursday performs best
- » Publish early morning or late afternoon in your target audience time zone
- » For the first hour engage with EVERY like, comment or profile view

[Click here](#) for a post that booked me 4 meetings last week!



## LINKEDIN DM FRAMEWORK

# TO MAXIMISE RESPONSE RATES

- » Leave the office. Go out for a walk.
- » Go to your profile → connections. You will automatically see your most recently accepted connections.
- » Spend 1 minute researching their profile & 1 minute researching their company (Account IQ in Sales Nav makes this easier).
- » Send a personalised video DM (60 seconds or less) following this framework:
- » **Trigger:** why are you reaching out? (job change, hiring, LinkedIn post, company news) (10 sec)
- » **Problem statement:** assumption about a challenge they face, based on conversations you have had with similar clients (20 sec)
- » **Value prop:** how you can help them solve the problem you just described. Focus on business outcomes. (20 sec)
- » **CTA:** ask for interest, not time. Engage in a discussion (10 sec)

### **Example Script:**

Hey (name), really enjoyed your last post where you shared how you're enabling your remote SDR team with gamification. The reason why I'm reaching out to you is I've booked 29 meetings with sales leaders in March, and they all told me the same thing: Their sales team is not generating enough pipeline to hit 2025 targets. We're seeing historically low conversion rates on cold calling and emailing. LinkedIn is quietly becoming the number 1 channel to generate pipeline and revenue - because your ideal buyers spend time on the platform to make vendor decisions. Over the last 5 years, I've developed a Social Selling System that's helping sales teams 3-4x their reply rates on LinkedIn. But not only that, they also increase brand awareness, generate inbound leads and get better ROI from their Sales Navigator spend. If you think this could be interesting for you & your team at (company), let's chat! Have a great day.

## FOLLOW-UP SEQUENCE

# QUICK VALUE BUMPS

Here's a reality check: 80% of meetings are booked after 10+ touch-points. Social selling follows the same rule—your first message is just the beginning.

Most reps give up after one message. Here's how to stand out with strategic persistence:

### 1. THE 24-HOUR BUMP

- » Simple message: "Thoughts on my video?"
- » Results: Typically generates another 30% response rate
- » Timing: Send exactly 24-48 hours after your first message

#### PRO TIP

This works because it's brief, non-pushy, and makes it easy for them to respond.

### 2. MULTIMEDIA MIX-UP

- » Voice notes create intrigue and pattern interrupts
- » Visual data (graphs, statistics) reinforce your key points
- » Venn diagrams simplify complex concepts (hat tip to Justin Michael)

### 3. STRATEGIC ENGAGEMENT

- » Like and comment on their content between follow-ups
- » Use reciprocity principle—people feel obligated to respond when you engage first
- » Focus on adding value, not just "checking in"

### THE IDEAL CADENCE

- » Day 1: Initial personalized video message
- » Day 2-3: "Thoughts on my video?" bump
- » Day 5: Voice note with additional insight
- » Day 8: Visual data point relevant to their challenge
- » Day 12: Venn diagram showing solution framework
- » Ongoing: Strategic likes and comments on their content

# FAST-START IMPLEMENTATION GUIDE

## DAYS 1-7 FOUNDATION

### DAY 1-2 PROFILE OPTIMIZATION

- » Update professional headshot & background image<br>
- » Revise headline using the impact formula<br>
- » Add custom button linking to your lead magnet

### DAY 3-4 SALES NAVIGATOR SETUP

- » Create 3 saved searches for your top ICPs<br>
- » Build initial prospect list (25-50 targets)<br>
- » Set up job change & LinkedIn activity alerts

### DAY 5-7 FIRST CONNECTIONS

- » Send 25 blank connection requests daily<br>
- » Begin soft touches (profile views, likes, comments)<br>
- » Track acceptance rates (target: 35%+)

## DAYS 8-14 ACCELERATION

### DAY 8-10 CONVERSATION STARTER

- » Send personalized video messages to new connections<br>
- » Use the BE framework (Brief, Brilliant, Gone)<br>
- » Implement the 10-30-10 video formula

### DAY 11-12 FOLLOW-UP SYSTEM

- » Send 24-hour bumps to non-responders<br>
- » Track response rates (target: 20%+)<br>
- » Use voice notes for pattern interrupts

### DAY 13-14 CONTENT LAUNCH

- » Create first piece of content using your core topics<br>
- » Engage with target account's content<br>
- » Review Sales Navigator alerts for buying signals

# FAST-START IMPLEMENTATION GUIDE

## DAY 15-30

### OPTIMIZATION

-

#### DAY 15-21

##### CONTENT CONSISTENCY

- » Implement 3-2-1 content strategy<br>
- » Post 2-3 times weekly using hook formula<br>
- » Batch content creation in one dedicated session

#### DAY 22-25

##### PIPELINE MANAGEMENT

- » Organize prospects by outreach stage in lead lists<br>
- » Document every interaction with prospects<br>
- » Follow multi-touch strategy for non-responders

#### DAY 26-30

##### RESULTS ANALYSIS

- » Review metrics (connection rate, response rate, meetings) <br>
- » Refine ICP targeting based on engagement<br>
- » Adjust messaging based on what's working

#### KEY METRICS TO TRACK:

- » Connection Acceptance Rate (Target: 35%+)
- » Message Response Rate (Target: 20%+)
- » Meeting Conversion Rate (Target: 8%+)
- » Pipeline Generated from LinkedIn

## NEXT STEPS

# WORKING WITH US

You now have the exact system I used to book 29 meetings with executive buyers in March 2025 alone. Imagine what your sales team will do after implementing it!

If you would like our help to fast-track your team's pipeline & revenue generation from LinkedIn, let's hop on a call to discuss

- » **Status quo:** how your team currently uses LinkedIn
- » Building a custom Social Selling Playbook
- » How to fast-track results in 14 days

## **BOOK YOUR INTRO CALL HERE**

Or [DM me “Social Selling Playbook” on LinkedIn.](#)

## **CHRISTIAN KRAUSE**

is a globally recognized LinkedIn thought leader & Top Voice. He was a top performer at Salesforce for 5 years, going from SDR to senior account executive. Since 2021 he's helped thousands of sales professionals overachieve quotas through his LinkedIn content, free newsletters, sales courses, private coaching and company trainings. Christian founded The Quota League to help sales organisations generate more pipeline & revenue from LinkedIn - through a combination of Personal Branding, Social Prospecting and effective Sales Navigator usage.