



HACKING B2B SALES: HOW TO CLOSE MORE DEALS ON LINKEDIN

The only step-by-step guide needed for agencies, consultants, coaches, software development companies, & other B2B companies to generate more qualified and consistent leads on LinkedIn.



**CODY DUFRENE, FOUNDER OF
LEADSSTER**

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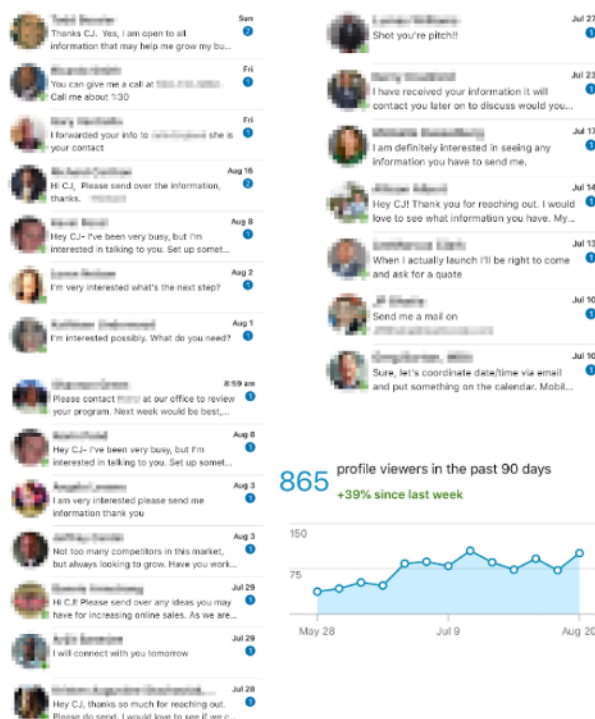
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Introduction

Have you found yourself frustrated when trying to find new leads for your business?

Or maybe you don't even know where to start.

How would you like to get results like this strictly from LinkedIn?



"The riches are in the niches"

In this guide, I'll be going over the step-by-step process that we use to close deals directly on LinkedIn and how you can scale this system using an omni-channel approach.

Who does this work for?

This step-by-step system works for marketing agencies, consultants, coaches, software development companies, and other B2B companies.

Why LinkedIn?

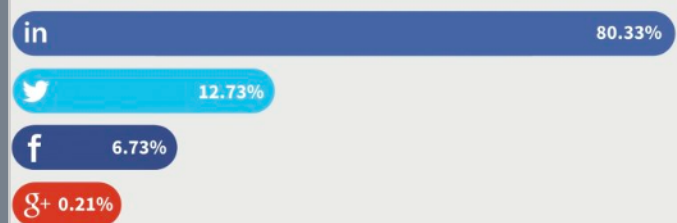
Clearly, LinkedIn is the place to be when selling your B2B services.

And if you follow this step-by-step process, you'll be sure to win new clients on LinkedIn in no time.

LinkedIn is home to millions of business professionals looking to network with one another.

80% of B2B leads come from LinkedIn vs. 13% on Twitter & 7% on Facebook.

NUMBER OF CONVERSIONS PER SOCIAL PLATFORM

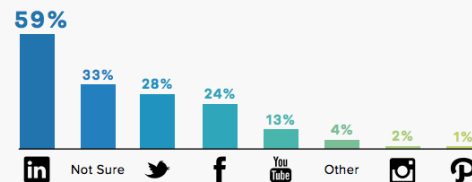


59% of B2B marketers say LinkedIn generates leads for their business.

QUESTION

17

Which of the following social media channels generate leads for you?



* Respondents were asked to choose all that apply.

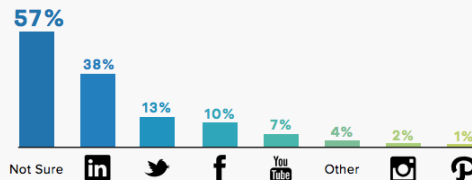
LinkedIn is the #1 social network for lead generation by a long shot. Yet, it's important to note that nearly 1/3 of B2B marketers are unsure of which social channels generate leads.

38% of B2B marketers say LinkedIn is generating revenue for them.

QUESTION

18

Which of the following social media channels have generated revenue for you?



* Respondents were asked to choose all that apply.

The majority of B2B marketers cannot tie social media to sales. LinkedIn managed to rake in the revenue for 38% of marketers, but our number of "not sure" marketers jumps to 56%.

Driving Leads on LinkedIn (Step-by-Step Process)

In this step-by-step guide, I'll be going over exactly how you can generate new leads for your B2B business, ultimately, making more sales from the platform.

Below, you'll find the most important foundations to start making more sales on LinkedIn.

Foundation #1: Profile Optimization

Setting yourself as an authority in the space that you're selling to.

Foundation #2: Outreach Messages

Sending messages to your ideal prospects. Can be manual or automated (your choice).

Foundation #3: Inbound Profile Traffic

Gathering traffic to your LinkedIn profile from producing daily content to your audience.

Foundation #1: Profile Optimization

This is possibly the #1 most under-utilized step when generating leads on LinkedIn.

You need to start by narrowing down your niche before you even decide what you'll include in your LinkedIn profile.

If your niche is already defined, great.

Be aware, though, if you're a general agency, this method won't work as well.

But does it work for a general niche?

The answer is yes.

But if you want the best results possible, I'd definitely suggest niching down immediately before starting this process.

I've found this to be more effective when the niches are already pre-defined.

An example:

Instead of targeting home improvement companies, I decided to target specifically home improvement companies that offer *roofing contracting services*.

So when it comes to my LinkedIn profile, I want to make sure that is defined throughout my profile.

"The riches are in the
niches"

Foundation #1: Profile Optimization

Step #1: Your LinkedIn Tagline

The most important piece of your LinkedIn profile, and also very underutilized by most.

Why?

Most business owners tend to outline the good qualities about them and their business while completely forgetting about the potential client.

What I typically see in LinkedIn taglines:

- CEO of My Company
- Founder of XYZ company

Why doesn't this work?

The prospect doesn't care about you.

They care about how you can help them by solving their problems.

The goal is to appeal to the prospect's pain points.

So if roofing contractors have trouble finding new clients (which most do), I'll make sure to outline that in my tagline.

If you follow the outline below, you'll craft a perfect tagline that provides a direct response from your prospects:

I help X accomplish Y through Z

X = Target prospect

Y = What you do to help them

Z = How you get it done for them

"Your prospects don't care about you, they care about what you can do to help them fix their problems"

Foundation #1: Profile Optimization

Step #1: Your LinkedIn Tagline

An example of a working LinkedIn tagline:

I help roofing contractors win new clients through cost-effective lead generation strategies

What did I accomplish here?

I followed the outline above and let the prospect know exactly how I can help them solve their problems (in this case, generating more roofing clients).

Now I'm hooking the prospect to not only accepting the connection request, but also allowing them to scout through my LinkedIn profile to learn more about how I can help them.

"Your prospects don't care about you, they care about what you can do to help them fix their problems"

Foundation #1: Profile

Optimization

Step #2: Make Your Profile About Your Prospects, Not You...

I know this sounds crazy, but trust me, it works.

Many people will write an entire book about themselves in the summary section of their profiles.

Again, your prospects don't care about you.

This field is the perfect place to boast about what you've done with similar clients.

If you've helped roofing contractors increase X amount of leads at \$X, you'll want to make that be known in your summary.

If you have any case studies in that specific niche, this is also the perfect place to provide a link or PDF to that.

Now I'm treating my profile more like a landing page rather than a social networking profile.

LinkedIn has many places where you can add content throughout your profile.

Don't forget to fill these things out before starting to send outreach messages as we want to portray this to our prospects.

"Your LinkedIn profile shouldn't be your entire resume, rather a sales page for your business"

Foundation #1: Profile Optimization

Step #3: Create a Client-Attracting Visual LinkedIn Banner

This next step is a fairly easy one, yet not completely necessary.

You need to create a header banner for your LinkedIn profile without putting in much work.

I like to use Canva (free tool) to accomplish this. When creating the banner, I'll be following the above steps to appeal to the ideal prospect once again.

It's a good idea to use one call to action and provide contact information directly under.

Include things like:

- Your phone number
- Your email address
- Your website

Along with the call to action, you'll also want to personalize the images in the banner to the niche you're reaching out to.

If you're targeting roofing contractors, for instance, you might throw a vector graphic in there as a roof of some sort.



Use Canva for creating LinkedIn banners. Make sure that it portrays to the prospect's niche.

Foundation #2: Outreach Messages

Once you've finished optimizing your LinkedIn profile, it's time to move on to the next foundation for generating leads.

There are many ways to accomplish this part of the LinkedIn lead generation process.

But this is absolutely the #1 step when driving consistent leads to your business.

The idea is to send your ideal prospects messages just like the ones you'd use in any other outreach campaign (such as the ones you use with email outreach software).

But when using LinkedIn, the process is a bit different from the other outreach methods.

The idea is to look at LinkedIn more like a networking conference than a sales tool. You don't just show up and hand out your business card to everyone in the room.

Instead, you actually attend the conference to network with similar professionals in your space.

Usually, if the prospect likes you, they're open to doing business with you if you can help fix their problems. That's why you'll follow a similar approach when networking on LinkedIn.

The great thing about LinkedIn is that you can create pre-defined prospecting lists before sending messages.

Now, let's look at both the manual method and automated method of getting this done at scale.

You can manually send out LinkedIn connection requests, use an automation tool, or get the entire cycle taken care of for you.

Foundation #2: Outreach Messages

The Outreach Sequence

Before I explain exactly how this is done, I'd like to go over a few of the exact messages I've crafted that have gotten me clients like clockwork.

If you follow this strategy correctly, you'll start getting responses almost instantly from Day 1.

NOTE: If you're doing this manually, it can be difficult to stay on top of your follow-up messages. I strongly advise connecting your systems to a CRM of choice.

1st Message (Connection Request)

The first message – which is also the most important – is going to be the connection request message.

This is the first message the prospect sees before even agreeing to connect with you. Here's where they can either accept or deny the request.

If the prospect accepts the request, you can then send them follow-up messages.

This first follow-up message will contain a question about the prospect and their business. You can ask them something super generic about their business and align it with how you can help them.

I typically like to A/B test the first round of connection request messages to test the niche and see how they respond to each of them.

"Send value or send nothing at all"

Foundation #2: Outreach Messages

The Outreach Sequence

The casual approach:

Hi {FirstName},

I noticed we were in a similar space and would like to connect with you.

Cody Dufrene

I help roofing contractors win new clients through cost-effective lead generation systems

The generic question approach:

Hi {FirstName}, have openings for any new roofing clients this month?

Cody Dufrene

I help roofing contractors win new clients through cost-effective lead generation strategies

Now if you've noticed, I used the tagline that I used earlier to craft my LinkedIn profile.

The goal is to reiterate this statement in every message I send on LinkedIn. Think of it as your social media signature.

Always remember, people don't like to be sold, but they love to buy. By taking such a relational approach, I don't come off as too salesy.

You'd be amazed at some of the responses I've gotten just from sending these generic questions.

"Send value or send nothing at all"

Foundation #2: Outreach Messages

The Outreach Sequence

08/12/2019 @ 20:46

Sure. Can you explain a bit more? You can also email me at

info@leadsster.com

You

08/12/2019 @ 20:46

Hi [Jeffrey](#), have openings for any new clients this month?

Cody Dufrene

I help marketers & agencies win their dream clients

Just an example of one of the responses I've gotten from one of these message templates.

Some prospects have asked for a call as soon as they got my connection request while some need more message touchpoints before they respond.

**2nd Message (Thanks for connecting.
[reiterate 1st question] - Send 1hr after connecting
w/ no response.)**

The second message the prospect gets from me is typically a reiteration of what I asked before and a thank you for accepting my connection request.

Now if I asked the prospect if they have openings for new clients and they didn't respond, it could of been one or two things:

- The prospect doesn't use LinkedIn often and lost your message
- The prospect didn't have time to respond to you

"Send value or send nothing at all"

Foundation #2: Outreach Messages

The Outreach Sequence

None of these are a bad thing, though.

It's your job to reach out at a good time with your follow-up message (usually within the first hour of them accepting your connection request).

My second message usually goes something like this:

{FirstName}, thanks for the connect!

I have a question if you don't mind me asking... Where do you find most of your current roofing clients?

Cody Dufrene

I help roofing contractors win new clients through cost-effective lead generation strategies

What I did here was reiterate my question about where they're currently finding their clients.

Why does it work?

The only response to this is a direct response.

They'll either give you an answer or ignore you.

"Send value or send nothing at all"

Foundation #2: Outreach Messages

The Outreach Sequence

3rd Message - Send a Lead Magnet or Useful Article - 5 days after 2nd message w/ no response

The 3rd message is focused on providing value to the prospect.

But what's valuable to the prospect?

You want something that's valuable to you and the prospect, such as a lead magnet.

A lead magnet can be anything the prospect can use for free that also provides value.

If the prospect responds to this message, you must have your lead magnet ready to send to the prospect.

A few questions you can ask yourself when finding a lead magnet:

- Do you have a private group you can invite them to?
- Do you have an article you can send them?
- Is there any free tools they can use to learn more about how you can help them?

Now that you've found your lead magnet, it's time to craft the 3rd outreach message.

**"Send value or send
nothing at all"**

Foundation #2: Outreach Messages

The Outreach Sequence

An example of our 3rd value-based message that I'd send:

Hey {FirstName},

I put together this useful guide about why utilizing Google is the #1 most cost-effective method to grow your roofing business and thought you'd find some benefit from reading it.

Would you like me to send this to you?

Cody Dufrene

I help roofing contractors win new clients through cost-effective lead generation strategies

What did I do here?

I asked them first.

No one likes getting spammed with links when they haven't requested them.

So ask first.

If they agree, send it over to them with a tracking link.

"Send value or send nothing at all"

Foundation #2: Outreach Messages

The Outreach Sequence

4th Message - Ask directly for a meeting - 2 weeks after 3rd message w/ no response

This is usually my final drop-off message.

It's also where I'll end up sending something that comes off a bit more salesy than the others.

What I'll be doing in this message is directly asking for a meeting with the prospect while letting them know exactly how I can help them.

An example of our final message:

{FirstName}, I can help you generate more consistent leads while you do what you do best... run your business.

What's a good time to discuss more on a call this week?

Cody Dufrene

I help roofing contractors win new clients through cost-effective lead generation strategies

Why does it work?

I let the prospect know how I can fix their problems and asked directly for a call.

What I didn't ask was, "Are you available for a call?" Never ask yes-or-no questions when it comes to the last message.

"Send value or send nothing at all"

Foundation #2: Outreach Messages

The Outreach Sequence

I don't want the prospect to feel like they have a choice. As soon as they see this message, they'll feel like they're losing you.

So if they were interested in the messages you sent before but didn't have time to respond, they'll surely respond to this last one.

This will be the last message I send in this example, but you can go further with this.

Some prospects need more touchpoints before deciding to get in touch with you. Some don't.

So it's completely up to you about how many message touchpoints you plan on sending.

Honestly, the more the better.

The more messages you send within a specific time period, the more leads you'll see in your inbox.

Remember to provide value in each message so you don't come off as a salesman right away to the prospect.

"Send value or send nothing at all"

Get familiar with Sales Navigator. Then, decide if LinkedIn is the place to sell your services.

Foundation #2: Outreach Messages

The Manual Method

Now that you've put together the message sequence, it's time to dive directly into executing this system at scale.

To get started with creating prospecting lists, you'll need to sign up for LinkedIn's Sales Navigator plan.

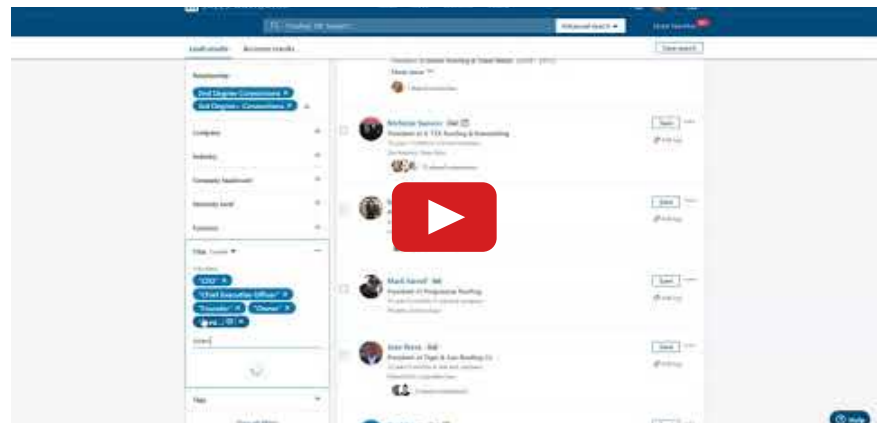
Sales Navigator gives you detailed filtering options to create pre-defined prospect lists to reach out to using LinkedIn.

Sales Navigator lets you target by the following filters:

- Job Title
- Company Name
- Company Headcount
- Industry
- + More...

I'll go over some of the most important filters that you'll use when performing outreach. It's up to you to filter out the leads you don't want.

In the following example, I'll show you how I search for key decision-makers at roofing companies and add them into a personalized list in my Sales Navigator account.



Foundation #2: Outreach Messages

The Manual Method

Now that you've created your first Sales Navigator list, you can reach out to each prospect at scale.

If you click the three dots on the right of the prospect, you'll see the option to connect. This allows you to send a connection request with a personalized message.

Here's where you'd ask that generic question discussed earlier in the article.

You'll get new notifications on LinkedIn when new prospects have connected with you.

Whenever you do receive these notifications, it's your job to follow up with the prospect directly on LinkedIn, either in your browser or in the app.

Get familiar with Sales Navigator. Then, decide if LinkedIn is the place to sell your services.

Foundation #2: Outreach Messages The Quicker & More Efficient Method

What if I told you that you can have this entire system automated and have leads sent to you with minimum effort?

Our company, Leadsster makes that possible.

Leadsster takes care of your entire sales outreach processes with providing hardly any work on your end.

As the best alternative to Dux-Soup and other tools like LinkedHelper, Leadsster drives qualified leads directly to your CRM, your only job is to nurture the leads and close them.

This works for you just like a virtual assistant would all throughout the day, 24/7.

Some tools you can use to automate LinkedIn outreach:

- Dux-Soup
- Linked Helper
- Octopus CRM

There are some negative aspects of using automation tools here, though. When using these tools, most are Google Chrome extensions and self-managed which isn't so much of a good thing for your business.

Leadsster makes sure our tactics mimic real human-like behavior and stay under LinkedIn's limits all while managing your campaigns in the cloud.

Decide if you should self-manage your LinkedIn campaigns or have Leadsster take care of everything for you.

Leadsster takes care of most of your sales cycle. We send you leads, your only job is to nurture and close them.

Foundation #2: Outreach Messages

The Quicker & More Efficient Method

What does Leadsster do exactly?

Builds prospect lists for you

One of our dedicated account managers will dive directly into your LinkedIn Sales Navigator account and create laser-targeted prospecting lists for your business.

Whether you just need one list for a specific industry or you'd like to go more broad in your search, Leadsster can create and test multiple campaigns for you.

Optimizes your LinkedIn profile for maximum exposure

We'll make sure your LinkedIn profile is set up for maximum exposure by adding industry-related keywords into your profile, creating your profile banner, and crafting a perfect tagline for you.

Writes clear sales copy for your brand

Leadsster provides your entire brand's message, as clear as day in our personalized messages.

We analyze award winning copy that we've used for other clients.

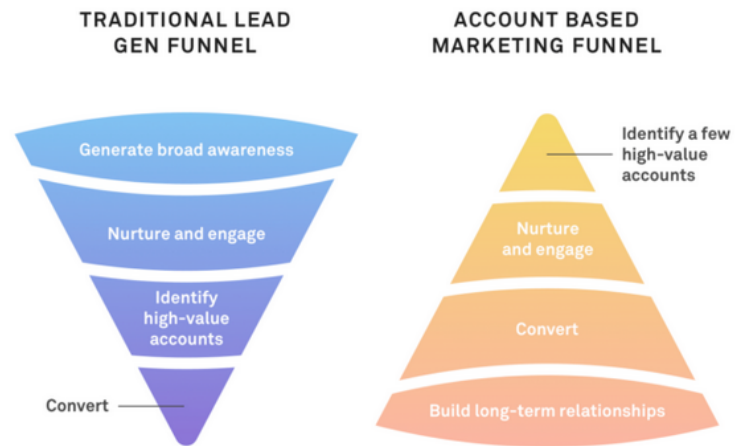
This means we're able to optimize future campaigns so you'll never be sending messages that are being ignored.

Rather than selling directly in our LinkedIn messages, we're creating rapport with the prospect.

Foundation #2: Outreach Messages The Quicker & More Efficient Method

What does this mean?

Take a look at a traditional sales funnel and compare to the Leadsster approach.



Leadsster takes care of most of your sales cycle. We send you leads, your only job is to nurture and close them.

We create a personal approach with your prospects initially.

We're then able to approach them with your offer using lead magnets and driving them down into the rest of your sales funnel.

Foundation #2: Outreach Messages The Quicker & More Efficient Method

Sends LinkedIn message sequences to your prospect list

Here's where the superpowers really kick in.

One of our dedicated account managers will craft your initial connection request message. This is what the prospect will first see when receiving the request. This is where they would decide if they want to connect with you or not.

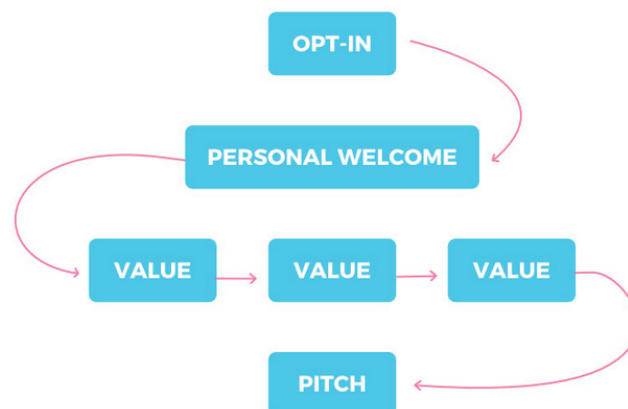
Leadsster then crafts a series of messages so that your prospect never gets lost in your sales cycle.

Your prospects will receive a consecutive amount of messages, straight to their devices that are using LinkedIn.

This can be a series of one message to 6 messages, depending on your Leadsster plan.

Leadsster then sends the outreach messages until the prospect responds with a Yes or a No response.

These messages are sent throughout the day, 24/7.



Leadsster takes care of most of your sales cycle. We send you leads, your only job is to nurture and close them.

Foundation #2: Outreach Messages The Quicker & More Efficient Method

What does this mean for you?

Less sales work on your end.

Your only job is to secure the presentation and close the sale.

Gathers lead information and sends them to our CRM

Leadsster notifies you with all new leads that messaged back on LinkedIn. Whether a prospect has accepted your connection request OR if they have responded to any of our campaign messages, you'll be receiving all notifications wherever you want them to go.

Imagine the possibilities here...

Each time a new prospect connects with you, Leadsster sends their personal contact information (email address, phone number, etc.) directly to our supplied CRM or your CRM of choice.

If you don't have a CRM, we're able to send the new connections to a Google Sheet or directly to your email address.

You're then able to message back any of the prospects that have connected with you.

Along with this, you can then integrate the email addresses and phone numbers into the rest of your outreach campaign. By the time Leadsster has sent the prospect a couple of messages and they're familiar with you, they'll know exactly who the emails are coming from rather than taking the cold approach.

We're able to obtain all email addresses from leads that have connected with you on LinkedIn. Imagine supercharging your outreach strategy by sending LinkedIn messages + emails together.

Leadsster takes care of most of your sales cycle. We send you leads, your only job is to nurture and close them.

Leadsster takes care of most of your sales cycle. We send you leads, your only job is to nurture and close them.

Foundation #2: Outreach Messages The Quicker & More Efficient Method

Eliminates being labeled as spam

There's no more need to come off as salesy when sending outreach messages.

Business owners and decision makers get dozens of sales emails and phone calls every single day.

Instead, Leadsster takes a personal approach when sending messages to key decision makers.

What does this mean?

You can now say goodbye to:

- Cold Calling
- Cold Emails
- Hiring Sales Assistants
- Wasting Marketing Budget on Paid Ads

Whether you like it or not, LinkedIn is the most effective platform for generating business leads (regardless of your industry).

Using LinkedIn, the possibilities are endless for your sales outreach campaigns.

Leadsster has affordable pricing for any sized business.

If you want to supercharge your lead generation strategy, request a consultation with Leadsster today:

<https://leadsster.com/>

Increase profile views by providing daily valuable content. LinkedIn gives you the ability to create posts as well as full articles.

Foundation #3: Inbound Profile Traffic

Outreach messages are obviously the biggest asset when it comes to driving actual results to your business.

But there are definitely other tactics to implement to increase your overall profile traffic.

What do I mean by this?

Profile traffic is views that are coming directly from the LinkedIn platform.

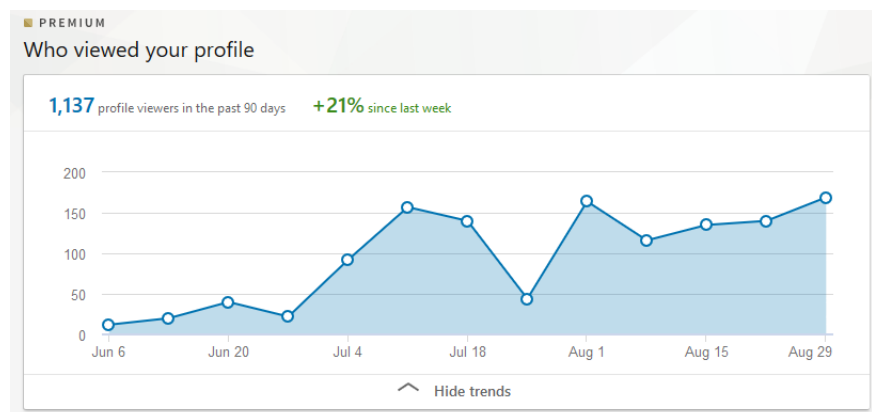
How you get traffic is completely up to you.

There are a couple ways to accomplish this:

- Use Dux-Soup or an alternative for viewing LinkedIn profiles
- Producing daily & valuable content to your audience
- Growing a LinkedIn group and providing value

Over time, you'll begin seeing profile views increase in your LinkedIn Notifications tab.

You'll end up finding something that looks like this:



Foundation #3: Inbound Profile Traffic

Responding to Incoming LinkedIn Connection Requests:

First, you want to take some time to research them a bit before responding so you can personalize your message.

Take a look into their profile, business and website for a bit of background.

Then you can respond with something like:

Hi {FirstName},

Thanks for reaching out to connect. I just took a look at {{CompanyName}} and I noticed {{mention interesting things you saw about them and their business.}}

Can I ask why you reached out to add me as a connection on LinkedIn?

Name

Tagline

Once again, you will see that you are not making a heavy pitch here.

Instead you are just engaging in a conversation and then probing the prospect by asking a question.

At this point, they have ADDED YOU as a connection so you can use this as a way to frame a question to them and start a dialogue.

Increase profile views by providing daily valuable content. LinkedIn gives you the ability to create posts as well as full articles.

Implementing an Effective Omni-Channel Approach

Here's where I really put our sales systems into overdrive.

Now again, there's a ton of tools out there that can get this done and I won't go over every tool that exists.

But I'll go over a few methods and tools that I use for every one of our outreach campaigns.

If you're not familiar with Zapier and Mailshake, get familiar with these tools ASAP.

- Zapier links apps together without having coding experience.
- Mailshake sends emails to your ideal prospects automatically at scale.

Now if you're using Leadsster, you have access to your prospect's email address and phone number if they've provided it.

You can think about the possibilities you have in terms of automation here.

In this example, I'll be adding my new connected LinkedIn prospects from my Leadsster CRM into a Mailshake campaign after they've been imported automatically.

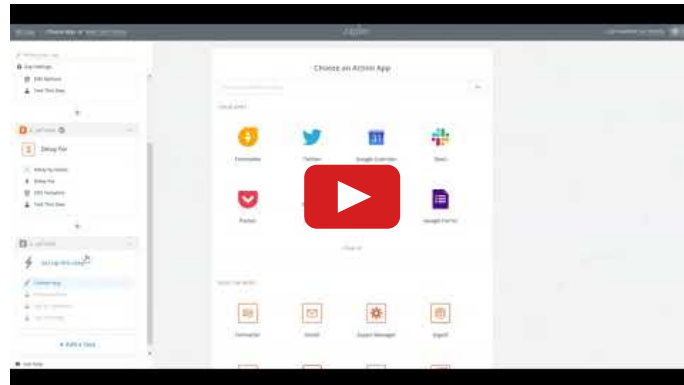
Get more leads through
an automated
omni-channel sales
approach.

Implementing an Effective Omni-Channel Approach

The system goes something like this:

1. Prospect Accepts LinkedIn Connection Request
2. Wait 3 Days
3. Add to Mailshake Email Campaign

Watch how it's done:



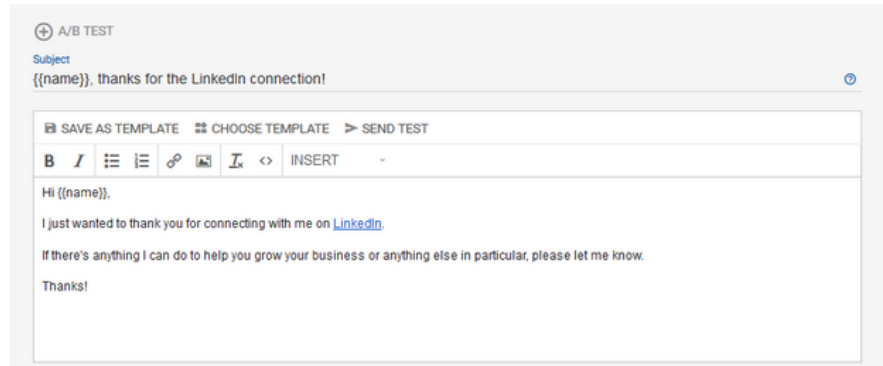
Get more leads through
an automated
omni-channel sales
approach.

In the first Mailshake email, I'll be thanking the prospect for connecting with us on LinkedIn to build rapport through email.

Now when they receive this email from you, it's no longer a "cold email". The prospect has already become familiar with you on LinkedIn and knows who you are and what you're about.

This is also another opportunity to add a signature while not directly selling in our messages so make sure you set this in your Mailshake settings before creating the new campaign.

Implementing an Effective Omni-Channel Approach



Get more leads through
an automated
omni-channel sales
approach.

After the first introduction email, feel free to add as many follow-up emails as you'd like.

You can send some emails that follow the same system as the LinkedIn strategy which I've found works really well.

Taking this system even further:

What I like to do is record a ringless voicemail when a new lead has been captured in Mailshake.

Now depending on what you classify as a lead is how you'll set up your system in Zapier.

I use Call Loop to send ringless voicemails as it integrates perfectly with Zapier.

I won't go over exactly how to set up Call Loop as this will be completely up to you.

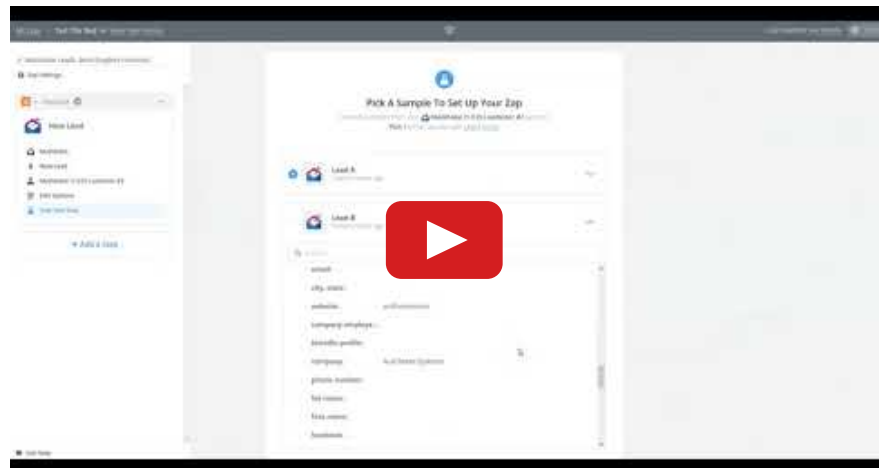
But I'll indeed show you how to set up this system using Zapier.

Implementing an Effective Omni-Channel Approach

The system goes something like this:

1. New Captured Lead in Mailshake
2. Wait 1 Day
3. Send Ringless Voicemail

Watch how it's done:



Get more leads through
an automated
omni-channel sales
approach.

Implementing an Effective Omni-Channel Approach

In your ringless voicemail, you can say something like:

Hi, I'm reaching out in regards to you showing some interest in {YourCompanyName}.

We're actually connected on LinkedIn, so if you have any questions for me, feel free to shoot me a message or respond to the email that I sent over earlier.

If you want to know more about how we can help your business achieve Y, give me a call at {YourPhoneNumber}.

Look forward to hearing from you!

{Your Signature}

Now the prospect will be automatically imported into your Call Loop campaign depending on how you capture your leads in Mailshake and they'll get that call without you even having to pick up the phone.

Get more leads through
an automated
omni-channel sales
approach.

Nurturing Your LinkedIn Leads

Most leads tend to drop off because of the fact that they're not nurtured enough.

What do I mean by "nurture"?

Treat your prospects like a baby, really.

Back to the quote I mentioned earlier:

"People don't like to be sold, but they love to buy" ~ Jeffrey Gitomer

When a prospect sends you messages in response to your outreach messages, your job is to respond and hold conversations with them.

Our conversations are completely authentic and resonate with the prospect's business and pain points.

So if a prospect responds to my first example message as mentioned above, I'd respond and say something like:

{FirstName},

Have you ever looked into scaling into something more to obtain more targeted and consistent leads?

We help with this. Let me know if this is something you'd be interested in hearing more about.

Doing so continues the conversation with the prospect but also asks a generalized question again without being too salesy.

Remember to stay consistent when following up with your prospects. You never know when your prospects are ready to buy.

P.S. Always include your signature in every LinkedIn response.

"Treat your prospect like a baby"

Your Lead Gen Toolkit

So now that you're familiar with the foundations of generating leads on LinkedIn, below you'll find a list of tools you can use to skyrocket client acquisition .

- Leadsster - Done-For-You LinkedIn Prospecting
- Mailshake - Email Outreach Software
- Zapier - Automating APIs
- Phantombuster - Grey-Hat API Automation
- Canva - Designing Profile Banner
- Call Loop - Sending Ringless Voicemails

Important Tips to Remember:

- Don't sell your services on LinkedIn, the idea is to secure a phone call or meeting
- Always sell yourself in your signature
- Optimize your LinkedIn profile to fit the prospect's niche for each campaign
- Schedule consistent content to post automatically to your LinkedIn profile (articles, posts)

If you have any questions regarding this guide, please contact info@leadsster.com and we'll get back to you as soon as possible.



HACKING B2B SALES: HOW TO CLOSE MORE DEALS ON LINKEDIN

About Leadsster

Leadsster is a done-for-you LinkedIn lead generation & prospecting service. We help B2B clients obtain more customers through social selling on LinkedIn and customized sales systems.

You can get in touch with us at info@leadsster.com and visit our website at <https://leadsster.com>.