

The BACON System

Linked 







Who Is Ready?



The BACON System



Section 3 - Making Quality Connections

LI4Sales.com





TRUTH #1

We're All In The
Relationship
Business





**Relationships
Are The
Currency
Of Business!**

in

TRUTH #2

We Tend To
Communicate...

The Way We Like To
Be Communicated To!



in

People Tune Into... Different Radio Stations

WIAM - What Is Interesting
About Me

WIIFM - What's In It For Me



in

TRUTH #3

People Do
Business With...
KNOW
LIKE
TRUST



Grow Relationships

Build A Bridge Between

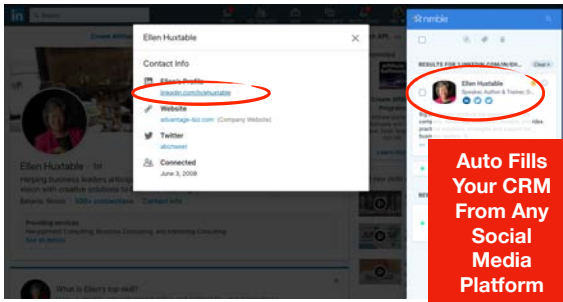
Know **Like** Trust



PRO TIP

CRM Helps You Track Interactions & Conversations





Auto Fills
Your CRM
From Any
Social
Media
Platform

www.perfectsalesstrategy.com



Leveraging LinkedIn For Your Business

Definitions

- Connections
- 1st Level - I Know
- 2nd Level - My Connection
- 3rd Level - No Connection

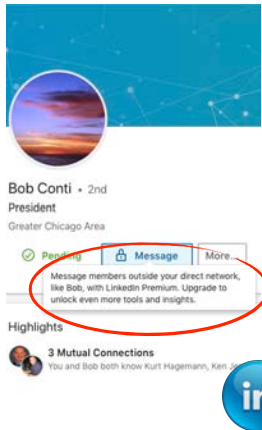


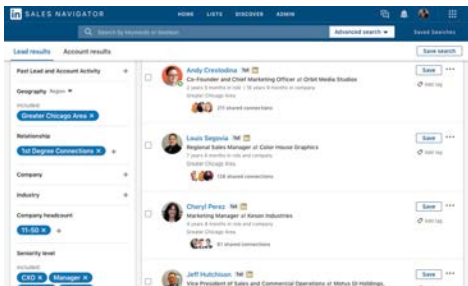
LinkedIn Changes

Banned Bots

Can't Message 2nd or 3rd Connections

BUY Sales Navigator?





Sales Navigator?

\$1000 A Year - Per Person





Buying Leads?

"LinkedIn Leads System"







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Principles

- Connection Types
 - In Person
 - Search & Connect
 - Referral Connections





What Is A Quality Connection?

People Who Will Refer Or Buy From You



Quality Connections

LinkedIn allows members (both workers and employers) to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a connection.
- Wikipedia



Quality Connections

- **Clients**
- Vendors
- Prospects
- Networkers



Sales Conversations?



Phone Call

Email

In Person



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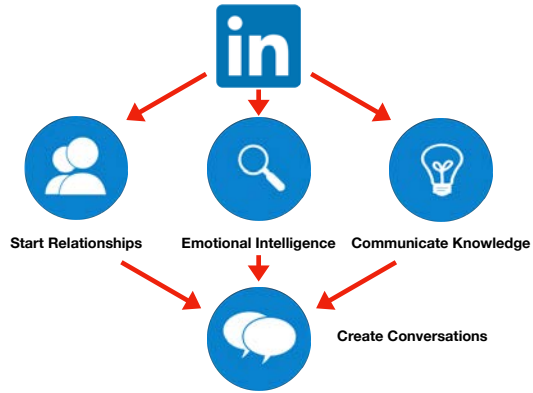


Tactics

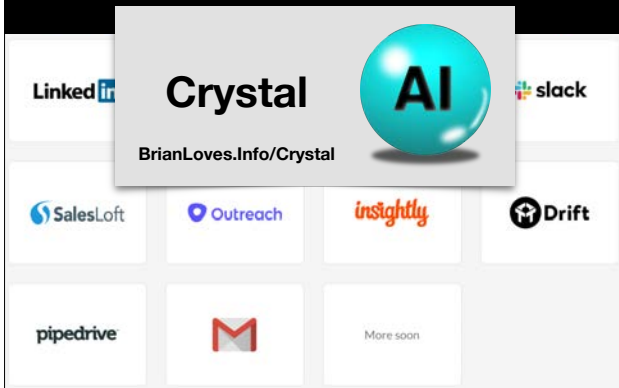
- **Connection Strategy**
 - Identify
 - Send A Connection Message
 - Reply (No Sales or Pitch)
 - Post Content (Awareness)
 - Message Again - Off Social

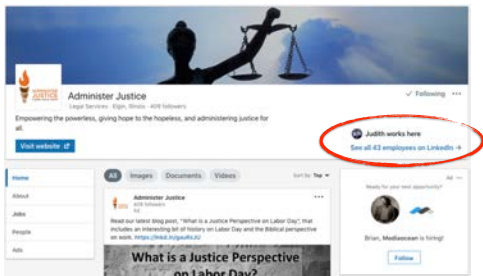


Perfect Sales System



Client Personalities

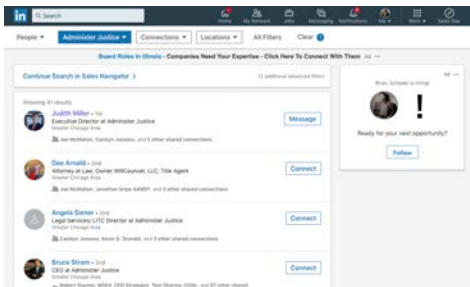




Company Pages

Search Employees

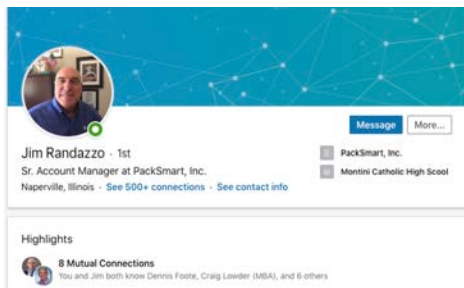




Connections

Limited Results

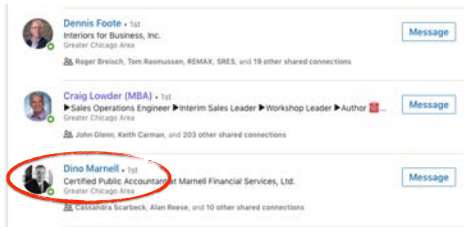




Mutual Connections

1st Level Only





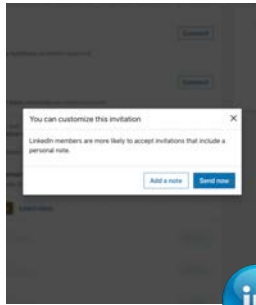
Mutual Connections

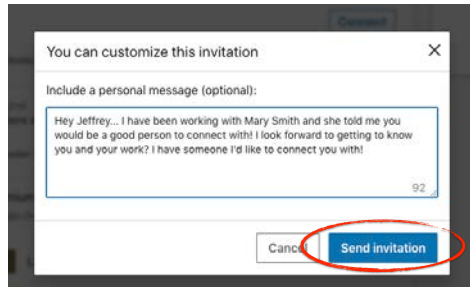
Conversation Starters



Connection Message

- Connect with Anyone
- Add Personal Note
- Why You Want To Connect?
- After
 - Message to say...
 - Thanks For The Connection!

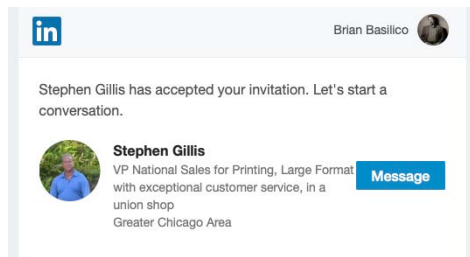




Personal Note 300 Char.

Use Name • Why Connect • NO PITCH!

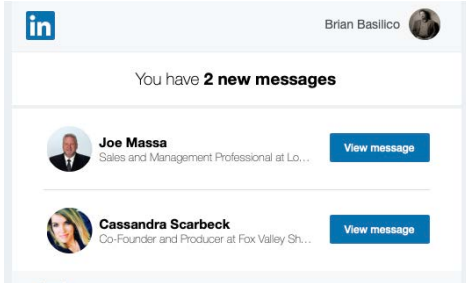




You Get An Email

When They Connect





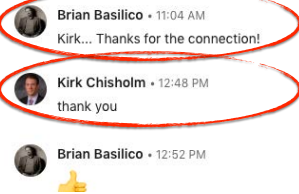
They Get An Email

When You Message Them



Wealth Manager | Money Manager | Self Directed IRA & 401(k)
Alternative investment specialist | Financial Advisor Mentor

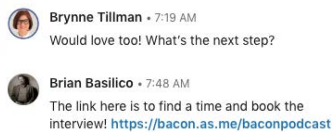
TODAY



Respond to Connection

Use Name • Why Connect • NO PITCH!





Thanks and looking forward to it!

Share Links of VALUE

It's About THEM!





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Bonus

- **Active Status?**
 - Green Circle = Online
 - Green/White Circle = Mobile



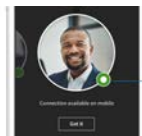
Kirk Chisholm
 Wealth Manager | Money Manager | Self D
 Investment specialist | Financial Advisor M
 Connected 1 day ago



Celia Bergman
 Program Manager, Campus and Student L
 Connected 1 day ago



John F. Lally
 Producer & Director - AEWheelhouse Stu
 Connected 4 days ago



Your connection is available on mobile.





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Recap

- **Connection Strategy**
 - Identify
 - Send A Connection Message
 - Reply (No Sales or Pitch)
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Bonus

- **3 Email Follow-Up?**
 - Thanks For Connecting (or Downloading)
 - Want More - No Catch Xtras
 - Call or Not? I'm Here To Help!

Dale Carnegie Sales - Email Drip Sequence

Email 1: Thanks for downloading
 Subject: Ebook Download - Leadership Skills for First-Time Managers

(name)

We hope you are enjoying the information in the Ebook.

I wanted to introduce myself. My name is Dale Carnegie and I am a client service liaison. My goal and job is to help you get the most out of all our resources. I am here to help answer questions and help you navigate your way through this and other resources you may find helpful.

My focus is totally on you, your team, and if and how we can help.

One of my favorite parts of the ebook is on page 3, where it compares the Team Members and Leader Michael Oremersohn.

If you've had back of when the Ebook is on your computer, I have a simple link where you don't have to log out & log in again to get access - [CLICK HERE](#).

Finally... if I can be of any assistance, feel free to email or call me back at 800.390.4000 and ask for Dale Carnegie, or you can email me at dale@baconcoach.com.

Also if you would like, I would love to connect up with you on LinkedIn. We post more useful information and resource links there to help inform and educate our connections. Connect with me at <https://www.linkedin.com/company/1194/>

Thanks for your time and feel free to reach out if I can help in any way.

Have a Great Day!

Dale Carnegie
 Dale Carnegie of Chicago & NW Indiana
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 **Perfect Sales Strategy**
LinkedIn Prospecting with Measurable Results



**Questions
& Answers**

askBrian@B2b-IM.com
www.perfectsalesstrategy.com 

The BACON System

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Next Up: Creating And Using Content 

L4Sales.com
