Leverage Your LinkedIn Advocates

Introductions are the most powerful form of word-of-mouth marketing. When one person intentionally introduces a service provider to someone they know, the credibility transfer speeds up the entire sales process. Leverage the techniques in this worksheet to turn your clients into better advocates using LinkedIn. This technology, although many take it for granted, helps you quickly identify the people in your clients' networks that you'd most like to meet. Let's get this process started using The Advocate Search.

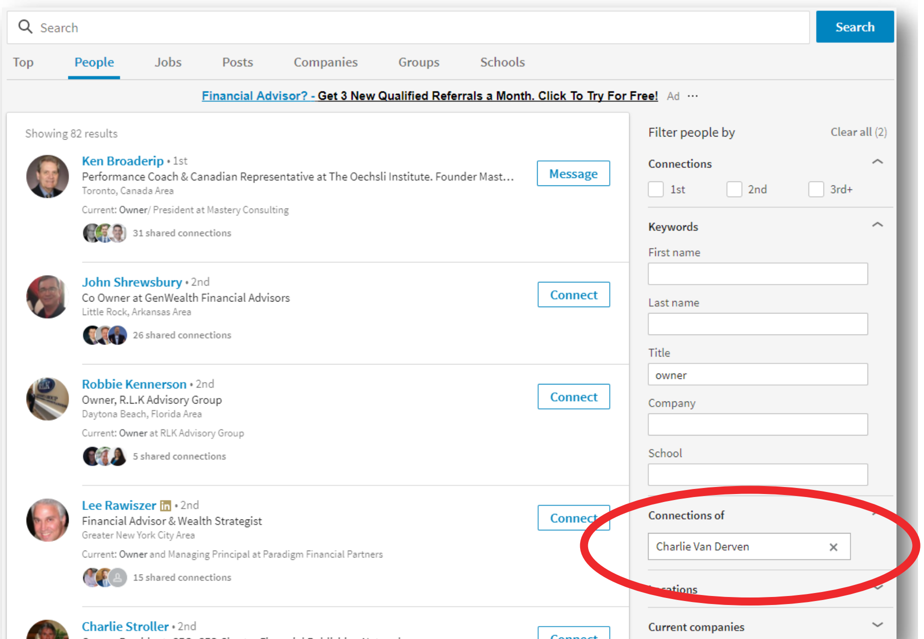
The Advocate Search

The Advocate Search is simply perusing the conections of one of your clients, using the search tools provided by LinkedIn.

In the first iterations of LinkedIn, you'd have to thumb through all of their connections manually, one page at a time. Now you can leverage the search function to arrive at highly pinpointed prospects.

Look for the field for "Connections of" as highlighted to the right. This is where you'll add the name of your client (advocate).

Then use the other search parameters to narrow the list by occupation, geography, title, etc.



Who are some of advocates who use LinkedIn?

What searches could you run through their networks?

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Introduction Qualifiers

Your connections have hundreds of connections, making the introduction possibilities seem endless. But we know that not all of your connections' connections are "close connections." If they haven't seen this person in a while, it's unlikely they'll be willing to provide an introduction. We suggest narrowing your focus to high-probability introductions. There are two ways to identify high-probability introductions—profile qualifiers and activity qualifiers.

Profile Qualifiers

- Employment History: Did the prospect ever work at the same company as the introducer?
- Education: Did the prospect go to the same school as the introducer?
- Location: Is the prospect in close proximity to you and the introducer?

Activity Qualifiers

- Recent Connections: The prospect recently connected with the introducer.
- Endorsements: The prospect has been endorsed or recommended by the introducer or vice versa.
- Engagement: The prospect recently commented on or liked a post by the introducer or vice versa.

The Introduction Request

When it comes time to ask for an introduction, just ask. Most of your clients would be happy to accomodate. In fact, that's why most people join LinkedIn - for making business connections. If you'd like a bit of sample language, consider this approach:

"Jim, I noticed you are connected to Tom Reynolds on LinkedIn. How well do you know him? (PAUSE) I would love to meet Tom. What would be the best way for you to introduce me socially?"

What language could you use?

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Being a Giver

Effective introductions are amplified if you're a giver. Always end your introduction request by extending a helping hand to your introducer: "By the way, if you notice any of my connections you want to meet, let me know." or "By the way, if there is anything I can do to help you with your networking, let me know. I'm happy to help."

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