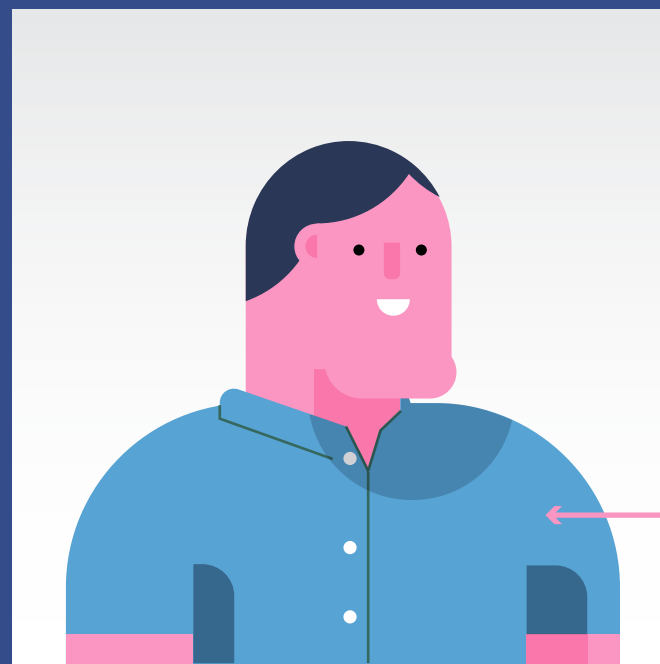


# WHAT A LINKEDIN PROFILE OPTIMIZED FOR SOCIAL SELLING LOOKS LIKE

To be successful in social selling, your LinkedIn profile shouldn't be about you and your achievements. It should be about your buyer's achievements and how you enabled them. Here's how to optimize your page for prospects, not recruiters.



## JOHN DOE

*I help B2B companies save money through outsourcing solutions.*

Greater Boston Area | Business Development

Current | Outsourcing Solutions  
Previous | Outsource Co.  
Education | Boston University

SEND A MESSAGE

### HEADLINE

Don't just write your title. Answer two questions: Who do you help and how do you help them? Craft your headline to be a mini value proposition, packed with verbs and other active language.

### PICTURE

Profiles with pictures elicit a 40% InMail response rate. Strive for professional but not stiff. Choose a current, hi-res picture that would make a buyer feel confident trusting you with their business.

### LINKEDIN URL

Customize your URL to [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname) for easy searching, linking, and printing on business cards. If you have a common name, insert your middle initial or a number.

### CONNECTIONS

Build your network with an eye to quantity and quality. Send customized invitations to anyone you've interacted with, either in person or online. It's okay to request someone you've never met, but make sure to personalize the invitation with a reason you'd like to connect that's relevant to them.

### SUMMARY

Shoot for a 3X3 summary -- three paragraphs with three or fewer sentences each. Include keywords that your buyers might search for.

Reiterate your purpose from your headline in the first paragraph. In the second, get more specific about your work -- projects you've taken on, results you've driven, companies you've worked with, etc. Elaborate on how you achieve the mission statement set out in your header.

The last paragraph should include a concise call-to-action that makes it clear why and how a buyer should get in touch with you.

### EXPERIENCE

While the experience section looks like a resume, you should still write it with your buyer in mind. List all professional positions and your titles. It's fine to write a few sentences paragraph-style to summarize your role at each job, but be sure to list three to five major duties in bullet form underneath. You can mention your quota attainment, but keep the spotlight on the results you helped clients achieve, and the methods and tactics you used.

### HONORS AND AWARDS

List any work-related awards you've won here with a brief description.

### PUBLICATIONS

Do you blog? Post any articles published on third-party sites here.

### EDUCATION

Don't just write your formal degrees. Also include any relevant online courses you've taken and certifications you've completed.

### RECOMMENDATIONS

You can't write your own, but you can request them. Don't ask for a recommendation until you've worked with someone for at least six months. And while a glowing review from your boss is great, one from a client is even better. Their testimony will drive up your credibility with other buyers and provide you with a valuable reference.

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[www.johnqdoe.com/blog](http://www.johnqdoe.com/blog)

### CONTACT INFO

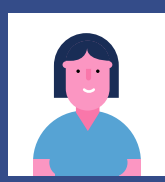
List your email address, phone number, Twitter handle, and blog and/or company website to make it easy for prospects to get in touch.

[www.linkedin.com/in/johnqdoe](http://www.linkedin.com/in/johnqdoe)

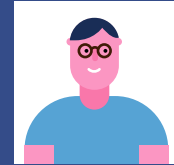
## CONNECTIONS



**Jane Smith**  
*Producer at Manufacturing Inc.*



**Jennifer Williams**  
*Manager at Outsource Co.*



**Jason Johnson**  
*Manager at Outsourcing Solutions*



**John Chung**  
*Business Development Director at Hub-*

Next ▶

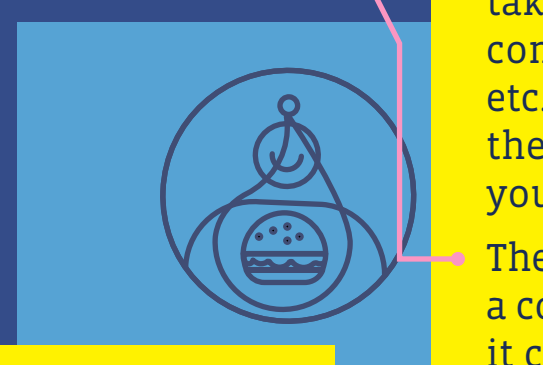
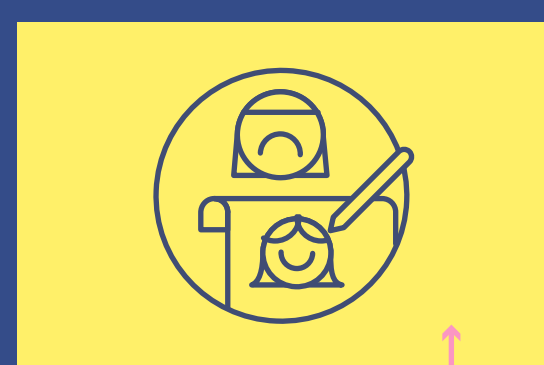
## BACKGROUND

### SUMMARY

I am passionate about helping business leaders adopt strategic outsourcing to make their businesses and workforces healthier and more productive.

Through a customized company productivity assessment, I identify areas of opportunity where outsourcing could dramatically impact results. For example, I helped to implement an outsourcing program at Impressive Company that resulted in a 25% cost reduction and 30% increase in productivity.

I am dedicated to partnering with leaders to discover if and how outsourcing can benefit their businesses. Contact me anytime at [john.doe@outsourcingsolutions.com](mailto:john.doe@outsourcingsolutions.com), or call me at 555-123-4567.



### CONTENT

Display two to four pieces of visual content in your summary. Post eye-catching pieces that will be helpful to your buyer.

### EXPERIENCE

#### SALES REPRESENTATIVE

*Outsourcing Solutions*  
July 2013 – present

I work with B2B executives to implement innovative outsourcing programs that drive results. While I have worked with companies of all sizes and in all verticals, my focus is on the manufacturing industry.

- Help clients identify outsourcing opportunities.
- Work alongside support team to ensure proper program implementation.
- Consistently achieve 100-150% of quota.

#### BUSINESS DEVELOPMENT REPRESENTATIVE

*Outsource Co.*  
July 2012 – July 2013

As a business development representative at Outsource Co., I consulted with business leaders to determine if a partnership would be mutually advantageous, and grew the sales pipeline by reaching out to companies who could benefit from outsourcing solutions.

- Introduced clients to Outsource Co.
- Brainstormed Outsource Co.-centric solutions for business problems.
- Helped sales team achieve 100-150% of quota each month.

### HONORS AND AWARDS

#### ROOKIE SALES REP OF THE YEAR

I was named Outsourcing Solutions' rookie sales rep of the year for driving outstanding results for clients and my exceptional social selling presence.

#### 2014 AA-ISP SPIRIT AWARD

I was recognized by the American Association of Inside Sales Professionals for excellence in inside sales practices.

### PUBLICATIONS

#### How Outsourcing Helps Manufacturing Companies Grow

*Learn how manufacturers can benefit from strategic outsourcing.*

### EDUCATION

#### BOSTON UNIVERSITY

Bachelor of Science (BS) in Business & Marketing 2012

#### ONLINE UNIVERSITY

Introduction to B2B Sales 2015

## GROUPS

- Lean Manufacturing Network
- B2B Outsourcing
- Manufacturing Leadership Community
- Manufacturing Operational Excellence
- Productivity Management & Improvement

### GROUPS

Show buyers that you care about what they care about by joining the groups they're in, and participating in them.

## RECOMMENDATIONS

#### JANE SMITH

*Manufacturing Inc.*

*"John was a fantastic resource for us as we embarked on a major outsourcing initiative. He brought a significant cost saving opportunity to my attention, which has helped our business reduce expenditures by 15%. I consider John a trusted consultant, savvy businessman, and friend."*

For more tips and advice on social selling,  
**SUBSCRIBE TO HUBSPOT'S SALES BLOG.**