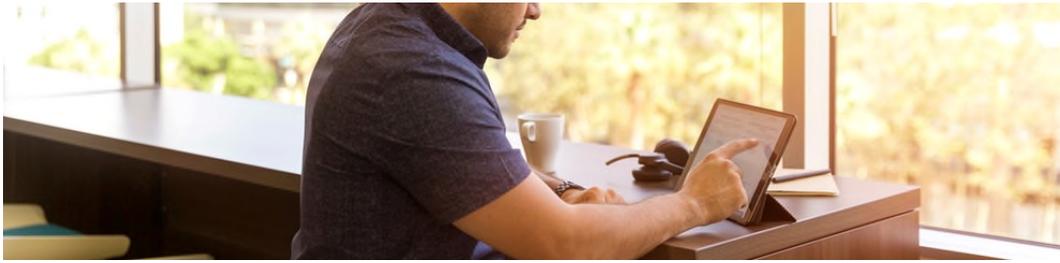


LinkedIn Mistakes That Cost You Clients and Credibility



LinkedIn is a useful and powerful tool for professionals to increase sales and revenue. It offers the greatest and most efficient opportunity to identify ideal clients and customers. LinkedIn is a mighty weapon if used properly and with precision. It can also be a reputation killer when used improperly and unprofessionally. LinkedIn has leveled the playing field. Are you using it or abusing it?

Building a prosperous business has never been easier with the tools of technology available today.

LinkedIn enables professionals to market their services and sell themselves without spending a fortune. If you have not embraced LinkedIn yet, run, don't walk, and join the LinkedIn party. You won't regret it if you use it properly. You will if you choose the make mistakes that send you to the trash.

There is no shortage of gurus on the internet telling professionals the best way to use LinkedIn to increase traffic and close more sales. Some LinkedIn advisors offer sound advice and useful methods to use this attention-getting tool respectfully and professionally. They preach that the same rules apply online as well as offline. Luckily many people follow that simple and straightforward advice.

Sadly others don't want anything to do with sound and useful advice. They have no time to follow online etiquette. So they forge ahead using outdated tactics that repel, not attract, prospects. Some LinkedIn advisors preach a radically different style and philosophy that is disrespectful and unprofessional. They teach professionals to barge into someone's LinkedIn inbox with an all-purpose cold call email. They show people how to copy and paste and launch a generic one size fits all template email to their list of connections.

Cold calls, email spam and blast messages to the masses don't work in this digital age. Aggravating and irritating people is no way to start a relationship—online or offline.

I receive dozens of weekly emails via LinkedIn that are nothing more than a virtual sales pitch. Someone is pushing their products or services. Others are peddling their newest book or latest program. Complete strangers are asking me to sign up for their newsletter or download their e-

book. They accomplish nothing more than stuffing my already bloated inbox with an unwanted verbal sales pitch.

These annoying tactics and old-school methods on LinkedIn destroy reputations.

They act as a strong repellant to clients and business. Sending self-centered emails that endorse businesses and promote incredible products and services is a perfect example of how not to use LinkedIn. This disrespectful style produces ruined reputations and lost sales.

Stop the virtual assault!

Start concentrating on your prospects challenges, problems, needs, and goals. Prospects have no desire to read emails filled with the details of what you do and how you do it. They don't care about you. They care about themselves. They don't care about your company. They care about their own company. And finally, they don't care about your products or services. They care about results.

Here are two examples (I have saved over two dozen) of super bad LinkedIn emails. Two examples of a traditional cold call disguised as a "new approach" to reach prospects. Names and minor details were changed.

Train Wreck #1: Hi Liz, Hope you're doing well! Another great day in Colorado! My name is Jan Johnson, an account executive with ABC Corporation. I would love to talk to you. We are the leader in safety solutions and have developed the most advanced programs that are currently being used by companies like yours. I'd like to schedule some time to get together for about 30 min and explain some of the more successful programs we've created. We pride ourselves on making your business a safer place to work. We also offer the most cost-effective solutions. Do you have some time next week Tuesday or Thursday to meet? Please let me know which day is better for you. (Really Jan? Not sure my sales consulting company needs safety solutions. You could have found that out in one quick search of my website or LinkedIn profile.)

Train Wreck #2: My name is Martin Hillsboro, I wanted to myself and my services. I love connecting with business owners and entrepreneurs like yourself to help them discover what has been stopping them from doubling or tripling, their businesses. I help them remove their roadblocks and obstacles immediately, and help them take swift purposeful action. I am a leader in my industry and have studied under some of the best. I would love to share more about myself and help you take your business to the next level. Here's a link to my online calendar. Please book your free session with me here. (This virtual pitch is an insult to the recipient. No one would opt into a free call with a stranger who knows nothing about their pains, problems or challenges.)

Here is what your prospect is thinking.

“This person/company is no different than the rest. They all sound and say the same lame things. Do they think their pitch builds trust? Do they believe their sales pitch will compel me to respond?” Once a prospect comes to those conclusions, you lose! What you say and how you say it must contain insight and interest for your prospect.

Everyone is overloaded and overwhelmed with hundreds of daily emails. When a complete stranger barges into their already bloated inbox with a virtual sales pitch explaining all the reasons they are so great, they end up in the trash. Dumped again!

What do you think is going to get a prospect's attention and deliver more impact? A virtual sales pitch that's all about you, your company, and how great you are? Or a powerful email that shows you understand their pains, problems, challenges, and issues. Express how you have some pertinent information and insight. Explain how you have helped similar companies with successful solutions.

Engaging prospects on LinkedIn is a delicate dance of high value, trust and positioning yourself as a resource.

Launching into a virtual sales pitch is the #1 reason why professionals are unable to tap into the value and power that LinkedIn has to offer. They use language everyone else is using and wonder why their generic pitches are producing lousy results and ending up in the trash.

If you are willing to trade in your “all about me” message for some “all about them” language, you will be successful, instead of disrespectful.

Invest some time crafting a message that does not start with you, what you do, or how you can help. To be effective, you need to be clear and concise, not pitchy and promotional. You need to start an online conversation with pertinent information customized to your prospect. Make it about them!

Every email you send out is an opportunity to create interest, not resistance. You have a choice!

You can make a shift right now.

Start sending powerful and memorable messages that pique the interest of the recipient and get them to take action in your favor. Otherwise get used to going to the trash.



Liz Wendling

Think you've heard everything there is to know about sales? If so, then make way for some innovative, game-changing and client-attracting ideas that will raise the roof off of your business.

Liz Wendling is a nationally recognized business consultant, sales strategist and emotional intelligence coach. She is also the author of 4 books (and counting).

Straightforward and practical, Liz's innate gift is helping business owners and attorneys evolve and modernize their sales approach. Liz shows people how to discover their unique business differentiators that make them stand out from the competition. She enjoys working with professionals who are ready and committed to kicking up the dust and rocking the foundation of their business.

If you're looking for inspiration that leads to action, this is where to find it. Liz is known for my business building superpowers that transform professionals into wildly successful sales closing rock stars!

If your business is not where you want to be, you probably don't have a reliable system in place to get you there.

What worked reasonably well for you a decade ago is now miserably outdated and inadequate. There are new ways of doing business that will allow you to boost, refine, and scale your business rapidly!

To learn more, visit [Liz Wendling's website](#) and connect with her on social.

