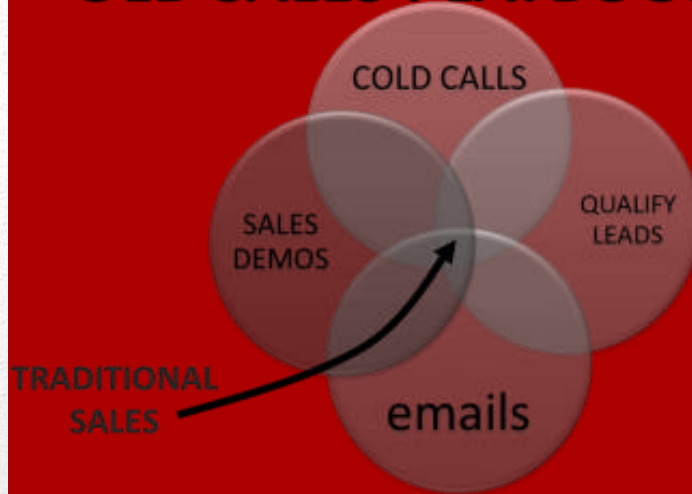
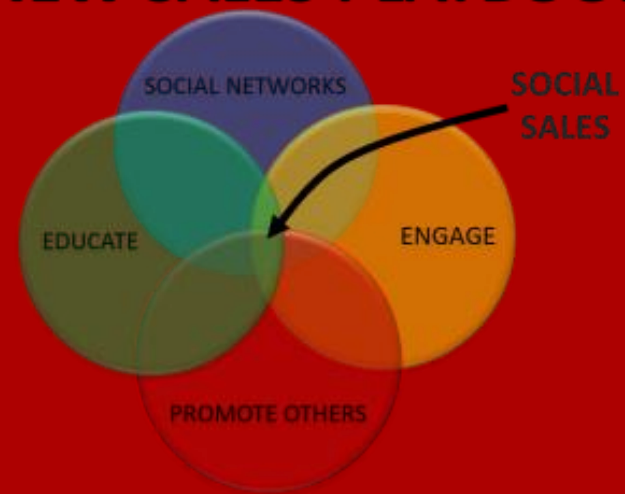


OLD SALES PLAYBOOK



NEW SALES PLAYBOOK



All About LEVERAGE

Leveraging Your Network to Reach Your Warm Market with LinkedIn



What if every meeting started through an introduction or a referral?

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Advanced People Search

Keywords

First Name

Last Name

Title

Company

School

Location

Anywhere

Search

Relationship

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Location

- Greater New York City Area

+ Add

Current Company

Industry

Past Company

School

Profile Language

Upgrade to access multiple

Groups

Chief Financial Officer (CFO) Network - Th...

Years of Experience

Function

Seniority Level

Manager

Owner

Partner

CXO

VP

Interested In

Company Size

Fortune

Your warm market – 2nd degree connections are the professionals your 1st degree connections know but you don't know yet.

Choose the rest of your filters

Click Search to view your results.

Leverage LinkedIn & Social Selling to Start Every Meeting Warm through an intro!

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26,065 Results based on 700 1st Degree Connections.
Filters are shown in the grey boxes at the top of the search results.

The screenshot shows a LinkedIn search results page. At the top, a red box highlights the search filters: '2nd Connections', 'Greater New York City Area', 'CXO', 'Owner', and 'Reset'. Below the filters, the profile of Adrian Miller is displayed, including his name, URL, and a 'Connect' button. A red arrow points to the text '17 shared connections' in green. Another red arrow points to the profile picture of Alex Vachon in the list of shared connections below. The left sidebar shows search filters for 'All', 'People', and 'Keywords'.

Click the green link “shared connections” to view the people in your network that can potentially introduce you to your new prospect.

Contact your 1st Degree Connection via LinkedIn, email, phone, etc. and ask them if they would introduce you to your 2nd degree connection.
Etiquette tip: Offer to do the same for them!
Don't forget to give them your intro paragraph so they can simply cut, paste, and send!

FACT: 78% of Sales People that Leverage Social Media Outperform Their Peers

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Tip: Ask your 1st Degree Connection to copy you on the email or LinkedIn message so you can follow up accordingly.




FACT: Warm Lead Generation Has a 60% Conversion of Prospect to Client

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26,065 results Save search

2nd Connections x Greater New York City Area x CXO x Owner x Reset



Adrian Miller, <http://www.adrianmiller.com> 2nd
 Business growth advisor, sales trainer & consultant; author & columnist. Success strategies to help your business grow.
 Greater New York City Area • Professional Training & Coaching
 ▾ 17 shared connections • Similar

Connect

Click 'Save Search'

Name you're your search, choose how often you would like to receive alerts of new results, click the green check mark to save. You will receive new results every week based on the filters you chose. This is your new warm lead generation list.

Saved Searches

Type	Title	New	Alert	Created		
People	NY CXO/Owners		Weekly		✓	✗
People	philly owners 51-200 2nd	-	Weekly	Apr 10, 2015		✗
People	Pharma Mkting Recruiting	-	Weekly	Apr 7, 2015		✗
People	2nd phila owners	13	Weekly	Apr 1, 2015		✗
Jobs	NY/Phila Sales BD Cons	19	Weekly	Apr 1, 2015		✗

FACT: 62% of Decision Makers Begin the Buying Process with an Intro or Referral



FACT: This Problem is SOLVED!

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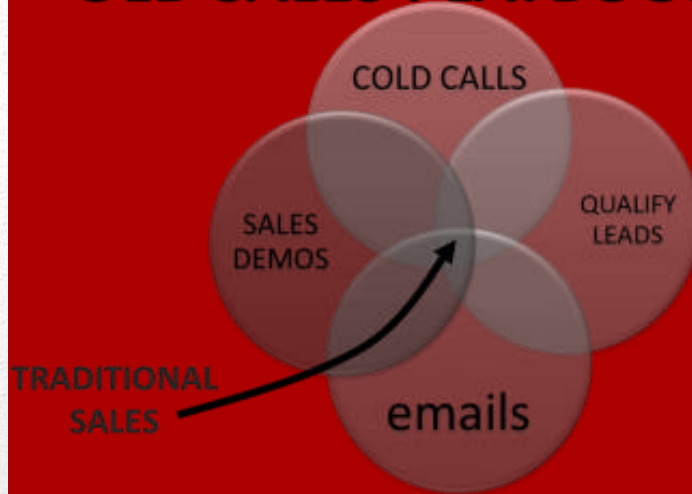
Introduced to My Prospect by a COI in my network



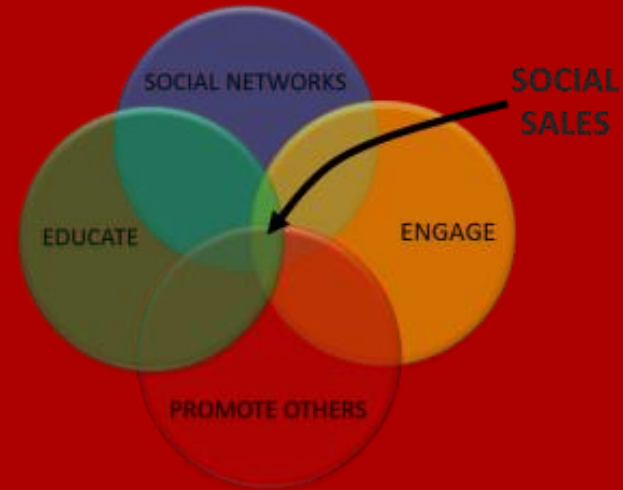
Begin every meeting warm with LinkedIn & Social Selling techniques

Warm lead generation has an average of a 60% Conversion Ratio

OLD SALES PLAYBOOK



NEW SALES PLAYBOOK



LinkedIn Profile Services | Social Selling Custom Training Programs |
Executive Coaching Services | Concierge Social Selling Services |
Network & Chamber Training | Keynote Speaking Engagements |

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