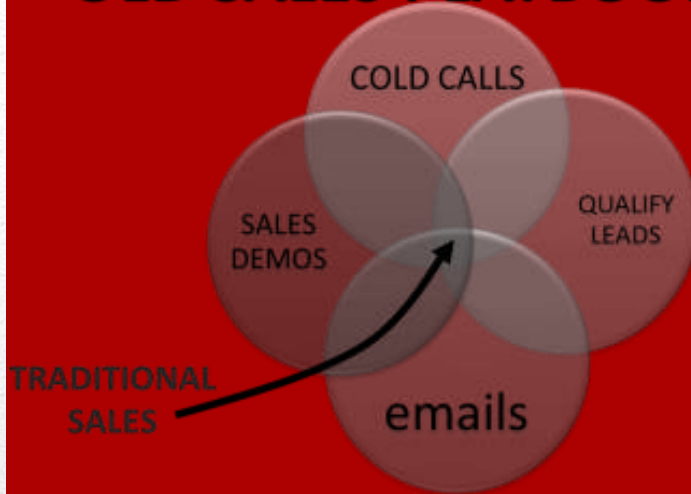
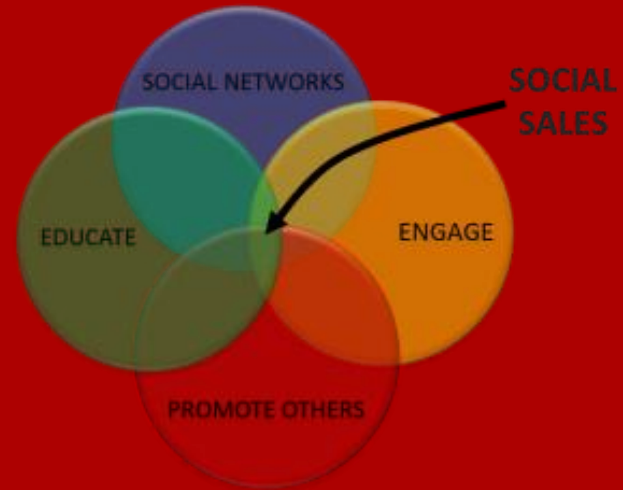


OLD SALES PLAYBOOK



NEW SALES PLAYBOOK



All About LEVERAGE

LinkedIn Profile Tips

Your Background Image should be 1400 X 425. This is *PRIME REAL ESTATE!* Upload an image that reflects your purpose for being on LinkedIn!

All About LEVERAGE

BOBBIE (Raffetto) FOEDISCH 1st • PREMIUM

Integrating Social Selling to ✓Build a Purposeful Network ✓Open Doors
✓Maximize Client Acquisition

Greater Philadelphia Area | Professional Training & Coaching

Current All About Leverage, LLC, Integrated Social Selling, Leveraging LinkedIn
Education Ursinus College

Send a message

500+ connections

<https://www.linkedin.com/in/bobbiefoedisch> Contact Info

www.allaboutleveragellc.com | www.linkedin.com/in/bobbiefoedisch/en
| @LinkedInBobbie | bobbie@allaboutleveragellc.com

LinkedIn Profile Tips

TRADITIONAL SALES (includes COLD CALLS, SALES DEMOS, QUALIFY LEADS, emails)

All About **LEVERAGE**

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Education Ursinus College

Send a message

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Customize your LinkedIn url by clicking the pencil to the right (in edit mode)

www.allaboutleveragellc.com | www.linkedin.com/in/bobbiefoedisch/en
| @LinkedInBobbie | bobbie@allaboutleveragellc.com

LinkedIn Profile Tips

Make sure your photo is a professional photo. This is your first impression – make it a good one!

The composite image includes several elements: a central LinkedIn profile for Bobbie (Raffetto) Foedisch, a funnel diagram on the left showing stages from Cold Calls to Deals, a Venn diagram at the top left with categories like COLD CALLS, SALES DEMOS, QUALIFY LEADS, TRADITIONAL SALES, and emails, a Venn diagram on the right with categories like SOCIAL NETWORKS, SOCIAL SALES, EDUCATE, ENGAGE, and PROMOTE OTHERS, and a 3D funnel graphic on the far right with labels like EXPOSURE, INFLUENCE, and ENGAGEMENT.

BOBBIE (Raffetto) FOEDISCH 1st • PREMIUM
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Education Ursinus College
Send a message
500+ connections
<https://www.linkedin.com/in/bobbiefoedisch>

Use Power Point or Word to wrap your photo and really make it POP!

LinkedIn Profile Tips

Write a captivating headline letting your target audience know how you can help them.

The image shows a LinkedIn profile for Bobbie Foedisch. The profile header includes the name "BOBBIE (Rozatto) FOEDISCH" and a "1st PREMIUM" badge. The headline reads: "Integrating Social Selling to ✓Build a Purposeful Network ✓Open Doors ✓Maximize Client Acquisition". The location is "Greater Philadelphia Area" and the industry is "Professional Training & Coaching". The current company is "All About Leverage, LLC, Integrated Social Selling, Leveraging LinkedIn" and the education is "Ursinus College". There is a "Send a message" button and a "500+ connections" indicator. The profile URL is "https://www.linkedin.com/in/bobbiefoedisch".

Surrounding the profile are several diagrams:

- Top Left:** A Venn diagram with four overlapping circles labeled "COLD CALLS", "SALES DEMOS", "QUALIFY LEADS", and "emails". An arrow points from "TRADITIONAL SALES" to the "emails" circle.
- Bottom Left:** A funnel diagram with four levels: "Cold Calls" (top, widest), "Appointments", "Proposals", and "Deals" (bottom, narrowest). Each level is represented by a row of human icons.
- Top Right:** A Venn diagram with four overlapping circles labeled "SOCIAL NETWORKS", "SOCIAL SALES", "ENGAGE", and "PROMOTE OTHERS".
- Bottom Right:** A 3D graphic of a blue and yellow funnel with the words "EXPOSURE", "INFLUENCE", and "ENGAGEMENT" written on it.

LinkedIn Profile Tips

The image shows a screenshot of a LinkedIn profile's contact information section. It is divided into two visibility settings: 'Visible to your connections' and 'Visible to everyone on LinkedIn'. The 'Visible to your connections' section includes fields for Email (bobbie.raffetto@gmail.com), Phone (610.457.2561 (mobile)), IM, and Address (1735 Market Street, Philadelphia, PA, bobbie@allaboutleveragellc.com). The 'Visible to everyone on LinkedIn' section includes fields for Twitter (LinkedInBobbie), WeChat, and Websites (Maximize Client Acquisition!, Prefer Visual Info?, Check Out Our Blog!). A red callout box on the right says 'Complete your contact info so you can be reached!' with lines pointing to the contact fields. Another red callout box in the center says 'Add your twitter handle and your WeChat for more engagement' with an arrow pointing to the Twitter and WeChat fields.

Visible to your connections

Email Phone

IM Address

Visible to everyone on LinkedIn

Twitter

WeChat

Websites

<https://www.linkedin.com/in/bobbiefoedisch> Contact Info

LinkedIn Profile Tips

Leverage LinkedIn's Content Publisher and post your original content for top of mind status and thought leadership in your network. Everyone that visits your profile will see your posts!

Posts

Published by BOBBIE (26)

See more ▶



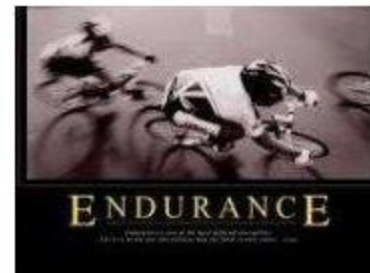
Network With Purpose At Your Next Chamber Event...

March 31, 2015



The LinkedIn Triathlon – The Third Leg.

March 12, 2015

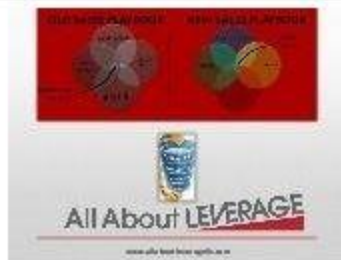


The LinkedIn Triathlon – the Second Leg

February 10, 2015

LinkedIn Profile Tips

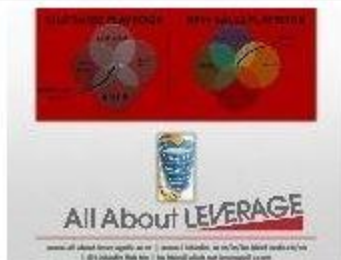
Client acquisition today:



Leveraging Your Warm Market with LinkedIn!



Thought Leadership with LinkedIn Publisher ...



The Effective Coffee Meeti...



LinkedIn Profile Tips

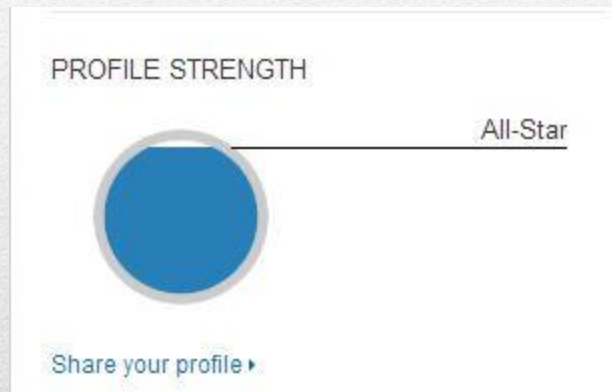


REGISTER: LinkedIn & So...

In your Summary and Experience sections upload word docs, videos, images, slide decks, power point, etc., for more visual engagement

www.allaboutleveragellc.com | www.linkedin.com/in/bobbiefoedisch/en
| @LinkedInBobbie | bobbie@allaboutleveragellc.com

LinkedIn Profile Tips

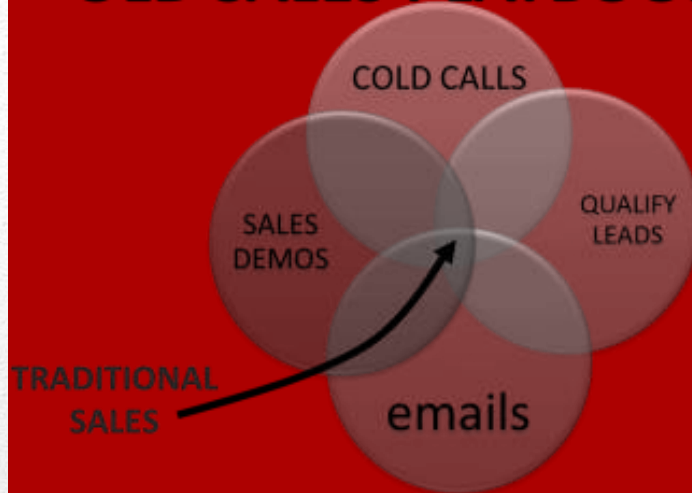


Once you have reached the All-Star profile strength, you'll have the option to share your profile on Facebook or Twitter.

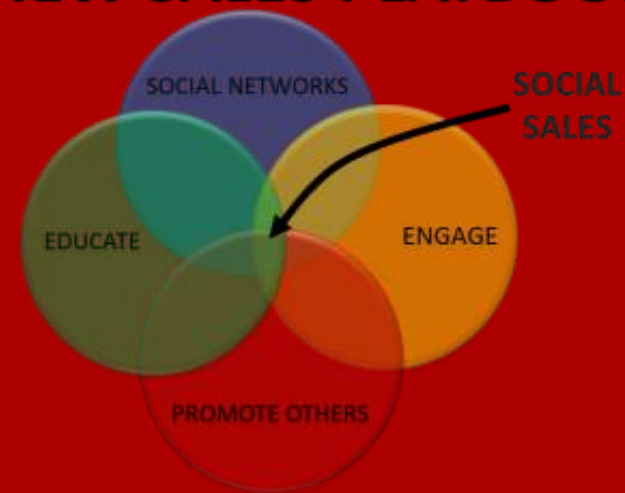
All Star Status is reached when you have completed:

- ✓ Your industry and location
- ✓ An up-to-date current position (with a description)
- ✓ Two past positions
- ✓ Your education
- ✓ Your skills (minimum of 3)
- ✓ A profile photo
- ✓ At least 50 connections

OLD SALES PLAYBOOK



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

All About LEVERAGE

www.allaboutleveragellc.com | www.linkedin.com/in/bobbiefoedisch/en
| @LinkedInBobbie | bobbie@allaboutleveragellc.com