

USE LINKEDIN TO BECOME A  
REFERRAL MAGNET!

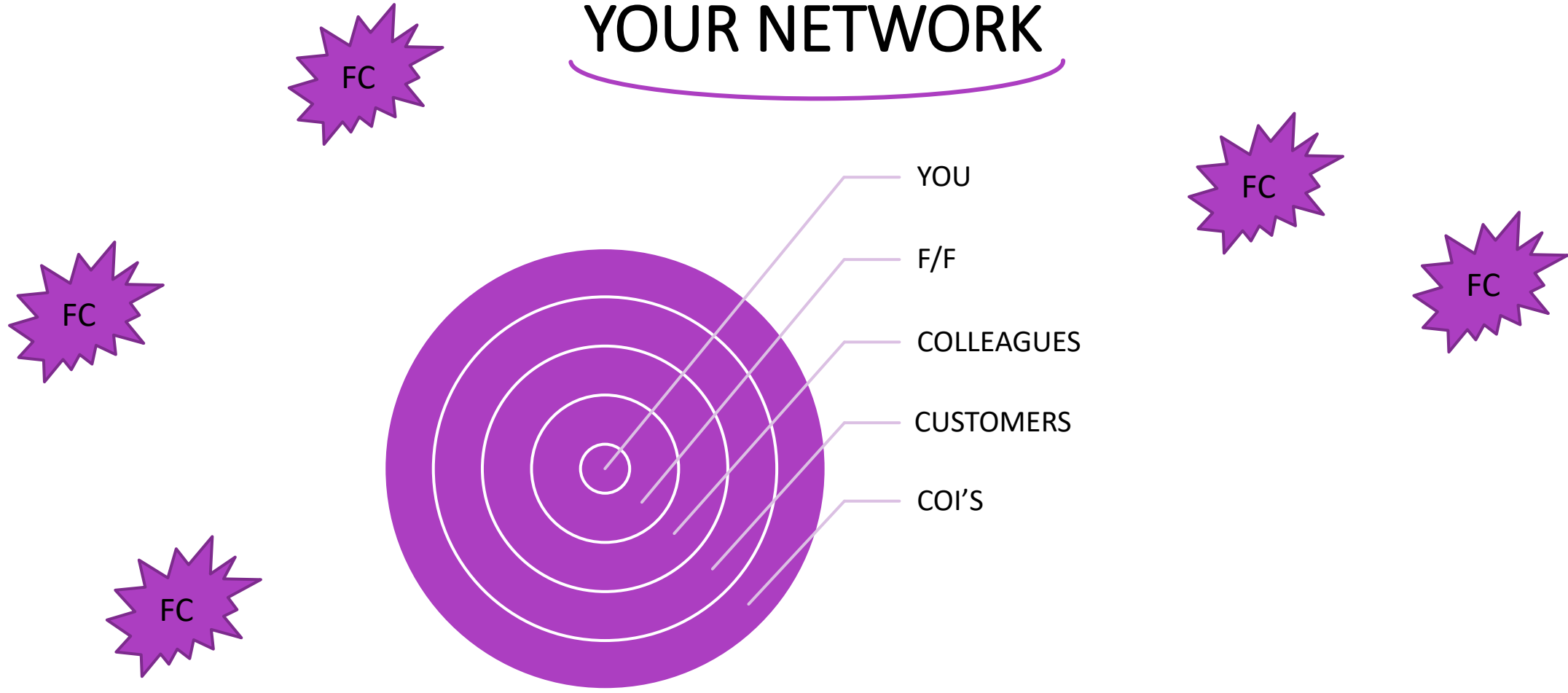
ATTRACT MORE!



# YOUR NETWORK

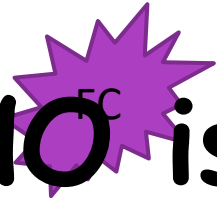


# YOUR NETWORK





## YOUR NETWORK



**WHO is closest to your Future Customer?**



YOU

F/F

COLLEAGUES

CUSTOMERS

COI'S



## KNOW YOUR CENTERS OF INFLUENCE (COI'S)

- WHO are they?
- WHERE are they?
- WHAT MATTERS to them?



# KNOW YOUR CENTERS OF INFLUENCE (COI'S)

***Magic Question #1:***

***Tell me about yourself....***

***(TMAY)***



# KNOW YOUR CENTERS OF INFLUENCE (COI'S)

***Magic Question #1:***

***Tell me about yourself....***

***(TMAY)***





## STRATEGIC INTRODUCTION

*Be prepared to.....*

*Tell them about YOU!*

*(TTAY)*





## STRATEGIC INTRODUCTION

*Be prepared to.....*

*Tell them about YOU!*  
*(TTAY)*

Please LISTEN  
to me!







# YOUR STRATEGIC LINKEDIN NETWORK



## **First Degrees:**

- Friends & Family (Select)
  - Colleagues
  - Customers

## **\*Centers of Influence\***

- Future Customers



## TIP #1: BUILD YOUR CONNECTION-BASE!



- Invite COI's & others to connect
  - ALWAYS send a NOTE!!
- Accept their connection request
  - ALWAYS send a NOTE!!
- 500+ Connections



## TIP #2: AMP-UP YOUR PROFILE!



If an important COI looked at your profile, what IMPRESSION would you make?

Are you OK with your answer?



## TIP #3: ENGAGE!!



Stay **VISIBLE** to your people!

-Act on Notifications

-Share & Comment on Posts



MEASURE YOUR PROGRESS!

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What gets measured,  
gets managed!

-Peter Drucker



MEASURE YOUR PROGRESS!

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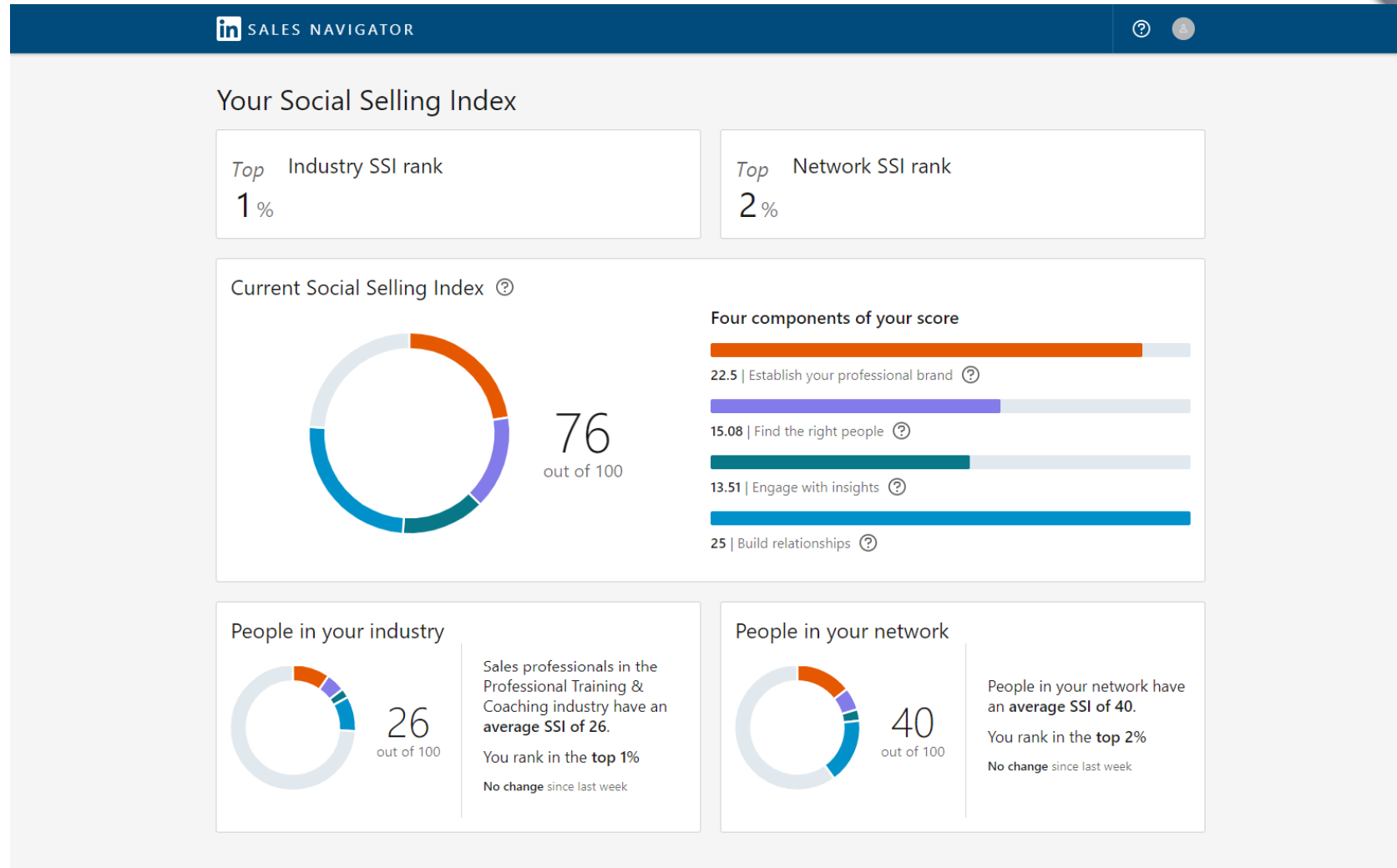
Introducing the  
Social Selling Index (SSI)!

[www.linkedin.com/sales/ssi](http://www.linkedin.com/sales/ssi)





# PEG'S SSI REPORT



## Your Social Selling Index

Top Industry SSI rank  
1%

Top Network SSI rank  
2%

### Current Social Selling Index ?



76  
out of 100

#### Four components of your score



22.5 | Establish your professional brand ?

15.08 | Find the right people ?

13.51 | Engage with insights ?

25 | Build relationships ?

**Tip #1: Build Connection-Base**

### People in your industry



26  
out of 100

Sales professionals in the Professional Training & Coaching industry have an average SSI of 26.

You rank in the **top 1%**

### People in your network



40  
out of 100

People in your network have an average SSI of 40.

You rank in the **top 2%**

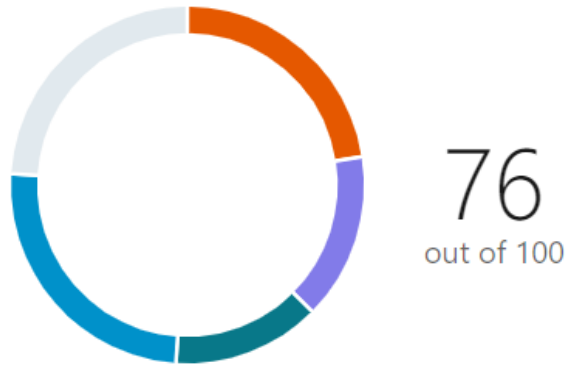
**No change** since last week

## Your Social Selling Index

Top Industry SSI rank  
1%

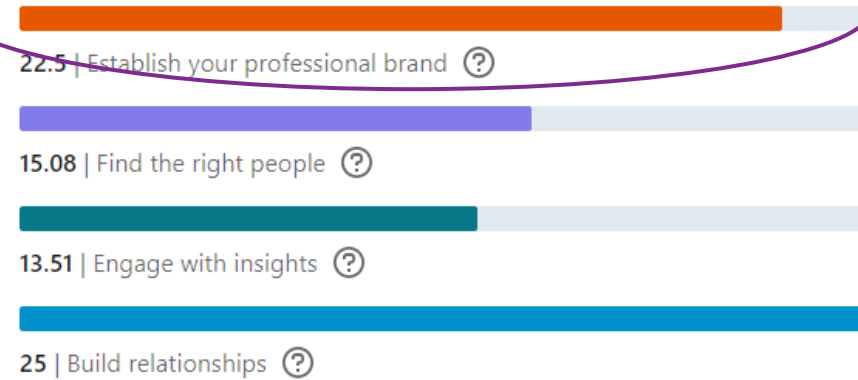
Top Network SSI rank  
2%

### Current Social Selling Index ?

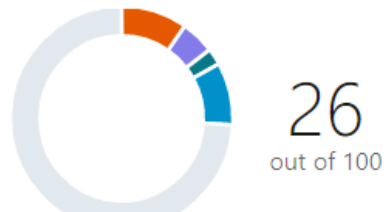


Tip #2: Amp-Up Your Profile

#### Four components of your score

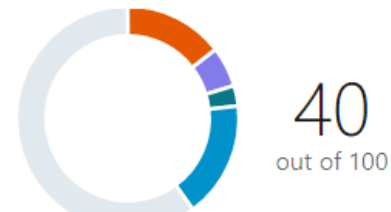


### People in your industry



Sales professionals in the Professional Training & Coaching industry have an average SSI of 26.  
You rank in the **top 1%**

### People in your network



People in your network have an average SSI of 40.  
You rank in the **top 2%**  
No change since last week

## Your Social Selling Index

Top Industry SSI rank

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Top Network SSI rank

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out of 100

#### Four components of your score



22.5 | Establish your professional brand ?

15.08 | Find the right people ?

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Tip #3: Engage

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# ANTI-INFLATION SPECIAL

## Personalized *Linked In&Out*<sup>™</sup> Session

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- **90-minutes of diving IN to your LinkedIn profile**
  - (1:1, on Zoom, with Peg)
- **You will come OUT with**
  - an Amped-Up Profile
- **\$199 (Save \$51)**

ANTI-INFLATION SPECIAL

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**BONUS for Attendees!**

**Customized ACTION PLAN to increase referrals & SSI!**



**MOST IMPORTANT QUESTION.....**

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***Magic Question #2:***

*What can I do for YOU?*



MOST IMPORTANT QUESTION.....

*What can I do for YOU?*

**Givers-Get!!**





CONNECT WITH PEG STOOKEY!

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Are you ready to **ATTRACT MORE?**

**Contact me to schedule your Personal LI&O session!**

[linkedin.com/in/pegstookey](https://www.linkedin.com/in/pegstookey)

Peg@MaxPotentialU.com

513-379-9491