

# Connect with us!

**Matt Skipper**

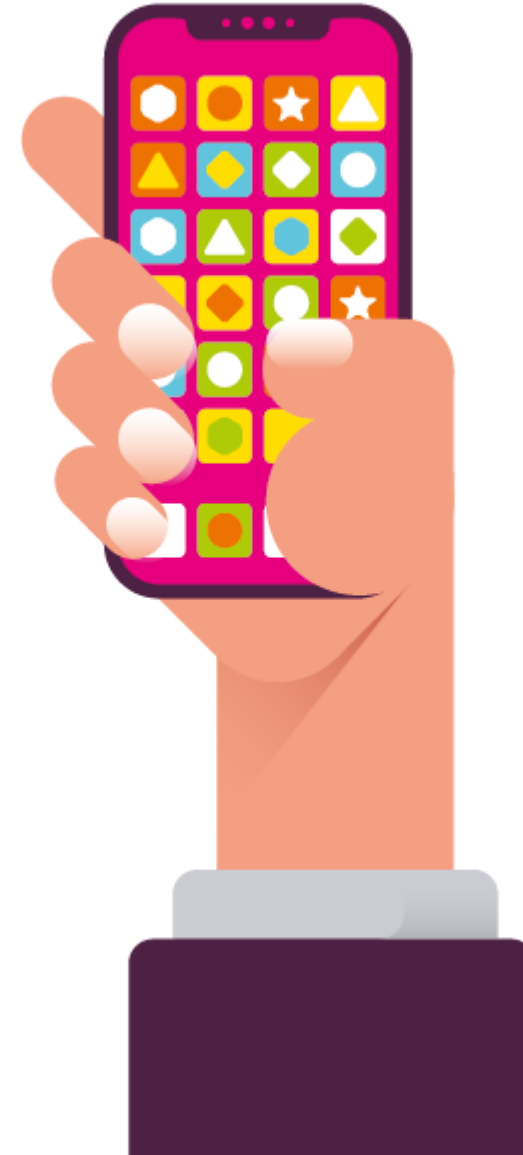
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**Get your SSI score here:**

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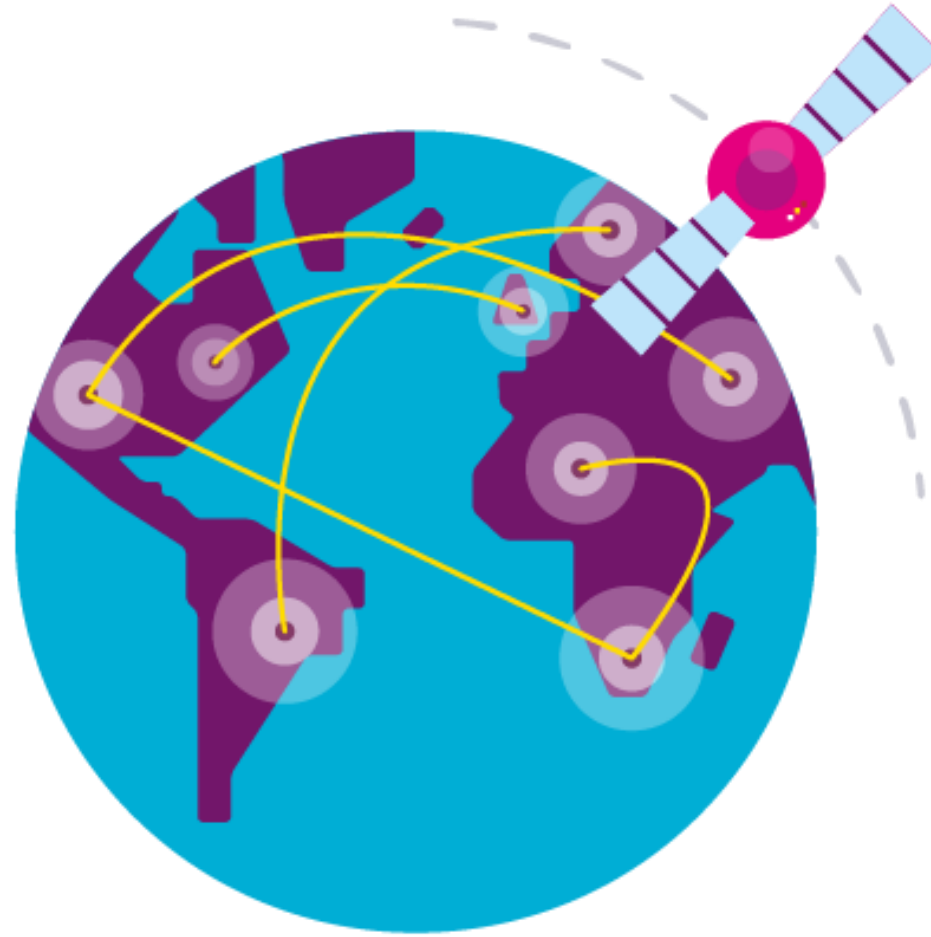
# CII: Practical and tactical LinkedIn tips for B2B success

Presenters on 19<sup>th</sup> June 2019:  
Matt Skipper - Business Development Manager  
Katy Oddy - Business Development Advisor



The goal of social selling is not just to push your selling pitch online, but rather to create meaningful conversations with your prospects.

# Brief introduction to LinkedIn for B2B



# Why is LinkedIn the most widely used social networking tool in B2B



# Why you should use LinkedIn to develop your business development network

**329**

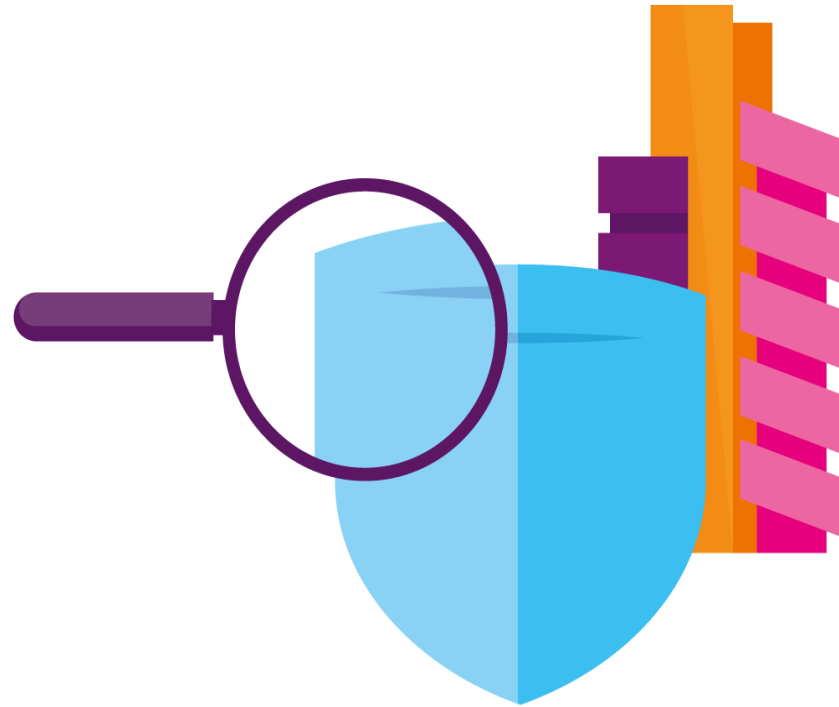
**Insurance risk  
managers**

**2228**

**risk managers**

- **Not insurance related businesses**
- **+3 years in their role**
- **Senior managers and above**
- **50 – 10,000 employees**

# Establishing and maintaining your professional brand



# Making sure your profile reflects you and your employer!





# Creating an all-star profile – what areas you need to complete



ALL-STAR

You've made it!

You're in a league of your own. Your profile is 27x more likely to be found in recruiter searches.

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**Additional benefits**

Up to 3x more profile traffic from Search, Feed, and My Network

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Got it

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*Getting to All-Star status makes your profile 27 times more likely to be discovered in search.*

# Looking for the right connections & building your B2B network



# Engage, be in engaging and insightful - Selling yourself as a thought leader



# Don't sell, starting a conversation and how to add commentary



# Building on relationships, trust and adding value to your connections



# Making B2B introductions & promoting connections activity



# Q&A session

