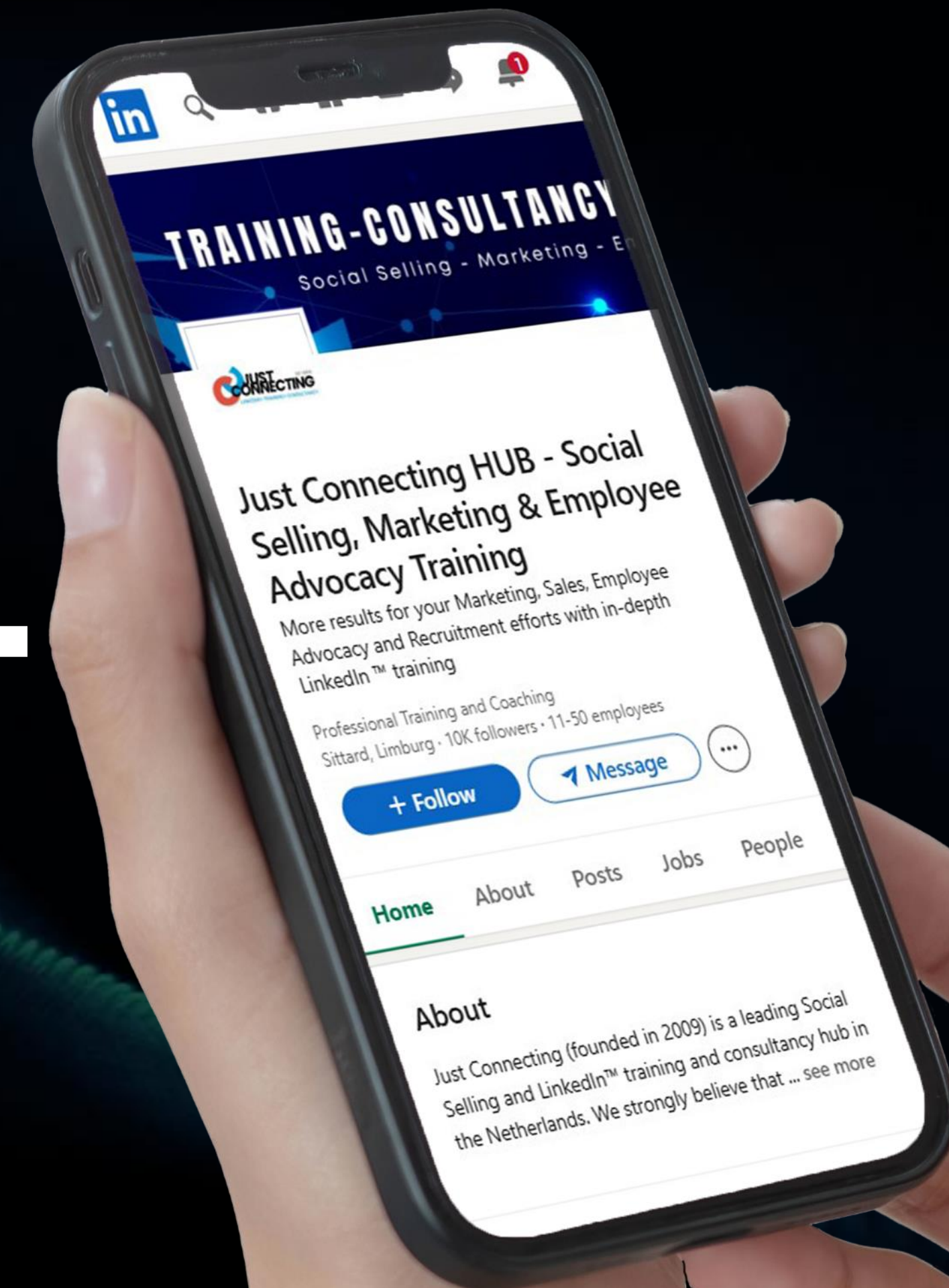




LINKEDIN – THE 5 STEP SOCIAL SELLING BLUEPRINT

Online Workshop





RICHARD VAN DER BLOM

Founder / CEO Just Connecting

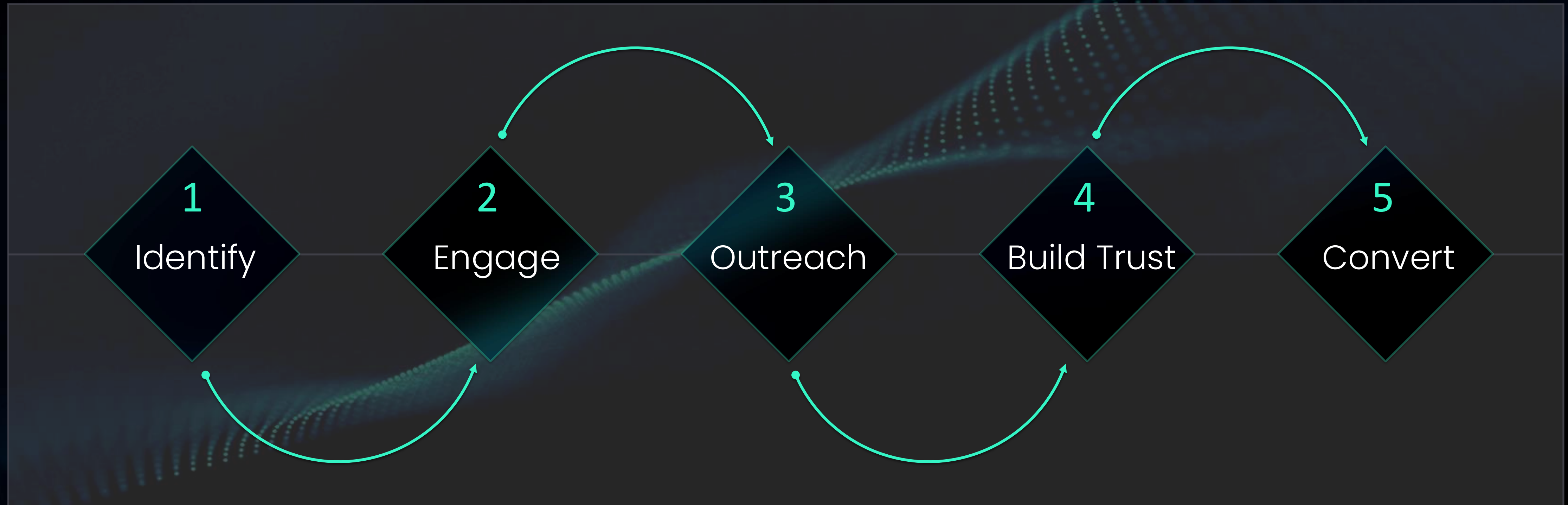


Scan the **Code** to Connect with me



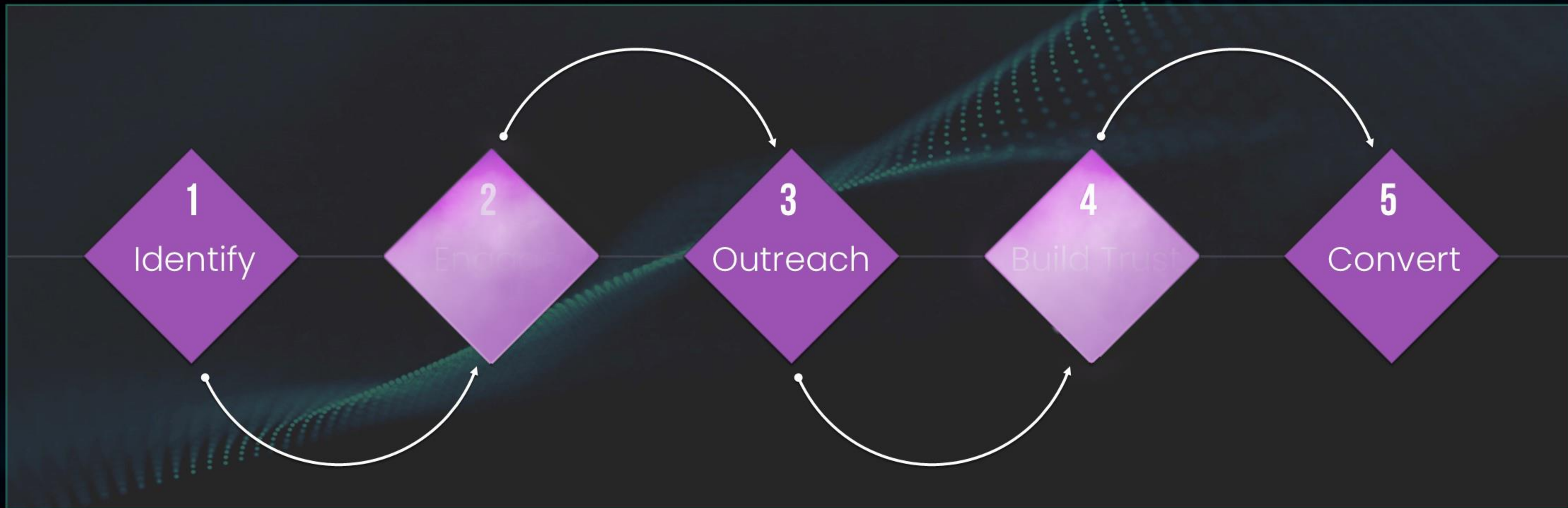


5 STEP **SOCIAL SELLING** METHOD





THE AVERAGE SALES PROCESS





LINKEDIN SALES:

Common Pitfalls

1

Lack Of Alignment:

Marketing and Sales teams aren't aligned on a unified approach.





LINKEDIN SALES:

Common Pitfalls

2

Overuse Of Automation:

Automated outreach damages reputation by focusing on volume over quality.





LINKEDIN SALES:

Common Pitfalls

3

Ineffective Tool Usage:

Tools are treated as “nice-to-haves” instead of being strategically implemented.





LINKEDIN SALES:

Common Pitfalls

4

Weak LinkedIn Foundation:

Essential LinkedIn profile elements are missing or underdeveloped.





LINKEDIN SALES:

Common Pitfalls

5

Misaligned Positioning:

Sellers are seen as salespeople rather than trusted advisors.



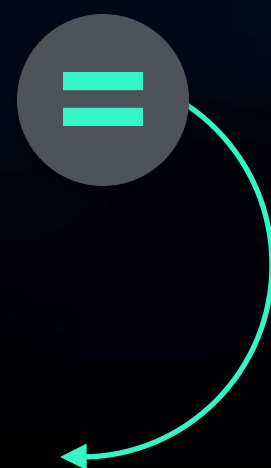


LINKEDIN SALES:

The Winning Strategy

Branding =

Credibility



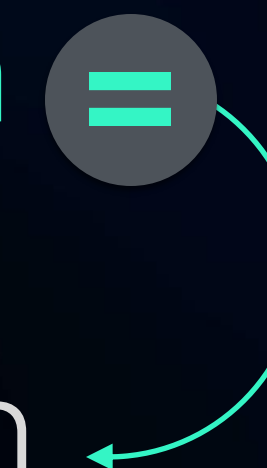
Content =

Awareness



Outreach =

Conversion





LINKEDIN BRANDING

A Thought Leadership Profile

Benefits of a Customer Centric Profile:



Increases acceptance rate of sent invitations



Builds Trust and Credibility, triggers people to Follow



Enhances Visibility and professional Reputation

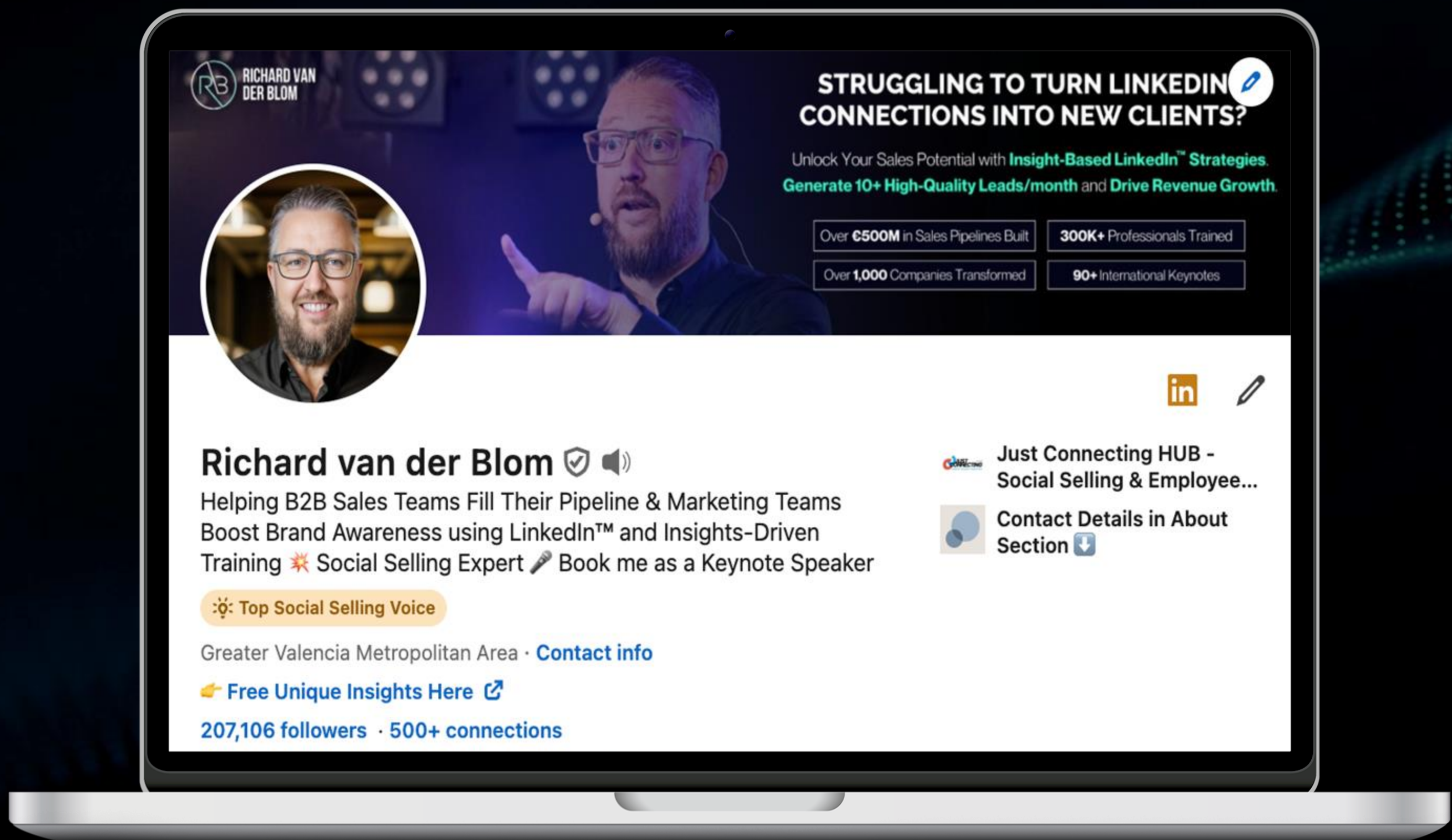


Offers Touch Points to new opportunities and connections



LINKEDIN BRANDING

First Impression



- ✓ **Banner:** Credibility & Trust
- ✓ **Picture:** Recognition
- ✓ **Headline:** Added Value & Target Audience
- ✓ **Follower Count:** Social Proof
- ✓ **Free Unique Insights:** Conversion
- ✓ **Contact Details in:** Invitation



LINKEDIN BRANDING

Featured & Content

Featured

Link



Book your 60 Minute 1-on-1 LinkedIn Power Call with me
Calendly

Link



Content Toolkit For Business Growth 2024 Edition
Gumroad

Link



Richard van der Blom: Keynote Speaker & Social Selling Expert
Richard van der Blom

Activity

207,097 followers

Create a post

Posts Comments Videos Images Newsletter Events Documents

Richard van der Blom posted this • 3h

Updated Report on the LinkedIn™Algorithm 2024 and free tickets to the online AI Summit Forecast'25.

...show more



#28 Update on Algorithm Insights 2024
Richard van der Blom on LinkedIn • 5+ min read

Miloš Křepelka and 145 others 29 comments · 7 reposts

Richard van der Blom posted this • 15h



This is now happening in my hometown Vilamarxant just outside Valencia. 180 milimeter rain in just 1 hour and more rain and storm to come during the night.

...show more

Miloš Křepelka and 482 others 183 comments · 2 reposts



LINKEDIN BRANDING

About Section

About

Tired of LinkedIn™ not delivering the leads you need? Struggling to stand out in all the noise? Too much advice, not enough results? Running out of time to land new clients? Wondering how to turn connections into paying customers? I've got exactly what you need! 📞 tel. +31 6 5511 7282

...

...see more



Top skills

Social Selling • Lead Generation • Keynote Speaker • LinkedIn Sales Navigator • LinkedIn Training



About

TRIGGER

Tired of LinkedIn™ not delivering the leads you need? Struggling to stand out in all the noise? Too much advice, not enough results? Running out of time to land new clients? Wondering how to turn connections into paying customers? I've got exactly what you need! 📞 tel. +31 6 5511 7282

INTRODUCTION

Who Am I

I'm Richard van der Blom, born in the Netherlands 🇳🇱, currently living the Spanish 🇪🇸 life. My world revolves around my partner Evelina 🇧🇪, our delightful doodle Siena 🇪🇸, and an undying love for international cuisine 🍷, travel, Pearl Jam 🎸, and yes, a Gin-Tonic 🍹. Once a technical wizard on the football ⚽ field, now I get my kicks from steering businesses towards success on LinkedIn™.

SERVICES

What We Do

We specialize in leveraging comprehensive, evidence-based strategies to enhance LinkedIn™ engagement and effectiveness for B2B clients. Our partnerships with a diverse clientele of over 900 companies and the mentorship of more than 300,000 professionals have enabled us to develop a robust repository of best practices and actionable insights. Our commitment to ongoing research in social selling, content optimization, and staying ahead of LinkedIn's algorithmic updates ensures that our consultancy and training services are at the forefront of the industry, delivering customized solutions that drive tangible business outcomes.

How Can You Benefit?

ADDED VALUE FOR READER

Just Connecting HUB

An independent 100% dedicated LinkedIn™ training and consultancy agency. Founded in 2009, we empower our clients with insights-based LinkedIn™ training for sales, marketing and recruitment professionals as executives and consultants. In 7 native languages, online and on-site.

The TRIBE

Join my vibrant online community of 150+ members. We're all about leveraging social selling to amplify your online presence through continuous training, community events, and masterclasses. Learn from industry leaders and become part of a groundbreaking training community.

Keynote Speaking

I bring the stage to life – either live or virtually – with insights that 99.9% of LinkedIn™ experts can't match. Rated as the Best Keynote Speaker in over 80% of my engagements, I'm here to deliver strategies that truly make a difference and inspire business growth

So...

Dive into the transformative world of insights-based LinkedIn™ strategies and training – to see more results, with a more efficient and less time-consuming approach

CALL TO ACTION



+31 6 5511 7282

✉ Or share your ambition with me via richardvanderblom@justconnecting.nl



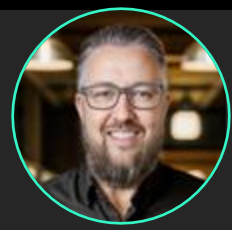
LINKEDIN CONTENT

& Engagement Strategy

Why should I post Content on LinkedIn?

- ✓ Drives Clients to your Profile
- ✓ Offer Conversation Starters to your Target Audience
- ✓ Identifies Potential Stakeholders, Ambassadors and Future Clients
- ✓ Strengthens your activities by being Part of the LinkedIn™ Ecosystem



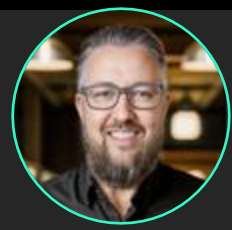


LINKEDIN CONTENT

Tell Stories

Engagement,
Human Connection
& Authentic





LINKEDIN CONTENT

Be the Trusted Advisor

Expert Position
Silent Community
Shareable

**Richard van der Blom** · You **207,232 Followers**
Helping B2B Sales Teams Fill Their Pipeline & Marketing Teams ...
1mo · 🌐

I'm maxed out at 30,000 connections—so some assume I let anyone in. Wrong assumptions. My network is built on strategy, focused on 3 key things... ...more

**10 Steps to Build a High-Quality Network**

Step 1: Decision Makers

Reach out to decision makers within your target audience; personalized messages can yield up to 80% acceptance.

Step 2: Influencers

Identify individuals interested in your solutions/services; they can influence decision makers within their company.

Step 3: Ambassadors

Reward those who engage with your content and strengthen connections with ambassadors for wider reach.

Step 4: Authors of Great Content

Connect with people who create insightful content and curate your feed for the best experience.

Step 5: Peers & Industry Leaders

Look beyond competitors and stay informed and inspired by industry peers.

Step 6: People You Met

Connect with potential clients early and send positive vibes after initial contact.

Step 7: Clients

Clients can become valuable online ambassadors; accept invites from those you've trained or worked with.

Step 8: People that Spark Your Curiosity

Welcome connections with intriguing messages and connect with those who pique your interest.

Step 9: More Richard's

Expand your network with people who have the same name, same breed of dog or well whatever fun reason!

Step 10: People with the Same Target Audience

Collaborate with others serving your target audience and introduce each other when opportunities arise.

richardvanderblom.com#REPOST

 Miloš Křepelka and 454 others178 comments · 31 reposts

**Richard van der Blom** · You **207,231 Followers**
Helping B2B Sales Teams Fill Their Pipeline & Marketing Teams ...
1w · 🌐

The Incidental Lead vs. an Ongoing Growing Conversion Machine ... sharing my Strategic Engagement Roadmap below 📌 ...more

Aware Engagement RoadMap to Success · 11 pages

**LinkedIn™ Conversion Secret Engagement Roadmap**

Sharing my Roadmap of strategic engagement and how this helps me to generate qualified leads. Just Copy, no need to Steal!



 Miloš Křepelka and 288 others104 comments · 17 reposts



LINKEDIN CONTENT

Invite to Meet

Touch Points
Before During After
Experiences

**Richard van der Blom** · You **165,381 Followers**
Insights-based LinkedIn™ Training for sustainable Sales,...
3mo · Edited · 

In less than 3 weeks I will be presenting at the [LinkedIn-TIME](#) event in the Netherlands. Tuesday November 21st, an entire day about LinkedIn, get your discount code in the comment and enjoy the followi...see more



LinkedIn™-Time 2023

RICHARD GOES BACK TO THE NETHERLANDS

21 NOV 2023

Jaarbeurs, Utrecht
9 AM - 6 PM

Are we meeting there?

 Martijn Holtes and 183 others 72 comments · 8 reposts

**Richard van der Blom** · You **207,233 Followers**
Helping B2B Sales Teams Fill Their Pipeline & Marketing Teams ...
1mo · 

Back with another knowledgeable guest for my bi-weekly "Richard goes Audio" Event, this time with the amazing [Maja Voje](#) on Go-To-Market Strategies and LinkedIn. You don't want to miss this one... more



RICHARD GOES AUDIO

FT. MAJA VOJE

GO-TO-MARKET STRATEGIES & LINKEDIN™

 **LIVE** Audio Event

Mon Sept 16th 2024 4:00 pm CEST

Mon, Sep 16, 4:00 PM - 5:00 PM CEST [View event](#)

Richard goes Audio ft. Maja Voje "Go-To-Market Strategies & LinkedIn"

 Audio event

 123 43 comments · 6 reposts



LINKEDIN CONTENT

Help to Convert

Bottom of Funnel
UVP
Referrals

**Richard van der Blom** • You **207,231 Followers**
Helping B2B Sales Teams Fill Their Pipeline & Marketing Teams ...
2w • 🌐

Should I write for the algorithm? Nope!
Can I benefit from new, unique insights on the LinkedIn™ algorithm?
Absolutely! ...more



**EXCLUSIVE
EXCLUS
EXCLUS
FOR
MEMBERS**

60-Minute Masterclass
on the Updated
LinkedIn™ Algorithm

**Oct 16th
4 PM
CEST**

tribe.justconnecting.nl/join

 Nick Bennett and 118 others
53 comments • 6 reposts

**Richard van der Blom** • You **207,233 Followers**
Helping B2B Sales Teams Fill Their Pipeline & Marketing Teams ...
1mo • 🌐

Last week I was invited to share my insights on Social Selling with clients of **4Packaging GmbH** in Dissen, Germany. Invited by **David Möller** (CEO) who actively uses LinkedIn to position their innovative solutions. ...more



Annual Customer Appreciation Event
PACKAGING Embossing
PACKAGING Gravure C
Prepress Mockups
PACKAGING
PACKAGING
Prepress

 Miloš Křepelka and 196 others
54 comments • 5 reposts

 Like  Comment  Repost  Send

 10,815 impressions [View analytics](#)



LINKEDIN CONTENT

Industry Related

Follower Growth
Postman vs. Journalist
Independent

 © Richard van der Blom • You
Bringing LinkedIn success to your sales & marketing team by providing ...
1mo • Edited • 

How critical is LinkedIn to your strategic success. Promising title to an article that speaks on how employers should deal with LinkedIn usage from employees. ...see more



How critical is LinkedIn to your strategic success?
hcamag.com • 1 min read

 Rui Nunes and 110 others 52 comments • 3 shares

 Like  Comment  Share  Send

 12,311 impressions [View analytics](#)

 Richard van der Blom • You [207,231 Followers](#)
Helping B2B Sales Teams Fill Their Pipeline & Marketing Teams ...
2w • 

Attention B2B marketers: Stop copying B2C tactics!
Did you know that 34% of people unfollow brands for being too promotional? ...more

B2C Practices That Will Never Work on B2B Social ... • 23 pages
[Save this post](#)

B2C Practices That Will **Never Work in B2B Social Selling**

+ Psychological Insights for Better B2B Results



 Miloš Křepelka and 517 others 187 comments • 40 reposts



LINKEDIN CONTENT

The perfect post

Building Blocks:

Hook

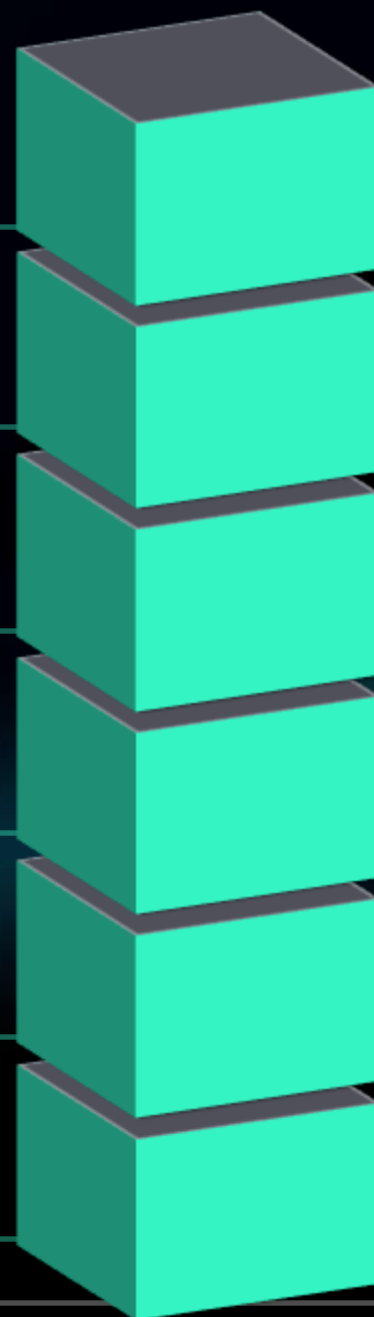
Added value

Body

Conclusion

Call to

Engagement



Things To Consider:

- ✓ Formatting
- ✓ Type of post
- ✓ No hard CTA
- ✓ More comments = more growth
- ✓ Consistency over frequency





LINKEDIN ENGAGEMENT

Why should I spend my valuable time on engaging on other's Posts?

- 1 Triggers Reciprocity (Engagement = Reach Growth)
- 2 Filters Buying Signals
- 3 Increased Visibility in Peer Networks
- 4 Digital Relationship Building





LINKEDIN ENGAGEMENT

5 Ways to Add Value with Comments



Summarize



**Ask
questions**



**Add
valuable
insights**



**Offer
someone
the stage**



**Share
emotions**



LINKEDIN ENGAGEMENT

Strategic Engagement on Peer Posts

**Richard van der Blom** • You **132,202 Followers** 6h ...
Create your own Authentic Audience! Supporting sales and marketing...
If this is the future, it doesn't look bright as what you call hyper personalisation - to me - is nothing more than another ChatGPT prompt. Hyper personalisation can not be done fully automatically, it will always need a human touch to really boost conversion (*)
...see more

Like ·    96 | Reply · 15 Replies

Load previous replies

**Daniel Sinewe** (He/Him) **Author** **18,246 Followers** 1h ...
Prompt Engineer & Sales Automation Expert
Richard van der Blom since this is my thread, please give me a reasonable cut ;)

Like | Reply

Most relevant ▼



Richard van der Blom • You **133,255 Followers** 9h ...

Supporting sales and marketing teams to master LinkedIn for Brand A...

It's not the course itself that brings the value. It's the person that takes you by the hand and guides you during the process of owning the topic for yourself. We don't pay for knowledge anymore. We pay for implementation and support in that!

Like ·    56 | Reply · 3 Replies

Load previous replies



Stephanie Steeves (She/Her) • 1st **3,218 Followers** 5h ...

Global Scientific Marketer  | Relentless Champion for Wome...

I will be self-reflective and admit that I've paid for online courses that I've never completed. Would I buy from them again? Probably not.

The right trainer - and the right training - is worth paying for. **Richard van der Blom** definitely falls in this category!

Like | Reply



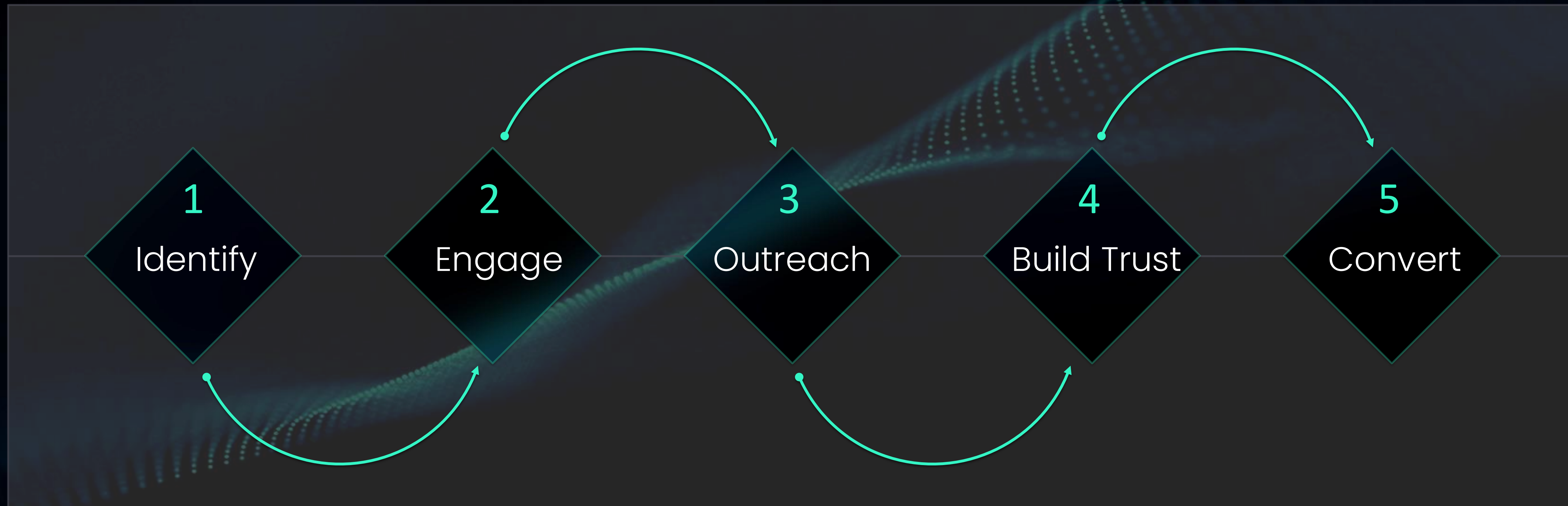
LINKEDIN COMMENT FRAMEWORK

Type of Post	What to Look For	How to Respond	Example
Informative	Insights, data, research, tips	Share additional insights, add supplementary data, or give practical tips	Another interesting statistic I came across is..."
Opinion	Personal opinions or viewpoints	Share your own opinion or experiences that align or differ	I experienced it differently when..."
Questions	Questions or requests for input, opinions, or experiences	Provide a detailed answer or share your experiences, and ask a follow-up question	In my experience, [specific approach] works well. What are your thoughts on...?"
Successes	Sharing of successes, achievements, or major milestones	Congratulate and share how you achieved similar successes	Congratulations! We also saw similar growth when we..."
Personal Experiences	Personal stories or experiences	Share a similar experience or provide supportive feedback	I had a similar experience when..."



Remember

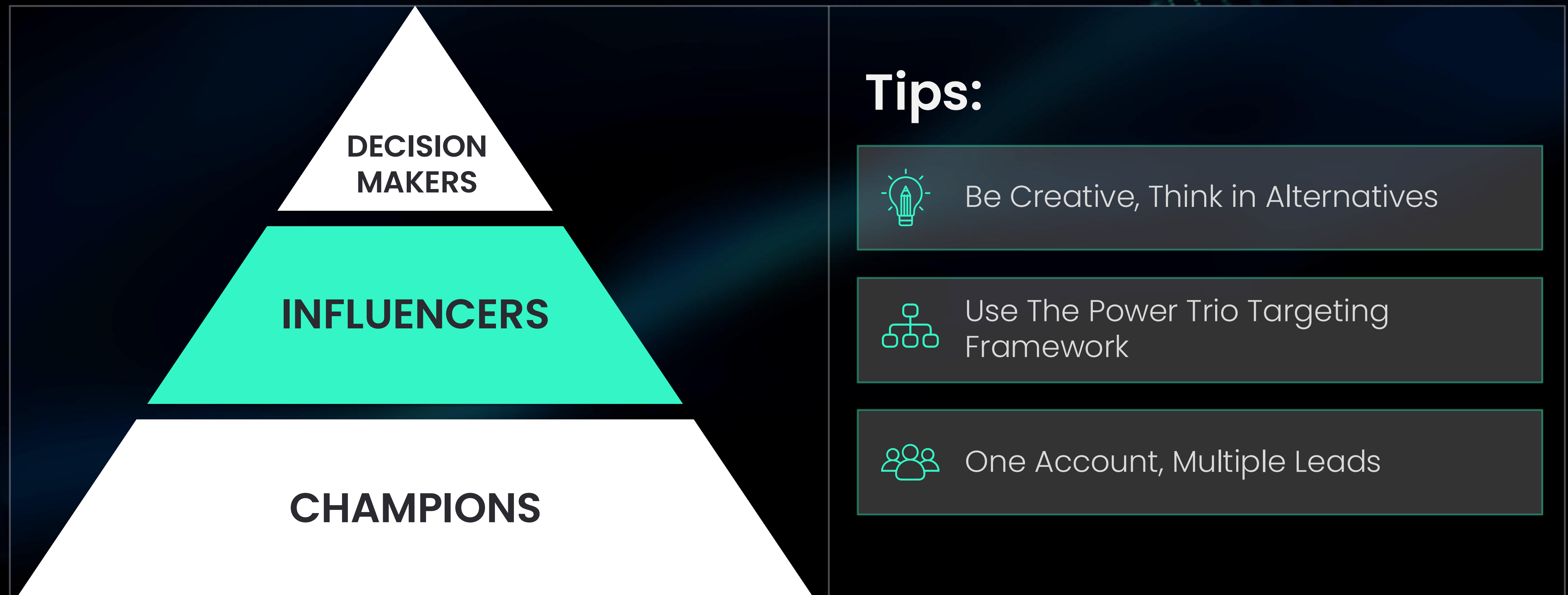
5 STEP SOCIAL SELLING METHOD





STEP 1 IDENTIFY

The Power Trio Targeting Framework





STEP 2 ENGAGE

Strategic Name Dropping
by Adding Value

30 5 comments

Like Comment Repost Send

Add a comment...

Most relevant ▾

Richard van der Blom • You **91.400 Followers** now ...

✓ Social Selling & LinkedIn Sales Navigator Training Programs for ...

Definitely AI will provide us with some short cuts in content creation and on how to engage with (potential) clients. Is your sales team already making use of it **Mathijs Slangen**? Where do you see the most benefit? Would love to connect with you and exchange ideas.

Like | Reply

5 1 comment

Reactions

ken

Like Comment Repost Send

Add a comment...

Most relevant ▾

Richard van der Blom • You **91.397 Followers** now ...

✓ Social Selling & LinkedIn Sales Navigator Training Programs for ...

Great post **Eric-Jan**, could it be that it was partly written by AI (just curious) and how do you think - as a sales professional - will AI influence the seller-buyer communication?

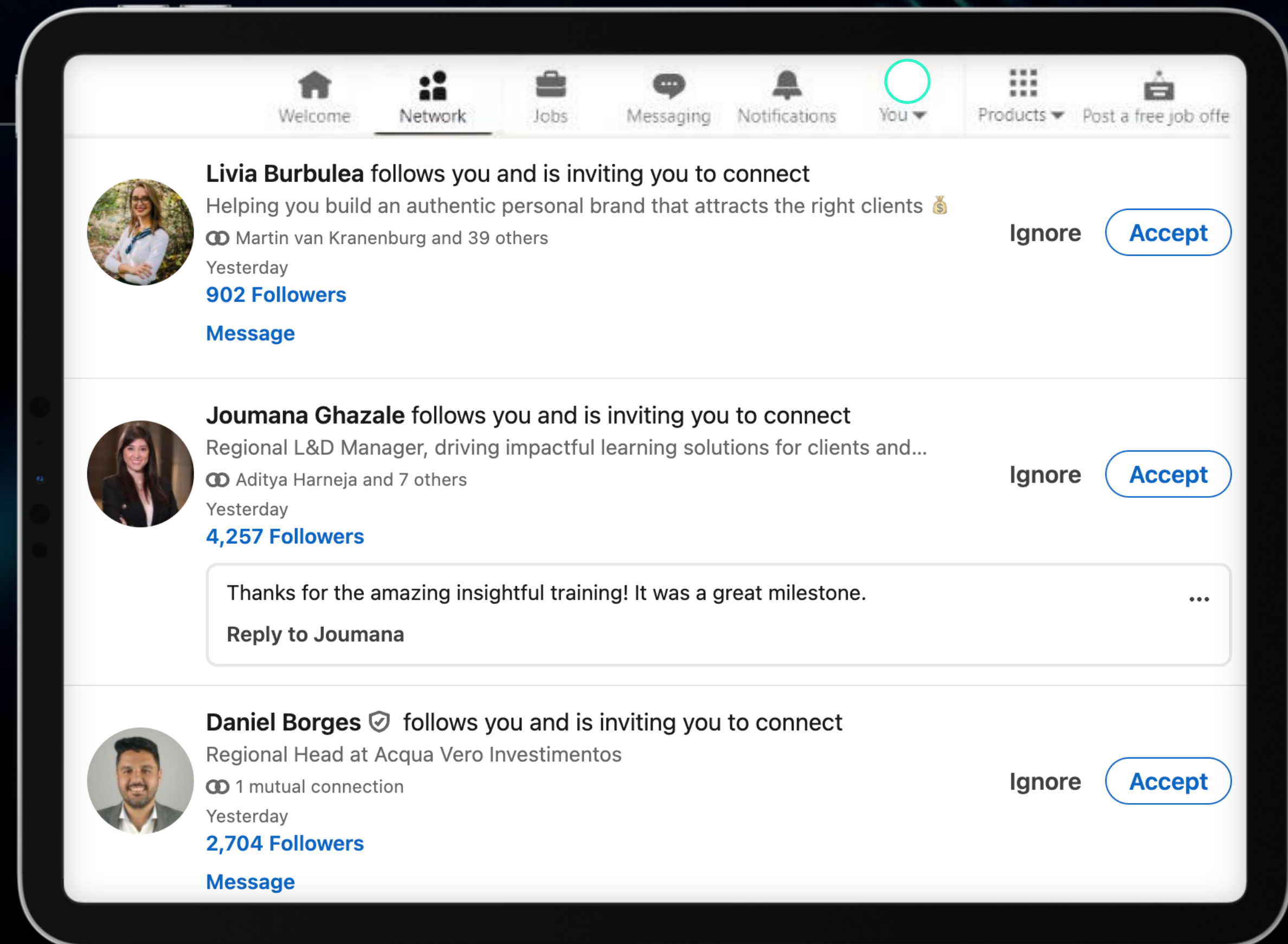
Like | Reply



STEP 3 OUTREACH

How do People Judge Your Invite

- 1 Think
- 2 Feel
- 3 Scan
- 4 Research
- 5 Decide

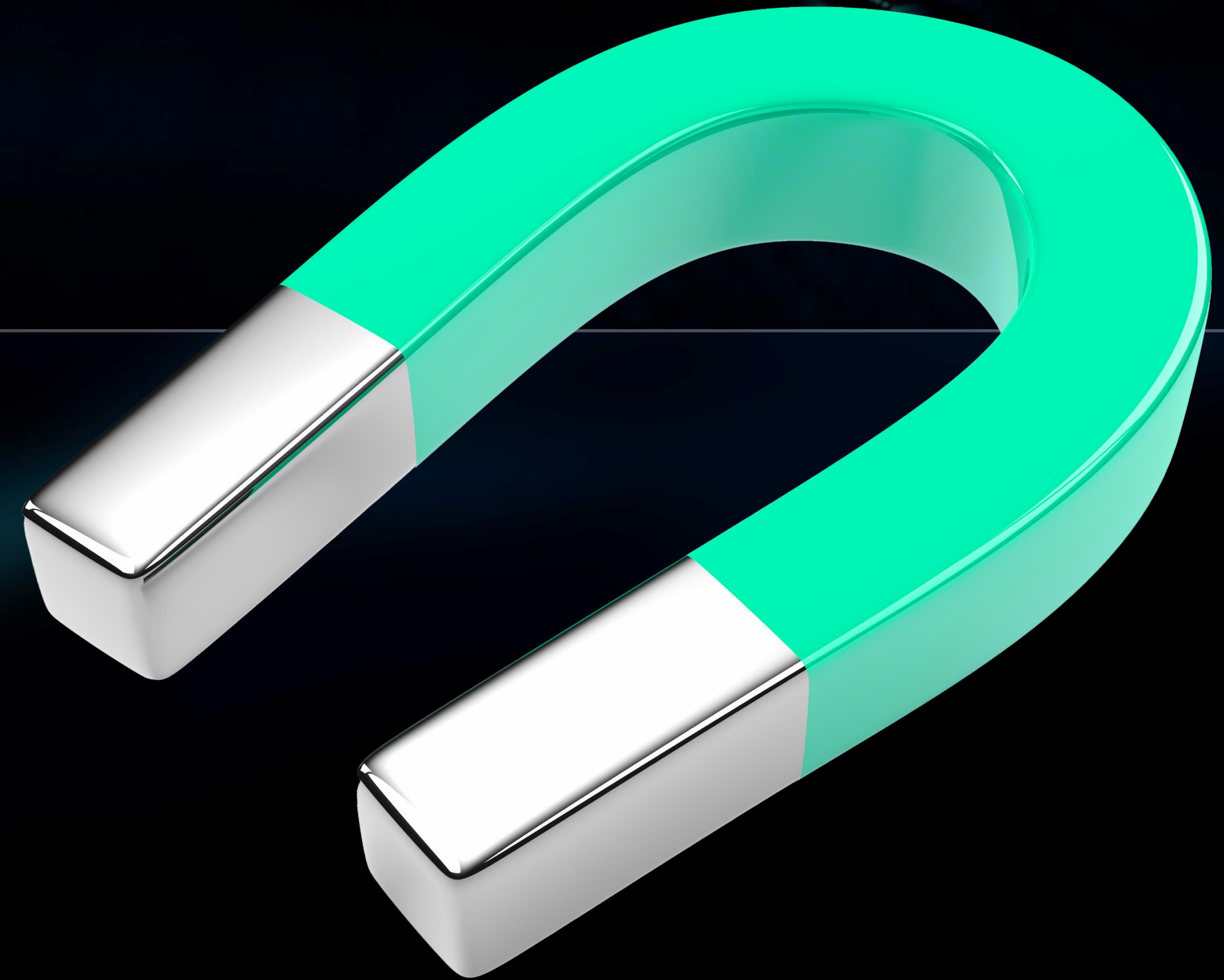




STEP 3 OUTREACH

Via Connection Request 5 Powerful Hooks to Use

- 1 Status Activity (Published, Engaged)
- 2 Feature Section on their Profile
- 3 Strong Profile Mutualities
- 4 Recent Posts of "the Company or Colleague"
- 5 Website (News, Blogs)





HOOK 1 – STATUS ACTIVITY

**Monideepa Bhattach...** • 2nd **2.918** Followers
VP, Consultative Sales and Growth
6d • 

SO MUCH fun, especially with everyone coming in from all over.
And yes, we actually got a lot of work done as well :)

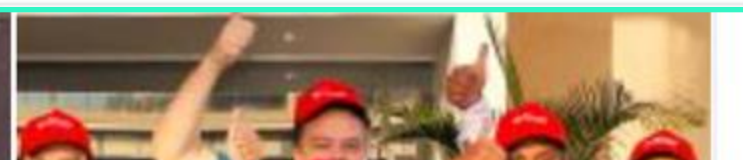
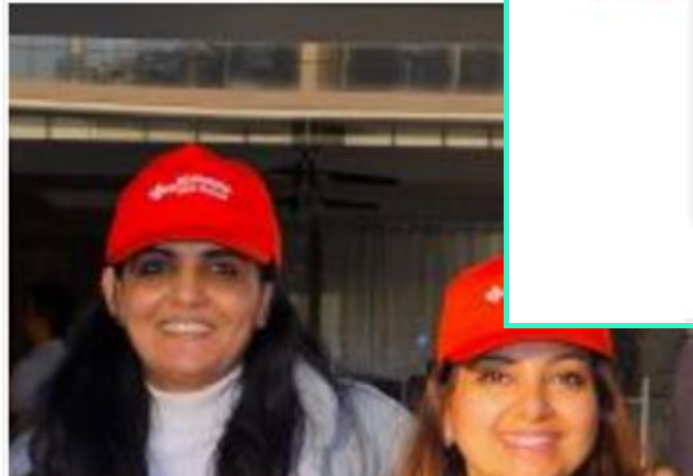
**SG Analytics**
125,850 followers
6d • Edited • 

Recently, our leadership team spent a couple of days charting our 2023 growth strategy. The team also enjoyed a rollicking good time at the **Oxford Golf Resort** where much fun was had, and some serious thinking was done too!

The offsite was just the right place to don our thinking hats and crunch our strategy, but not without oodles of fun, bonding and the reinforcement of our brand promise, life's possible! 🙌🏻

Here are some snapshots from the event! 📸

#offsite #leadership #teamwork #lifepossible #futureready



**Richard van der Blom** • You **91.400** Followers
Social Selling & LinkedIn Sales Navigator Training Programs for ...
1s ...

Never underestimate the power of bringing together a leadership team. It's essential to align on company and individual goals and create great synergy! Great post **Monideepa Bhattacharya** 🙏

Like | Reply

LinkedIn members are more likely to accept invitations that include a personal note.

Hello Monideepa,

Just saw your post about the leadership meeting at SG Analytics, and - as I commented - hugely underestimated, the power of bringing leaders together. Hope you are up for a great year at your company and would love to connect and follow you.

Best Regards,
Richard

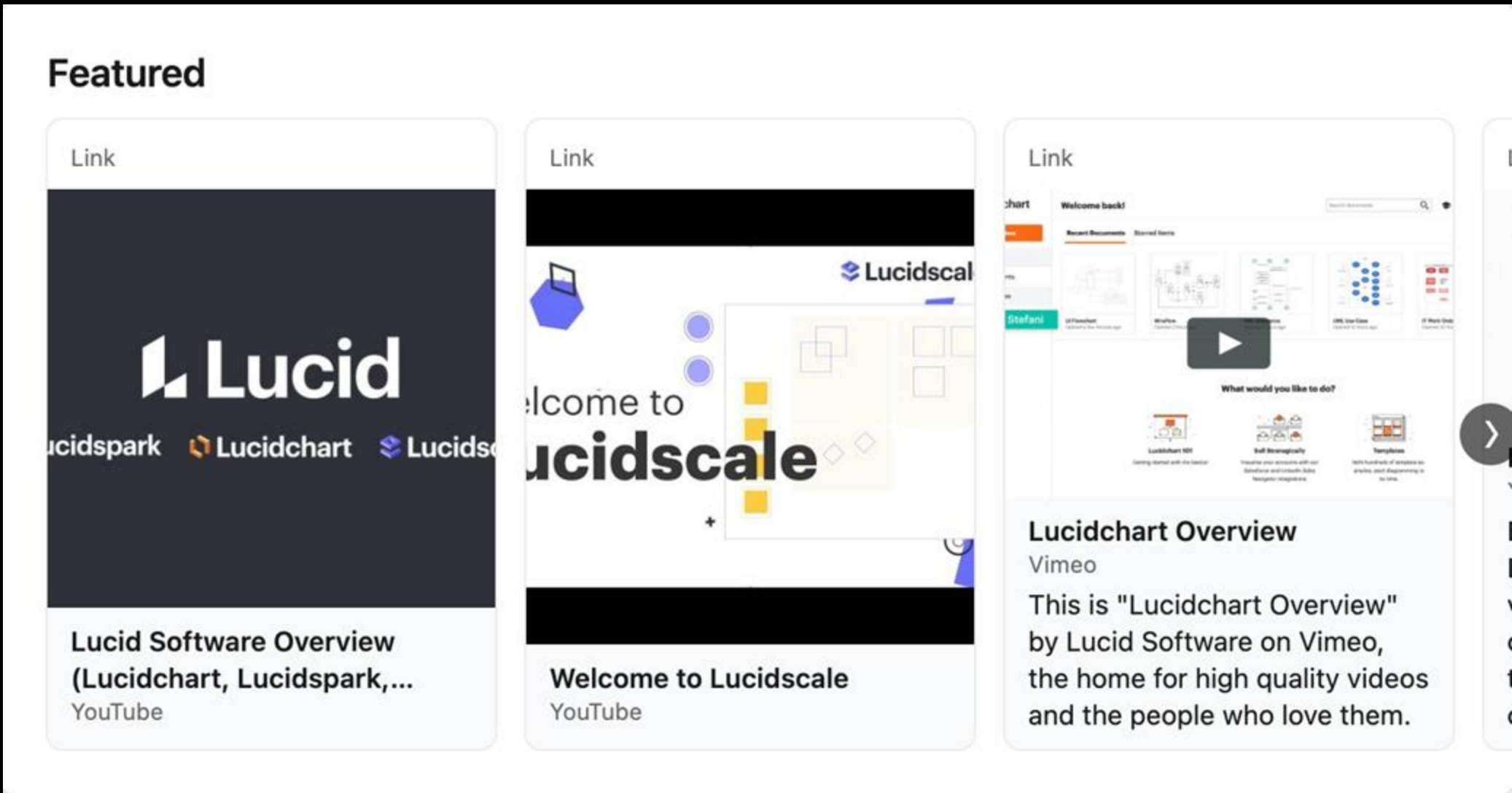
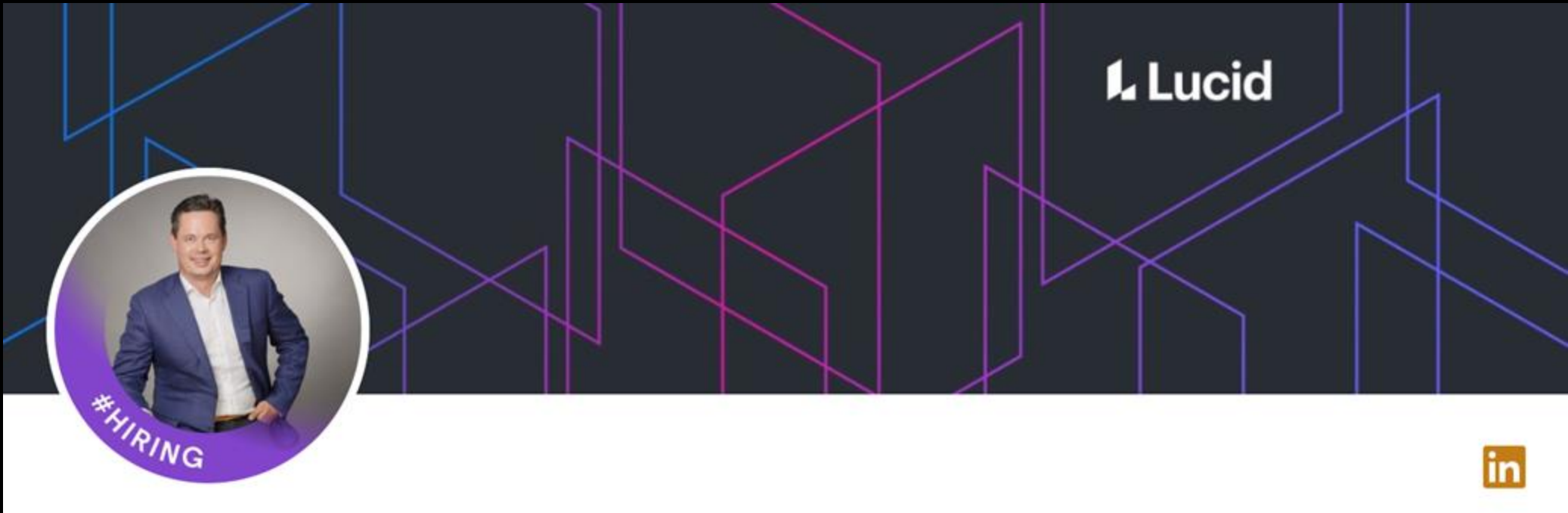
18 / 300

Cancel **Send**

**Monideepa Bhattacharya** • 1st  **3.014** Followers
VP, Consultative Sales and Growth
The Randstad, Netherlands



HOOK 2 – FEATURED SECTION



LinkedIn members are more likely to accept invitations that include a personal note.

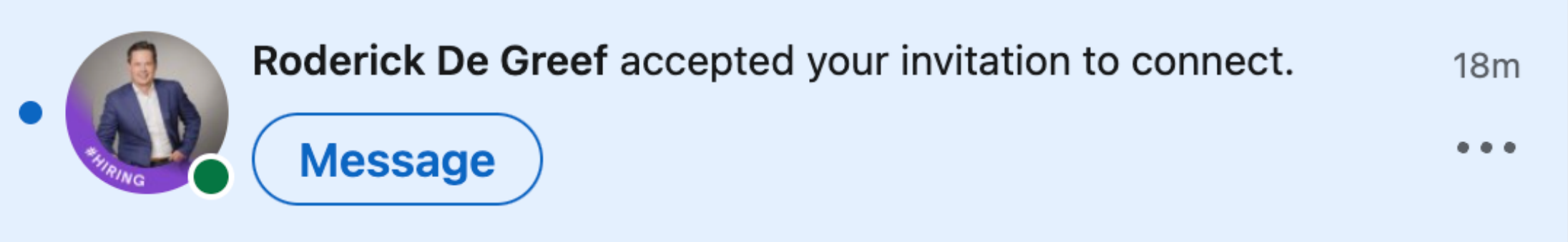
Hi Roderick,

Compliments for your Featured Section. Lucid is an awesome collaboration tool that many of our clients (hybrid sales team) could use, and some of them are. As we are both active in sales there might be some benefits in connecting. What do you think?

Best regards,
Richard

14 / 300

Cancel Send





HOOK 3 – STRONG MUTUALITY



Tom Verhoeven · 2nd
Vice President Business Development Europe

Talks about #msp, #vms, #drivingcostsavings, #contingentworkforce, and #workforceinnovation

Eindhoven, North Brabant, Netherlands · [Contact info](#)

3,314 followers · 500+ connections

 65 mutual connections: Maxim Spek, Dustin Zweers, and 63 others

 AgileOne

 Corporate Executive Board (CEB) - Arlington, Virginia, USA





Tom Verhoeven accepted your invitation to connect. 9m

Message



LinkedIn members are more likely to accept invitations that include a personal note.

Hi Tom,

Found your profile via a mutual connection, we have both worked at Adecco as Account Directors (NedCar vs. Merck) and both target Fortune 1000 companies at the moment. Would love to connect and see how we can strengthen each other.

Best regards,
Richard

37 / 300

Cancel

Send



Strategic Account Director
Adecco Global Sales
Nov 2005 – Sep 2010 · 4 yrs 11 mos
Worldwide

- Global Account Director MERCK (Managing the Adecco Group MERCK global relationship in > 25 countries and 4 regions. MERCK is one of Adecco Group's strategic global accounts)
- Global Account Director Royal Philips Electronics (Managing the Adecco Group - Philips global relationship in >30 countries and 4 regions. Royal Philips Electronics is (one of three) Adecco Group strategic global accounts. Direct report to and hired by Adecco Group Chief Sales Officer (CSO))
- International Sales Coordination (since jan 2008)



HOOK 4 – COMPANY PAGE UPDATE

**Snowflake**
547,427 followers
16h • 

✓ Following ...

The role of Data Leader shouldn't be overlooked for companies that aspire to be truly data-driven. And yet, according to a recent study, 62% of CDOs feel that their role is misunderstood relative to other C-level roles.

To help spotlight this invaluable position, we've compiled a list of 30 Data Leaders who've gone above and beyond for their respective companies. To see the full list, take a look at our latest blog post. <https://okt.to/OwYkA7>



30

**DATA LEADERS TO WATCH
IN 2023**

 Stephen Thrower and 183 others

3 comments • 14 reposts

LinkedIn members are more likely to accept invitations that include a personal note.

God morgon, Sara,

Jag hörde talas om ert fantastiska årsmöte med Snowflake och om era planer för 2023. Jag såg också just en uppdatering om 30 Data Leaders på er företagssida. Och i maj kommer jag att vara i Stockholm för att tala om försäljning. Ska vi länka?

Regards,
Richard

21 / 300

Cancel

Send



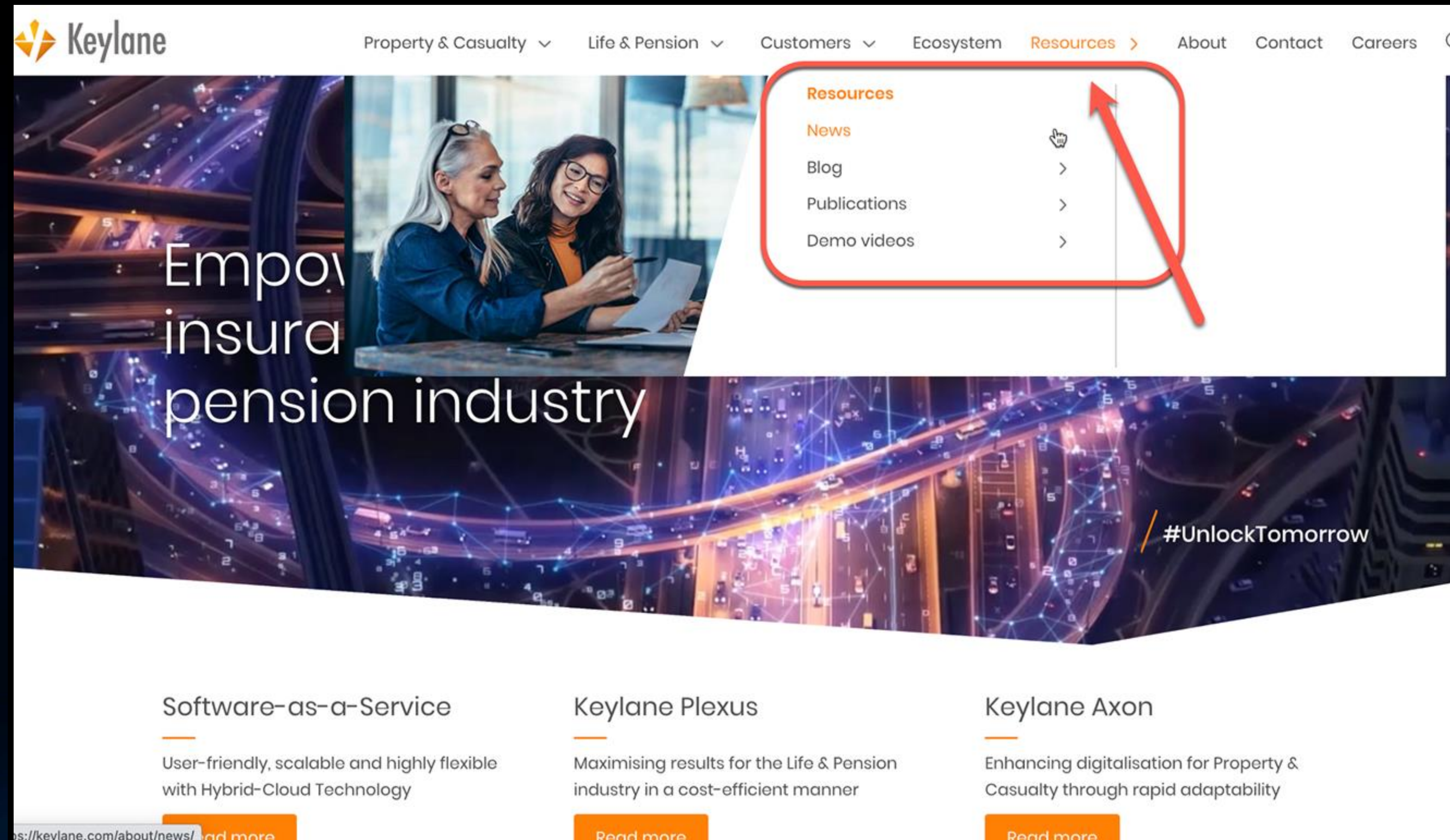
Sara Wilhelmsson  1st

Head of Sales at Colect
The Randstad, Netherlands

 Experience: Colect, Women in Revenue, and 7 more



HOOK 5 – WEBSITE



LinkedIn members are more likely to accept invitations that include a personal note.

Hi Marc,

A mutual connection made me aware on Keylane and your services to the insurance industry. The blog on Virtual Reality on your website, inspired me to contact you as we have many clients in insurance ourselves. Would love to connect with you.

Best regards,
Richard

26 / 300

Cancel

Send

Strap-In: Virtual Reality is about to revolutionise the insurance industry

KEYLANE | JANUARY 5, 2023

When we think of VR (virtual reality) we tend to associate it with the entertainment industry. Gaming, interactive experiences, movie viewing, etc. And it's certainly true that in its early adoption days the entertainment industry is where the tech will be most heavily showcased, but in the mid to long term, VR, and to the same degree AR (augmented reality), will find its true calling in more sober industries such as healthcare, fitness, and – you guessed it – the insurance industry.

Imbedded Technology paves the way



STEP 3 OUTREACH

Via inmail

Dont's

- InMails with more than 150 words
- Non personalised (Copy-Paste) InMails
- Send an attachment or weblink

Do's

- Build rapport in the first 2 lines
- Demonstrate interest in the person by referring to content.
- Have a subtle trigger / introduction
- Have a conversation starter

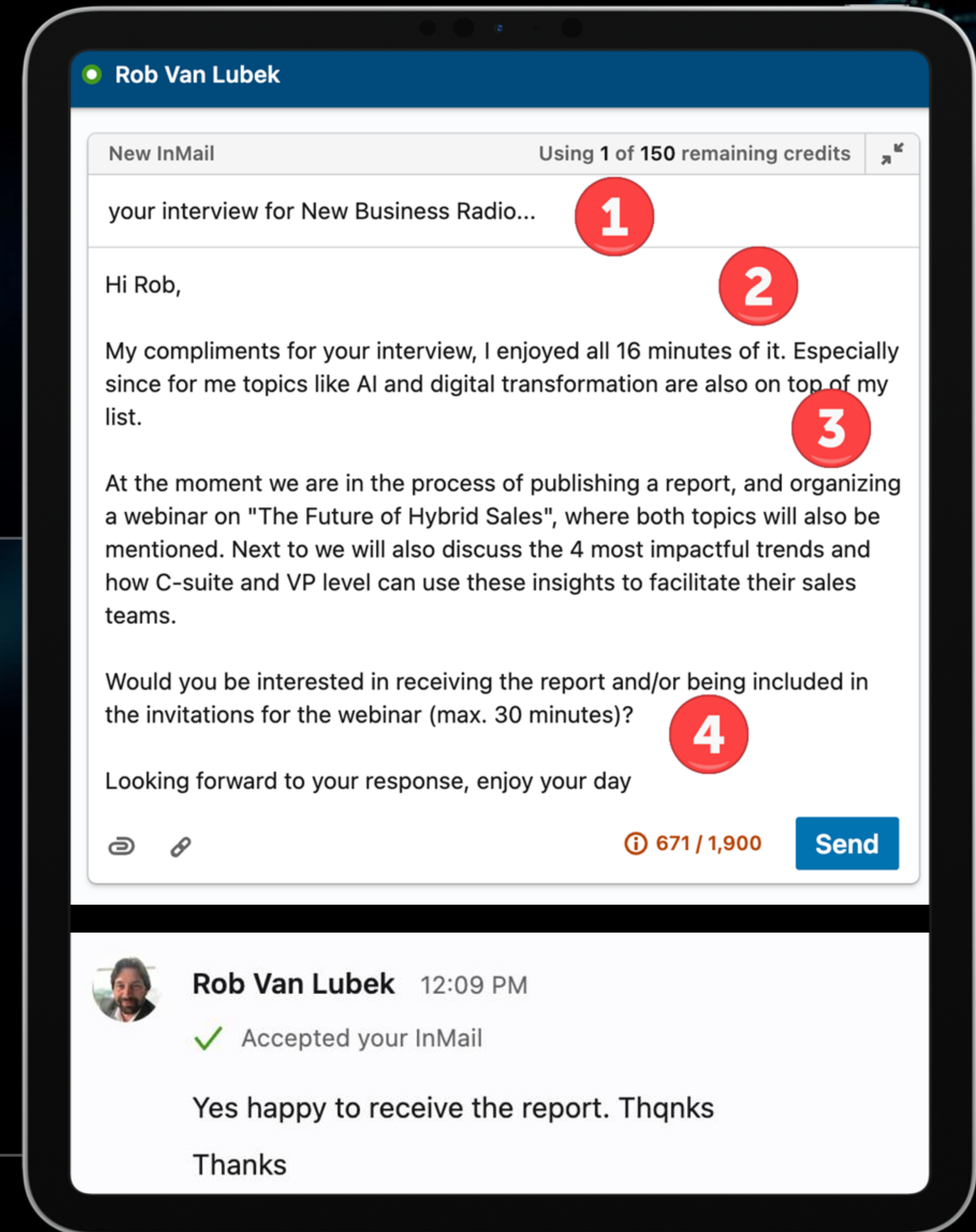


STEP 3 OUTREACH

Via inmail

- 1 Subject Line
- 2 Personalization
- 3 Trigger
- 4 Conversation Starter

* End "positive"





STEP 4 BUILDING CREDIBILITY & TRUST

Via **exclusive** insights





STEP 4 BUILDING CREDIBILITY & TRUST

Via exclusive insights

 After your request is accepted, wait at least 2 days	 Send a follow-up message including the "The magical question"
 Positive response? Send the content as soon as possible	 No response? Send a reminder after 5 days.
 Response received? Send your second follow-up message.	 Response received? Send your conversion message.



STEP 4 BUILDING CREDIBILITY & TRUST

Follow Up Message 1

Dear **Tom**,

Thanks for accepting my connection request. **I connected with you because I saw your comment on a Social Selling article shared by our mutual connection Josh.** We recently finished a benchmark on Social Selling in Europe. **Do you want me to share some of the conclusions via an infographic?** And if so, would you prefer a LinkedIn message or rather via email?





STEP 4 BUILDING CREDIBILITY & TRUST

Follow Up Message 2

Dear Tom,

Thanks for your positive answer. Attached the infographic on the benchmark Social Selling in Europe. For me, the thing that really stood out is the low adoption of Sales Tools by social sellers, apparently enablement is still crucial for success. **Let me know what your biggest insight is.**

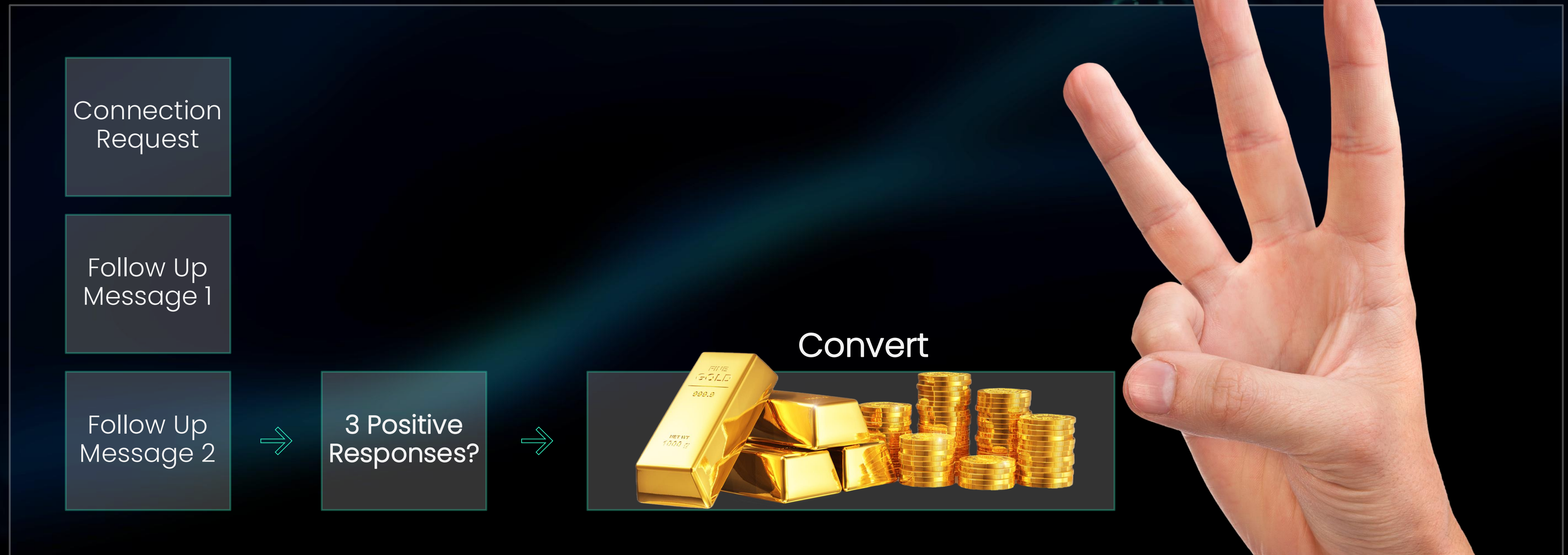
PS: If you want me to send you the complete benchmark (9 pages), please let me know. Happy to send it over.





STEP 5 CONVERSION

The Rule of 3





SUMMARY

The 5 Step Social Selling Method



Remember: Build Trust
Before You Sell

	Branding + Content + Outreach = Conversion
	Build an Authentic Content Strategy with Key Pillars
	Master the 5-Step Social Selling Method
	Position Yourself as a Thought Leader Aligned with Buyer Behavior
	Activate a Strategic Engagement Plan



QUESTIONS?

Thanks for your Time

