

GENERATING BUSINESS WITH LINKEDIN 2026



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*“Unleash the power of finding and
connecting with leads using LinkedIn.”*

Program review notes

GENERATING BUSINESS WITH LINKEDIN

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Agenda



- Overview of LinkedIn – How can it help?
- Developing and Executing a LinkedIn strategy
- Promoting yourself – managing your profile
- Engaging with others – creating and building relationships
- Prospecting with LinkedIn – using LinkedIn to as a sales tool

SALES CONCEPTS

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Pros and Cons of LinkedIn

Pros

- Professional networking with connections
- Brand yourself and your company
- Get noticed by potential customers and prospects
- Build trust with prospects
- Establish yourself as a go-to resource in your industry
- Unlock LinkedIn learning resources
- Connect and learn from others in your industry.
- Reach prospects and customers when other methods don't work.

Cons

- Open yourself to spam and other types of scams or schemes
- Can be time-consuming if you let it
- Won't get you results without a consistent strategy and method
- Many advanced features cost money
- Interface and features frequently change
- Slight loss of privacy – information on your profile becomes public

We believe the Pros far outweigh the cons!

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Think of LinkedIn like a continuous virtual trade show!

It used to grow at a rate of 2 new members every second, now its growing at a rate of 3 new members every second.



LinkedIn

Latest Facts About LinkedIn

- LinkedIn's growth is now being driven beyond recruiting
- Over 1.3 billion members. The average user has 393 connections.
- More than 58.4 million companies are on LinkedIn worldwide.
- There are more than 1.5 million unique publishers actively using the LinkedIn Share button on their sites to send content into the LinkedIn platform.
- Each month, 310 million monthly active users.
- 16.2% of users log in daily to LinkedIn
- The average LinkedIn user spends 14 minutes and 20 seconds per session
- Microsoft bought LinkedIn in 2016. LinkedIn turned 20 in May of 2023.
- Almost 60% of LinkedIn's users are between 25 and 34 years old
- 234 million LinkedIn users in the United States. 3 million users share content weekly.
- Most users do not post consistently. Differentiation is possible with consistent posts that feed the algorithm.
- Smartphones are Responsible for About 57% of LinkedIn's Traffic.
- LinkedIn is increasingly rewarding exactly what industrial sellers already have: credible, specific, experience-based insight—and it's big enough (and profitable enough) that buyers are using it as a serious vendor-validation layer.

• It's all about timing. "LinkedIn's busiest hours are morning and midday, Monday through Friday," says LinkedIn. The best times to post for the time zone you want to reach include:

Tuesdays – 10-11 AM, 7-8 AM, and 5-6 AM
Wednesdays and Thursdays – 7-8 AM and 5-6 PM
Avoid Mondays and Fridays

LinkedIn posts with images see 2x higher comment rates

Various Sources
February 2026

Think of LinkedIn as a continuous virtual trade show!

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Get help from LinkedIn



<https://www.linkedin.com/help/linkedin>

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To be successful, you need a strategy!



Think PEP!

- Promote
- Engage
- Prospect

SALES CONCEPTS

To be successful, you need a strategy!

Promote

In marketing; promotion refers to any communication used to inform target audiences of the relative merits of a product, service, brand, or issue. More often than not, it is intended to be persuasive.

Engage

People buy from people whom they know and trust. They buy from people whom they believe can help them. They buy from people who care about their success. Engaging with people on LinkedIn helps answer these questions about you in the minds of your prospects and customers.

Prospect

We define prospecting as anything one proactively does to grow business by adding new customers or selling more to existing customers. LinkedIn is a perfect platform for both of these.

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Promote

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Promote

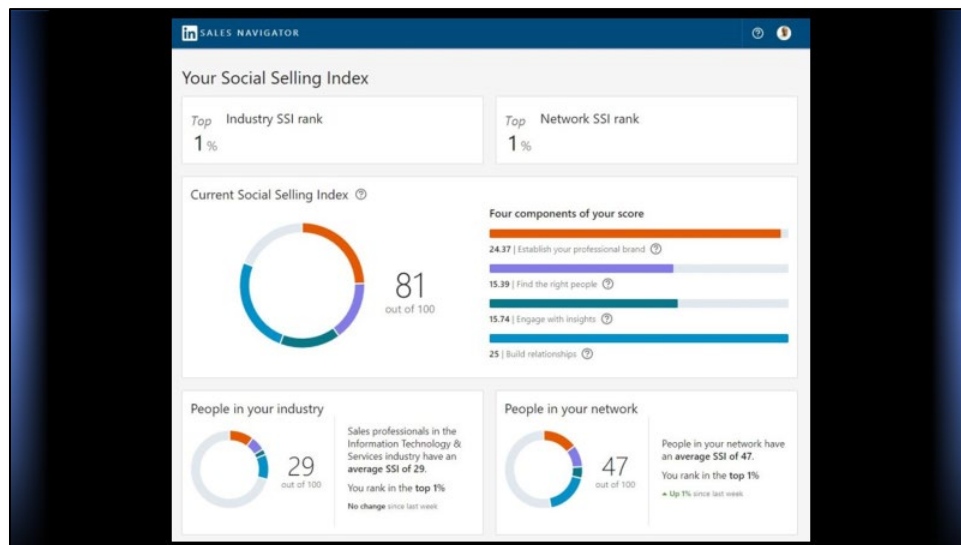
Maintain and update your profile.

Your Name and Profile	List your name as you are known, not how you sign official documents. If you go by Tom, don't call yourself Thomas on LinkedIn, even if it's on your birth certificate. Take advantage of all three areas to add websites. Customize the names of the websites. Use a well-lit, professional-looking picture. Think of your LinkedIn profile as your image to potential customers. If you are going to be on LinkedIn, do it well.
Complete your profile	Build your Social Selling Index strength. Look at your rating now. Return to your LinkedIn home page and click the "me" button. Click edit profile and fix the missing things; you don't have to create them. LinkedIn tells you what's missing.
Your Profile Summary	Don't write it as an obituary. Don't say what you've done; list your qualifications in the present and future tense.
Other ideas	Instead of listing your title, say what you do and how you help customers. If you are not looking for a job and want to use it for sales, your LinkedIn page should not read like a resume.

[SALES CONCEPTS](#)

Get your Social Selling Index here:

<https://www.linkedin.com/sales/ssi?src=li-other&veh=www.linkedin.com>



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Your Social Selling Index



<https://www.linkedin.com/sales/ssi?src=li-other&veh=www.linkedin.com>

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If you have a name that is hard to pronounce, LinkedIn can help people get it right. Put it on your profile.

PROMOTING YOURSELF ON LINKEDIN

Maintain and update your profile. Other cool things you can do with your profile:

Record and display your name pronunciation on your profile.



1. Click the "Me" button at the top of the window with your picture, then View Profile.
2. Click the Edit icon from your introduction section.
3. Click Record name pronunciation.
4. Click the recording button and hold it to record your name.
5. Click the Use button when you're satisfied with your recording.
6. Click Save.

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Another thing you can do on LinkedIn to help yourself get found and noticed is to customize your LinkedIn URL. Both the Google and LinkedIn algorithms will rank you higher if you do this, and you will also leave a better impression.

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PROMOTING YOURSELF ON LINKEDIN

Maintain and update your profile. Other cool things you can do with your profile:

Create a vanity URL

<https://www.linkedin.com/in/Katherine-duley-72198ab84/>



<https://www.linkedin.com/in/katherineduley/>

Google and the LinkedIn algorithm love this. You will be ranked higher and easier to find.

[SALES CONCEPTS](#)

PROMOTING YOURSELF ON LINKEDIN

Maintain and update your profile. Other cool things you can do with your profile:

<https://www.linkedin.com/in/katherineduley/>



To create or edit your custom public profile URL:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Click **View Profile**.
3. On your profile page, click the **Edit** icon next to **Public profile & URL** on the right pane.
4. Under **Edit your custom URL** on the right pane, click the **Edit** icon next to your public profile URL.
5. Type or edit the last part of your new custom public profile URL in the text box.
6. Click **Save**.

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Engage

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Engage

You are on a network, not in a silo. Your goal should be to create and build relationships

Master your feed There is a difference between your profile page and your feed. Your feed provides updates on what's happening in your network. Pick out a few things daily and comment, like, share, respond, and reach out to people. Be active, and the algorithm will love you. So will Google and your clients and prospects. The impact of just a few minutes on this every day is significant.

Recommendations Recommend people in your network; give it some thought, don't do it to be doing it. Make sure it's genuine. People who visit your profile will see all of your recommendations, so make sure they don't all sound the same. To find leads, scroll over the pictures in the recommendation section of your contacts. You'll find similarly titled people you may not know.

Skills and Endorsements Same general rule as recommendations above. Many people see endorsements as a joke. However, they're a good source of leads and business worth exploring.

Follow Companies Get notifications of key events about your customers' organizations without searching. Be sure to follow Sales Concepts for tips and ideas about working with customers!

Remember the 411 Rule! This rule says that for every six posts you create on your social media channels, four posts should entertain or educate, one post should be a "soft sell" and one post should be a "hard sell."

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Consistency is more important than intensity. 15 minutes every day is more impactful than 3 hours once a month. Here is our 15-minute morning routine:

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Engage

15-minute daily routine

3 minutes	Review alerts, profile views, company updates, job changes, or prospect activity
4 minutes	Engage with 2 to 3 relevant posts
4 minutes	Research one target account or buying committee
3 minutes	Send one thoughtful connection request or follow-up
1 minute	Record the action in CRM or a prospecting tracker

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Post the right things with the right frequency! Use the 411 rule of social media.

ENGAGING ON LINKEDIN

You are on a network, not in a silo. Your goal should be to create and build relationships

The 411 Rule of Social Media

For every six posts you create on your social media channels, four posts should entertain or educate, one post should be a soft sell and one post should be a hard sell.

Provide Value / Serve	Soft Sell	Hard Sell
Tips	Reminders	Call to Action
Ideas	Links to Your Site	Connection Request
Helpful Links	Self Promotion	Contact Me For...
Share Other's Content	Company Promotion	Links About Products

SALES CONCEPTS

Remember the first rule of persuasion. We have to answer the question everyone has:

W
I
I
F
M



What's
in it
for
me?

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Prospect!

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Prospect

You are on LinkedIn to generate business. Get a return on your time.

Set a SMART goal for what you want to accomplish on LinkedIn. Block out time on your calendar or any other time management app such as [Llama Life](#) and stick to it. The key to success is consistency.

Check your connections. Go to the *My Network* tab and click on connections on the left. Look for people with a green dot, which means they have LinkedIn open, and send them a message.

Go to a company page - look for the people tab - put the titles of people you want to connect with in the search box, and you will see people with those titles.

Change your settings so people can see if you look at their profile. Chances are they will look at your profile as well. Your profile is a mini advertisement. They will get to know you. You are no longer a stranger!

Budget time to interact with your prospects and customers' posts every day. Like, comment, or share when you feel genuinely moved to do so. Again, this is another way for them to think about YOU without being annoying!

If you have called someone at least four times, connect with them.

Use [Google Advanced](#) to search LinkedIn

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LinkedIn Prospecting Resources



Google Advanced



Llama Life

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If you don't find what or who you are looking for using LinkedIn's search box, try Google advanced search. It's much more thorough and gives you more control over your search parameters. Try it here:

https://www.google.com/advanced_search

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Llama Life is an app to limit and keep tabs on your time on LinkedIn. It's a superb tool to help you set goals and stay focused without overdoing it. If you tend to get distracted, LlamaLife can keep you on track.

<https://llamalife.co/howitworks>

The following pages contain ideas and tips to help you maximize your efforts on LinkedIn and get the highest return on your time.

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LINKEDIN PEP – JUNE 2026

PROMOTE!

Promote yourself.

- Make sure your profile is complete.
- Customize your profile with a vanity URL address.
- Upload a photo. People like to see who they are connecting with. Well-lit, professional-looking headshots are preferred.
- What is your profile background? Think about what your profile is saying to your prospects and customers.
- Post a background picture of something relevant to your business
- Use the name you go by, not your birth name, if they are different. Sam vs. Samuel
- Think of your profile like your online business card. It needs to look good to attract customers and win trust.
- Add name pronunciation if you have an unusual name.
- Make your headline a value statement or use keywords to highlight how you help people.
- Don't speak in passive language or the past tense. Speak in the present proactive tense. It should not read like an obituary. You are still alive and helping people!
- Build your [Social Selling Index](#) strength. While it's not a guarantee of success, it can keep you on the right track. Work to improve your score.
- Your profile should not read like a resume unless you are looking for a new job. Focus on how you help customers. People want to know what they get by connecting with you. Make it easy for them.
- Every time you speak to someone for the first time or via email, send them a LinkedIn connection request.
- Put your LinkedIn URL in your email signature and any other material you publish or send to customers.

Promote your company.

- Add your company's website to your profile. You can add up to 3. Use them!
- Post about what your company is doing!
- Repost what your company shares.
- Post links about your company and the products you sell.
- Interact with what your company shares on all social media platforms.
- Invite connections to follow your company.
- Make your headline a value statement, not your title. How can you help your prospects? Another mini advertisement
- When you connect with someone, thank them and send a link to follow your company.

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ENGAGE!

Engage with others.

- Know your audience. What do they want? How can you help?
- Your profile should WIIFM. What do people get by connecting with you?
- Update your status on LinkedIn – Keep it active at least once a week. The gurus say that 2 to 5 times a week, or 20 times a month, works best.
- Ask compelling questions in your posts. Work to create interaction.
- Reach out, send connection requests with a note.
- Ask for introductions if you have second-degree prospects.
- Offer recommendations for people who have helped you or done a good job for you.
- Ask for recommendations from satisfied customers. These serve as excellent references.
- Join relevant groups and interact with people. Like, share, and comment on their post.
- Remember the 411 rule of social media posting, and this is especially true for LinkedIn.
- Use the message button to reach people who do not respond to your phone calls or emails.

PROSPECT!

Generate new business!

- Define your goals. What do you want to accomplish?
- How much time do you want to invest in LinkedIn each day? Track your results. Make sure you are getting an adequate return on your time.
- Go to a company page. Look for the people tab – search for titles you want to connect with, and you will see people with those titles.
- Check their contact details. Sometimes, people put their phone numbers and email addresses there.
- Use Google Advanced Search to find additional information.
- If you have called someone at least four times, send them a connection request with a custom note.
- Budget time for LinkedIn every day. Interact with your prospects and customers' posts. Like, comment, or share when you feel genuinely moved to do so. This is another way for them to think about YOU without being annoyed.
- If you are selling to someone and are connected to them, scroll down to the interests tab at the bottom. Click on Companies and see if they follow your competition.

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Not sure where to start? Try these four things first.

1. Update your page. Make sure it demonstrates how you help your current customers. Complete all the sections and use a current, professional-looking headshot for your picture.
2. Expand your network. Connect with past or current customers.
3. Repost things from your company page with a note as to why it might be helpful to your current prospects and customers.
4. Follow your customers' companies.

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