

BEST PRACTICE B2B SALES PLAYBOOK

This playbook shows you how to expand and engage your network on LinkedIn. Discover how to initiate the dialogue with your leads and get more positive responses and sales meetings.

We promise the playbook is full of real examples and great tips.

SALES



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OUR BEST ADVICE ON HOW TO BUILD A STRONG NETWORK WITH LINKEDIN

At Mindmill, we have great success with obtaining relevant leads and customer inquiries via LinkedIn on behalf of our customers. In our own sales department, we also use LinkedIn as a dialogue-opening channel to open doors to new potential customers.

PRIORITIZE YOUR EFFORTS

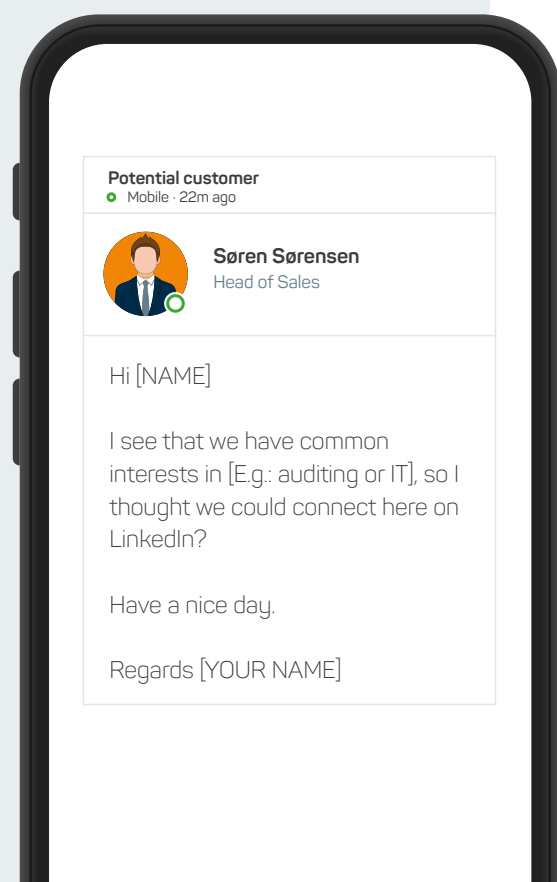
When you are expanding your network, you should prioritize your efforts. Go for the decision-makers and then add other influencers in the buying process as you expand your network. It's always good to influence multiple people in the same company to increase your visibility. The more people in your network, the more people will see your posts and shares on LinkedIn.

GOOD ADVICE WHEN YOU CONNECT WITH NEW PEOPLE

In this playbook, we have collected various examples of messages that you can customise when you add new contacts to your network. We also want to share some of our most effective tips to keep in mind when adding new contacts/leads to your LinkedIn network.

We always recommend that you try to be as personal as possible in your messages, as this ensures that the recipient feels that your message is written directly to them. That being said, you may very well have some standard messages that you work from to minimize the workload for yourself. The crucial point is that you need to figure out what works for you - and then you need to do more of exactly this. This is how you get great results and save time.

Show your new contacts that you know their industry and understand their challenges. Do this by selecting relevant cases, customers and references that might be of interest to the contact. This is a great way to establish credibility and authority in the eyes of your new contact and potential future customer.



Always focus on creating value for your target group. Share relevant and useful content that they can interact with, such as gated guides and checklists or the possibility to book a product demonstration – all of which takes your contacts from loose connections to actual leads.

Also, remember to follow your potential customers actively on LinkedIn and share / comment / like the content they share on the platform.

6 QUICK TIPS

1. Be personal and approachable in your communication
2. Make a robust template for your messages
3. Familiarise yourself with the target audience and customise your message accordingly
4. Focus on adding value to your potential customers
5. Interact with your target audience's posts and content
6. Always be visible, professional and helpful on LinkedIn

Potential customer

● Mobile · 22m ago



Søren Sørensen
Head of Sales

Hi [NAME]

Can I join your network? I work with companies that are reminiscent of [COMPANY NAME], including a company that makes a special reinforced concrete for the industry.

Could I share a few of my experiences with you?

Regards [YOUR NAME]

NEW LEADS

The sales process starts as soon as the new lead ticks into your CRM or sales system. Here, you can initiate the first dialogue while the lead is expecting to hear from you and your company.

This is a perfect opportunity to open a dialogue with the lead. Choose a casual or a more direct approach according to the preference of your customers and the tone of voice of your company. Your approach also depends on the type of offer that converts the lead.

If the lead has requested a guide or a checklist, they are not as ready to buy as if, for example, they had requested a product demonstration. That is why you should consider the activities of your leads and adapt your communication according to this.

We have had great success sending personal invitations to connect on LinkedIn. Below you see three examples of how we might write a personal invitation on LinkedIn:

Potential customer
Mobile · 22m ago



Søren Sørensen
Head of Sales

#1

Hi [NAME]

First of all, thank you for downloading our [MATERIAL]. I hope you find it inspirational. I also hope there is room in your network to share further knowledge and experiences in the future.

Regards [YOUR NAME]

Hi [NAME]

First of all, thank you for downloading our [MATERIAL].

If you have the time and interest, I would love to drink a cup of coffee with you without any commitments? I think we could benefit from each other's network and share experiences about [E.g.: the hotel industry and implementation of cloud solutions. I have been involved in implementing a large solution at hotel chain X, and maybe it could be interesting for you to hear about the process behind it, the challenges we encountered along the way, the economy and the results afterwards]?

Regardless, I hope you want to connect with me here on LinkedIn? I'm sure we could both become a positive contribution to the other's networks.

Regards [YOUR NAME]

#2

Hi [NAME]

First of all, thank you for downloading our [MATERIAL].

I hope you can use the content, and you are always welcome to contact me if you have any questions. At the same time, I hope you feel like connecting with me here on LinkedIn? I'm sure that we could make a positive contribution to each other's networks.

Regards [YOUR NAME]

#3

WARM LEADS

With Mindmill's B2B Marketing Framework, you get a notification when a lead turns from cold to warm. Our lead system is set up to track all activities and engagement from your leads, so when a lead changes status, you get notified right away. It is important to react quickly when the lead becomes qualified, indicating an immediate need or interest.

When a lead becomes warm, it is good to reach out and ask interested in their needs/challenges to try to book a sales meeting. You can do this via LinkedIn if you are already connected or by regular email.

Here are a few examples of what these messages might look like:

Til ● Potential customer

Emne Interested in a quick talk about our solution XX?

#1

Hi [NAME]

I'm glad you're following our company activities, and I'm curious if some of it could apply to the situation at your company? Should we perhaps share experiences - maybe we both have something to learn. Could you find the time within the next week?

Regards [YOUR NAME]

Til ● Potential customer

Emne Could I steal an hour of your time?

#2

Hi [NAME]

I see that you have shown interest in our content for a while now - I hope you find it inspirational. If you're interested, I would love to share some of our experiences with other companies reminiscent of yours and suggest how we could strengthen your position in the market with solution XX.

I have some great ideas on how to get started with XX. Could you find the time for a short meeting? I am looking forward to hearing from you.

Have a good day

Regards [YOUR NAME]

REQUEST

A direct inquiry will typically come as a result of your advertising and your email efforts. It is a clear indication of a lead far in the decision-making process and ready for dialogue.

Here your job is to contact the lead and make sure to get a meeting on the

calendar. In this case, you can be more direct in your messages - you could even consider whether you should send a direct e-mail to the person instead of using LinkedIn.

Here are a few examples of how we might shape these types of messages:

Til

Potential customer

Emne

Direct mail

#1

Hi [NAME]

First of all, thank you for your [E.g.: price inquiry].
Attached you will find our product sheet with the price and a relevant case that I think you will find interesting. If you have the time and inclination, I would very much like to set up a meeting where we discuss your needs and take a look at how we can adapt our solution to your specific company.

Otherwise, you are always welcome to call or write if you have any questions regarding the attachments.

Have a great day.

Regards [YOUR NAME]

Til

Potential customer

Emne

Direct mail

#2

Hi [NAME]

First of all, thank you for [E.g.: requesting a meeting]. Would it suit you with a meeting on Friday 23 August at 8.00 at your office? I want to come prepared, so I would appreciate learning more about your company and the relevant challenges before we meet.

Do you have time for a quick chat on the phone during the week?

I look forward to meeting you. Have a great day.

Regards [YOUR NAME]

Til

Potential customer

Emne

Direct mail

#3

Hi [NAME]

First of all, thank you for your [inquiry via the contact form]. Could you find the time for a short call later today?

I look forward to talking to you. Have a great day.

Regards [YOUR NAME]

EVENTS

Events function as your sales window to a larger group of potential customers interested in your company and your products/services. Of course, events do not provide the same personal interaction with a potential customer as a 1-on-1 sales meeting. However, if you make sure to follow up with the participants both before and after the event, you can, to a great extent, ensure good dialogues with your leads.


Once someone has signed up for your event, they have become a lead. A sign-up indicates that the person has a current need or interest.

Take advantage of this and start the dialogue early with the following message:

BEFORE THE EVENT

Potential customer
● Mobile · 22m ago

Example for a physical event

**Søren Sørensen**
Head of Sales

Hi [NAME]

Thank you for signing up for my event.


I'm looking forward to sharing my knowledge of [E.g.: inbound marketing for B2B companies]. You are precisely the target audience for the event, so if you have questions or thoughts in advance, you are welcome to share them so I can make sure to address them thoroughly.

See you online.

Regards [YOUR NAME]

Potential customer
● Mobile · 22m ago

Example for a trade fair

**Søren Sørensen**
Head of Sales

Hi [NAME]

I would like to invite you to our stand at [THE FAIR] on [DATE], to learn more about [E.g.: inbound marketing for B2B companies].

I hope to see you.

Have a great day.


Regards [YOUR NAME]

AFTER THE EVENT

At this point, it is essential to be proactive by sending the participants a message. Do this on LinkedIn, if you are already connected, or by e-mail. Of course, if you were in dialogue with the lead before the event, just continue this dialogue. If you do not have an ongoing conversation, you can use the example below to get the conversation going:

Potential customer
Mobile · 22m ago

Example for a live event



Søren Sørensen
Head of Sales

Hi [NAME]

I hope the event gave you what you were looking for? It's no secret that you are precisely the target audience. Therefore, I would appreciate your feedback and thoughts about [E.g.: our product/service/concept].

Could you find the time for a quick chat on the phone this week?

Regards [YOUR NAME]



FOLLOW-UP ON NO-SHOWS

It can vary greatly how many of the registered that show up at events. Usually, not everyone shows up, and the reasons behind it can be many. Therefore we recommend that you follow up on no-shows the same day that the event is held. Just to keep the fire going. Here you can, for example, send the following message:

