

# Linking Into Sales

by Gary Tomlinson

“Learning from the school of hard knocks can be very informing, but often the tuition is too high! We should learn from other people’s experiences.” The purpose of this column is to share great business wisdom from the experiences of authors like Jim Collins, Michael Gerber, Gary Harpst, Michael LeBoeuf, Ron Willingham, Randy Pennington and others. Because when you combine great business education with your own business experiences the outcome you’ll receive is far greater than the sum of its parts.

The wisdom of Martin Brossman’s and Greg Hyer’s new book; *Linking Into Sales – Using LinkedIn to Support the Sales Cycle* has been chosen to share with you this week. Any sales professional or company, with a commitment to building trust with their customers, knows that their customer wants to know more about them and their company before they trust them with their money. The web has allowed all of us to better pre-screen individuals and/or companies before making our buying decisions.

“Professional networking tools, like LinkedIn, can give you a competitive edge when using them effectively. LinkedIn, with more than 75 million business professionals networking at a global level, gives the sales professional a true advantage both by letting the customer learn more about them and they, learning more about their customer. By using the concept of pre-screening as a sales tool, your first meeting in-person can be as effective as your second or third.”

“Using LinkedIn to support the sales cycle is absolutely critical for today’s sales professional. Sales professionals must be transparent and authentic when presenting themselves online. Now, more than ever, they are a brand ambassador for the company they represent. This means their online presence must be credible and authentic at all times. *Linking Into Sales* provides you insights into using LinkedIn to support your sales cycle as well as helps you put together a credible and professional appearance through various lessons designed to build trust.”

*Linking Into Sales* is designed to provide valuable education in using LinkedIn. For example their book will help you discover some incredible ways to get the most out of your profile by enhancing it with a better format and infusing it with keywords so that you’ll be found. It will show you how to target customers, give and receive recommendations, join relevant groups to interact with and design your own weekly LinkedIn action plan. The lesson plans, throughout the book, are designed for the reader to take action. This goes beyond just being told what to do...it tells you how to do it.

The authors, Martin Brossman and Greg Hyer have quite a history with social networking, especially LinkedIn. Since 2006 Martin Brossman has been offering LinkedIn training, Social Media for Business and web reputation enhancement skills. Martin has a deep passion to support ethical sales professionals. He helps them exceed

their goals and keep their competitive edge. Greg Hyer is the founder of LinkingRaleighNC.com and several online networking groups such as the Linking Raleigh, NC, Linking D.C. and Linking Charlotte. His LinkingRaleighNC.com already has over 10,000 business professional members. As a local professional networking advocate, Greg organizes networking events and conducts training on social media tools like LindedIn.com.

Both Greg and Martin believe when you're authentic and give a true representation of yourself on LinkedIn you're helping to build trust. And building trust is essential for any business relationship. People want more transparency. More and more are using LinkedIn as a tool to enhance credibility and to let others know more about who they are and what they do.

There is a tremendous amount of intelligence out there that will support the sales cycle, especially when you're following companies on LinkedIn. This is great resource for finding new business. It's also a great tool for help in finding a new job. The insights and lessons in Martin's and Greg's new book will help you develop stronger relationships and a stronger brand.

To learn more about *Linking Into Sales – Using LinkedIn to Support the Sales Cycle* and/or to purchase a copy go to [www.linkingintosales.com](http://www.linkingintosales.com).

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