

How to Create Your Own LinkedIn Sales Funnel.

- Increase your Connections.
- Increase your Followers.
- Generate Leads.



5 Stage LinkedIn Sales Funnel.



Step 1

Search for Content

find





1a.) Enter your 'target audience' into search.

The screenshot shows the LinkedIn homepage. A red arrow points to the search bar at the top, which contains the text "Consultants". The search bar is located in the top navigation bar, to the right of the LinkedIn logo. Below the search bar, the main content area displays a post by Derick Mildred, a post by Brad Emery, and a post by Symantec. The right sidebar shows recommendations for #courage, Marie Agnès DURET, and Strategic Meetings & Events. At the bottom, there is a section for "U HomeLoan" and "U BANK".



1b.) Click on 'Content' to find content published by your target audience.

LinkedIn search results for 'Consultants'.

Navigation bar: Home, My Network, Jobs, Messaging, Notifications, Me, Work, Sales Nav.

Search bar: Consultants

Filters: People, Jobs, **Content**, More, Jobs filters, LinkedIn Features, Date Posted, Company, Experience Level, All Filters.

Advertisement: 'Tis The Season - Save 10% on your Christmas event at Rendezvous Melbourne

Continue Search in Sales Navigator > 12 additional advanced filters

Showing 306,635 results

- 3** Strategy Consultants
3Search
London, United Kingdom 1w
- Tasman Advisors and Consultants**
Tasman Global
Amsterdam Area, Netherlands 2w
- Consultant**
VMware
Melbourne, Australia 2d

People results for Consultants 8,177,232 results [See all](#)

Shane Moon • 1st
Owner, Moonhaven Financial Co...
Melbourne, Australia
416 shared connections
[Message](#)

David Lin - Melbourn...
Strata Management Consultants ...
Melbourne, Australia
97 shared connections
[Connect](#)

Sener Alkan • 2nd
Director at ELICOS Consultants
Melbourne, Australia
5 shared connections
[Connect](#)

Consultant

Consultant
Job Title
2,333,271 with this title on LinkedIn

Top skills
Business Analysis • SQL • Finance • Manag

Connections with the title Consultant
+1838
[See all 1843 connections](#)

Top companies hiring for Consultant < >

Deloitte
New York, NY

EY
London

Similar job titles
[Senior Consultant](#)
[Principal Consultant](#)
[Managing Consultant](#)
[Management Consultant](#)

Promoted ...



1c.) Click on 'Date Posted' then click on 'Past 24 Hours' to display content published by your target audience within the last 24 hours.

The screenshot shows the LinkedIn search interface. At the top, there's a search bar with 'Consultants' entered. Below it, there are filter tabs: 'Content', 'Posted by', 'Date posted', 'Author industries', and 'All Filters'. The 'Date posted' filter is currently open, showing three radio button options: 'Past 24 hours', 'Past week', and 'Past month'. Two red arrows point to these options. Below the filter, there's a 'Cancel' button and an 'Apply' button. The search results show a post by Monika Naidu, Head of India Operations at Technogen, Inc. (formerly Syscom Technologies, Inc.), with 183 likes and 262 comments. Below the post, there's a comment by Sudha Vadlamani, Senior Consultant at Neumeric Technologies Corp, dated 18m. The right sidebar shows promoted content, including 'Certified Australian', 'Reduce Your Energy Bill', and 'Sapphire Communications'. At the bottom, there's a section for 'Engineering' with 10,556 followers and a post about 'Plusieurs Postes pour DÉBUTANTS à Pourvoir dans Plusieurs Secteurs!'.



1d.) Interact with 'Likes & Comments' then hover your mouse icon over their name, right click, open their profile and 'Follow' them

Posted by Derick Mildred • 7/31/2019 • [Sponsor now](#)

Results Formula - Get Better Results from LinkedIn.
207 followers
1d

3 Tips to Avoid All Those Buzzwords That Are Ruining Your LinkedIn Profile.

"I need two pairs of drawers, walking!" ...see more

3 Tips to Avoid All Those Buzzwords That Are Ruining Your LinkedIn Profile
themuse.com

2 • 1 Comment

[Like](#) [Comment](#)

[Add a comment...](#)

Results Formula - Get Better Results from LinkedIn. [Author](#) now ...
207 followers

That's a very interesting article, thank you for posting [Derick Mildred](#)

Step 2

Post Content





2a.) Post your own 'Content' that is beneficial and useful to your target audience.

PREMIUM

Derick Mildred
Target & Connect to People Interested in Property 🌐 Facebook & LinkedIn for Lead Generation & Sales 🌐 Facebook Coach - Facebook Training 🌐 LinkedIn Coach - LinkedIn Training ✅ Author, Coach, Trainer, Online Courses

Followers 21,852
Drafts 0

Derick Mildred
Target & Connect to People Interested in Property 🌐 Facebook & LinkedIn for...
1mo

Impress - 8 Tips to Get Your LinkedIn Profile Noticed by the Right People.

30 Tips in 30 Days: Tip No 10. ...see more

44 · 40 Comments

Like Comment Share Top Comments ▼

4,276 views of your post in the feed

Add a comment...

Derick Mildred **Author**
Target & Connect to People Interested in Property 🌐 Facebook & Linked...
1mo ...

Hi everybody, here are some of the best people on LinkedIn I've seen, it would be great to hear from you **Brigette Hyacinth Oleg Vishnepolsky Miroslav Pelikan Rhonda Sher Jean-Michel Tournier LION ★ PhD ★ MS ★ PE Cory Warfield Brendan Kane Daymond John Andrew R Banks Janine Allis Joy Mcadams Shay** ...see more

3 Likes · 2 Replies



2b.) Tag people from your target market that you have previously 'Liked, Commented on and Followed, earlier that same day.

PREMIUM

Derick Mildred
Target & Connect to People Interested in Property 🌟 Facebook & LinkedIn for Lead Generation & Sales 🌟 Facebook Coach - Facebook Training 🌟 LinkedIn Coach - LinkedIn Training ✅ Author, Coach, Trainer, Online Courses

Followers 21,852
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Target & Connect to People Interested in Property 🌟 Facebook & LinkedIn for... 1mo

Impress - 8 Tips to Get Your LinkedIn Profile Noticed by the Right People.

30 Tips in 30 Days: Tip No 10. ...see more

44 · 40 Comments

Like Comment Share Top Comments ▼

4,276 views of your post in the feed

Add a comment...

Derick Mildred **Author** 1mo ...
Target & Connect to People Interested in Property 🌟 Facebook & Linked...
Hi everybody, here are some of the best people on LinkedIn I've seen, it would be great to hear from you **Brigette Hyacinth Oleg Vishnepolsky Miroslav Pelikan Rhonda Sher Jean-Michel Tournier LION ★ PhD ★ MS ★ PE Cory Warfield Brendan Kane Daymond John Andrew R Banks Janine Allis Joy Mcadams Shay** ...see more

3 Likes · 2 Replies

Step 3

Manage Followers





3a.) Go to Your Profile,
scroll down and
click on Manage Followers.

Derick Mildred
Target & Connect to People Interested in Property * Facebook & LinkedIn for Lead Generation & Sales * Facebook...

[Add profile section](#) [More...](#)

Career Advice
Participate in the career advice platform: ☐ Off
Get career advice by conversing with other LinkedIn users who are leaders in their fields

Career interests
Let recruiters know you're open: ☐ Off
Choose the types of opportunities you'd like to be connected with

Salary insights
See how your salary compares to others in the community

Articles & activity
21,852 followers [Manage followers](#)

Linked Into More Business course.
Derick Mildred Published on LinkedIn
Why did I just spend 18 months building a course on how to use LinkedIn? Because sometimes LinkedIn can be a challenge to understand and I wanted to give people the best opportui ...see more
15 • 4 Comments
[Like](#) [Comment](#) [Share](#)
[See all articles](#)

Nice job there Bruce H. Carpenter, III
Derick commented

Nice job there Erica F. Paradise, MBA
Derick commented
















Well done there Nicole Johnson
Derick commented
[See all activity](#)



3b.) You will see a list of the people that have Followed you and the people you are Following.

Follow fresh perspectives 29,491 Following 21,853 Followers Done

People who most recently followed you
















 <p>Frederick B. Strong REALTOR at Berkshire Hathaway Home Services Fox...</p> <p>74 followers</p> <p>✓ Following</p>	 <p>Shannon Landry Cox Top Producer-2018, Rising Star-2018, Luxury Specialist...</p> <p>1.7K followers</p> <p>✓ Following</p>	 <p>Moses Onyebuchi Realtor Property Investment Advisor Entrepreneur Real...</p> <p>20.1K followers</p> <p>✓ Following</p>	 <p>Louis Chalk ◆ Mortgage Finance Expert ◆ High Net Worth Specialist...</p> <p>509 followers</p> <p>✓ Following</p>	 <p>Jared Gordon Sr. Loan Officer at Spring EQ</p> <p>164 followers</p> <p>✓ Following</p>
 <p>Keller Williams Realty Downtown Realtor</p> <p>134 followers</p> <p>✓ Following</p>	 <p>Sophia Miller Mortgage Loan Originator NMLS # 399714 AZ BK...</p> <p>184 followers</p> <p>✓ Following</p>	 <p>Sumaiya Sara Intern at Fastenal Company</p> <p>1.1K followers</p> <p>✓ Following</p>	 <p>Corey Miller It is about the PROGRAMS and NOT giving away a loan! BES...</p> <p>2.1K followers</p> <p>✓ Following</p>	 <p>Pablo Lewin, PMP PMP Trainer & Project Management Consultant</p> <p>2.9K followers</p> <p>+ Follow</p>
 <p>Jim Steward Loan Originator</p> <p>394 followers</p> <p>✓ Following</p>	 <p>Mar Lo RE Investor at Norcal Investing us</p> <p>858 followers</p> <p>✓ Following</p>	 <p>Marvin Johnson Realtor at neXGen Real Estate</p> <p>194 followers</p> <p>✓ Following</p>	 <p>ed creative Graphic Designer di font creative designs</p> <p>35 followers</p> <p>✓ Following</p>	 <p>Miki Shionoya Sales Representative</p> <p>159 followers</p> <p>✓ Following</p>



3c.) Scroll down until you see people you are not yet Following, if they match your target market, you should Follow them back.

Follow fresh perspectives 29,491 Following 21,853 Followers Done

People who most recently followed you

 <p>Frederick B. Strong REALTOR at Berkshire Hathaway Home Services Fox...</p> <p>74 followers</p> <p>✓ Following</p>	 <p>Shannon Landry Cox Top Producer-2018, Rising Star-2018, Luxury Specialist...</p> <p>1.7K followers</p> <p>✓ Following</p>	 <p>Moses Onyebuchi Realtor Property Investment Advisor Entrepreneur Real...</p> <p>20.1K followers</p> <p>✓ Following</p>	 <p>Louis Chalk ◆ Mortgage Finance Expert ◆ High Net Worth Specialist...</p> <p>509 followers</p> <p>✓ Following</p>	 <p>Jared Gordon Sr. Loan Officer at Spring EQ</p> <p>164 followers</p> <p>✓ Following</p>
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Step 4

Connect & Build Relationships





4a.) Check 'My Network' for Connect Requests and accept those that match your target audience, then send them your 'Welcome' message.

Establish, build and nurture the relationship.

My Network

'Tis The Season - Save 10% on your Christmas event at Rendezvous Melbourne Ad ...

Connections 19,250

Teammates

Groups 57

Companies 215

Hashtags 59

Promoted ...

'Tis The Season
Save 10% on your Christmas event at Rendezvous Melbourne
[Learn more](#)

Master Of Cyber Security
Aust. Government Recognised Academic Centre Of Cyber Security Excellence.
[Learn more](#)

Your contact import is ready
Connect with your contacts and never lose touch
[Continue](#) More options

About Help Center Privacy & Terms
Advertising Business Services
Get the LinkedIn app More

LinkedIn LinkedIn Corporation © 2019

Invitations See all 100

Paul Dikeocha
Bank Employee at NIG Finance
Debra Faris and 6 others
Ignore [Accept](#)

Kate Chambers
Business Development Associate at Embrace Home Loans
Ignore [Accept](#)

Moses Onyebuchi
Realtor |Property Investment Advisor |Entrepreneur| Real Estate Consultant. You can reach me fast on +2348060559998.
Jessica Clay and 15 others
Ignore [Accept](#)

[Show more](#)

People you may have worked with See all < >

Jessica Fenton
Enterprise Relationship Manager - Learning...
LinkedIn
[Connect](#)

Matthew Hinton
Relationship Manager at LinkedIn: Assisting...
LinkedIn
[Connect](#)

Starsha Green
Regional Manager, Client Solutions at Clicks IT...
41 mutual connections
[Connect](#)

Darren Keppie
Unlocking the Power of Employee Advocacy fo...
11 mutual connections
[Connect](#)

Interact, Establish, Build & Nurture the Relationship.

Some ideas to help you interact with your new connections include,

Firstly, check their profile and look for mutual areas of interest.

Share beneficial, helpful or useful content (*importantly, without any kind of sales pitch attached*)
including

- a.) Articles, industry updates etc specific to the industry of your connections,
- b.) How to articles updates, videos etc,
- c.) Papers, Case Studies, pdf's,
- d.) Anything that may be of benefit or use to them.

Step 5

Take the Conversation to the Next Level



Interact, Establish, Build & Nurture the Relationship.

Now that you have established conversation/interaction, you can apply permission based marketing and simply ask your new connection

Would you mind if I sent through some information about the area you specialise in?

Make sure you have a Case Study ready. (Your Case Study should include)

- A common problem experience by your target market.
- The solution you provided.
- The results achieved.
- Culminating with a testimonial or recommendation from your client.
- Do not include pricing of any kind in your case study.

Step 5 – Take the Conversation to the Next Level.

The best time to ask the prospect about taking the conversation to the next level is when the prospect has agreed to allow you to send through some further information about what you do.

In other words, now that they have agreed for you to send through some further information, this is the best time to ask about setting up a call, offer them a choice of 2 different timeslots to discuss your ideas.

For Example:

“Would you be available for a call to discuss some ideas I have, I have 2 timeslots available, does 10.30 am on Tuesday or would 2.30 pm on Wednesday suit you better?”

Important:

You have NOT asked for a call to discuss the information you want to send through, because this can sound a bit ‘salesy’, it can sound like you just want to ‘pitch them’ on the information about what you do. Instead, you are asking for a call to discuss some ideas you have.

Step 5 – Take the Conversation to the Next Level.

Your objective with your prospect is to get them to agree to either



A direct Email from you,



A 1 on 1, Skype, Zoom or Phone Call,



An Invitation to an Event,



An Invitation to a Webinar,



An Invitation to a Seminar,



Or a Face to Face meeting.

Have fun, be personable & be patient,
work the funnel and the funnel will work for you!

#GottaLoveLinkedIn

#30Tipsin30Days

www.resultsformula.social

Good service leads to multiple sales. If you take good care of your customers, they will open doors you could never open by yourself.

Jim Rohn

quotefancy



RESULTS
FORMULA

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