

Social Selling

TOP 20 LINKEDIN POST IDEAS

AMIT SHARMA

Linked 



About Us

Award Winning

Top Sales Training Companies in India



Dishah Consultants

Best Sales Training Companies in India

GreatCompanies 2019



Authoritative Selling

Best Sales Training Programs in India

ConsultantReview 2018



Amit Sharma

Best Sales Trainer in India

TheCEOStory 2020

Struggling to Sell?

Learn the Art of Presenting Yourself as an Authority to Customers, outshine Competition and Win 70% Sales Deals in First Meeting.

<https://www.dishahconsultants.com/sales-leadership-skills-training>



Master Selling On Phone

Aug 27 | 9 am - 12:00 pm

How to Generate 10X more Business Enquiries over Phone using Authoritative Sales Approach.

From:

₹999

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Master Selling On Email

Aug 28 | 9am - 12:00pm

How to Generate 10X more Business Enquiries using Email Marketing Techniques?

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Master Selling On LinkedIn

Aug 29 | 9am - 12:00pm

How to Generate 10X More Business Enquiries using LinkedIn Marketing Techniques?

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Master Face-to-Face Selling

Aug 30 | 9am - 12:00pm

Learn to Sell Like an Authority and Win 70% Sales in First Contact or Meeting.

From:

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Complete 4 Days Program

Aug 27 - Aug 30

Join Authoritative Sales Leadership Program including - Cold Calling, LinkedIn Marketing, Email Marketing and Sales Training.

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INTRODUCTION

When it comes to LinkedIn, sending connections and building audience is relatively easy. The hard part is creating content that creates high engagement, likes & comments from your Network. Content that builds your Brand and your Network. Content that is loved by Readers and drives incoming connections, website visits, enquiries and eventually sales.

I lost the count of how many times, Sales Professionals & Entrepreneurs mention to me "Amit, what should I post?!"

So here we are. I'm sharing my Top LinkedIn Post ideas that will help you fuel your LinkedIn Efforts and create more Engagement, Connections, Enquiries and Sales without being sounding Salesy - that's the key. Isn't it?



HOW TO PROMOTE YOUR PRODUCT OR SERVICES EFFECTIVELY USING LINKEDIN

Being a Salesman and Entrepreneur, this is my favourite. We live for leads, inquiries, sales and business. It is our bread & butter. So, you can't really separate selling from a Sales Professional.

However, to Customers LinkedIn is not a Selling Platform. They see it as a Networking, Learning and Development Platform. They don't expect or rather hate people selling or pitching their products/Services on LinkedIn.

So, how do you sell yet don't look like selling. Following LinkedIn Post Ideas will help you spread the word about your company, products, services and will help you build a segment of prospective customers to create inquiries and sales.




❖ ANSWER A COMMON QUESTION YOU GET FROM YOUR CUSTOMERS ABOUT YOUR PRODUCT OR SERVICES

As a Sales Professional or Entrepreneur, handling customer enquiries and Sales, you would be getting lot of questions from Customers about their business challenges, your product or service, its use case, deployment, features & benefits. Make a list of all the questions that you have been getting and start sharing the questions and answers through Linked Posts

Remember - Don't try to answer all questions in one post and overwhelm your Network.


★ Bonus points if you tag the person who asked the question!



Vaibhav Sisinty • 2nd
Head of Marketing, Klook India & ME | Ex-Uber | Growth Hacker | Speaker
1d • 🌐

“Hi, VaibhavI want to learn about digital marketing.
Can you please tell me which specific skill I should learn to get a good salary? ”
I often get asked this question, and now I think this deserves a post! ...see more

👍💡❤️ 1,086 • 94 Comments



Amit Sharma -Authoritative Selling Expert
3x Awarded Top Sales Influencer | Helped 10K+ Sales People, Entrepreneur...
2w • Edited • 🌐

How to Find Sales Jobs 10x Faster?
I lost my Sales Manager Job during the 2008 economic slump. I tried contacting friends, Job Portals but it involved waiting and I was done Waiting.
...see more

👍🌱❤️ 113 • 40 Comments

PS: I SHARE MY POSTS AS PERSONAL STORIES HI LIGHTING MY JOURNEY FROM MISTAKE TO LEARNING. YOU CAN HAVE YOUR OWN STYLES BUT REMEMBER MAKE IT PERSONAL BECAUSE STORY SELLS.

❖ ASK A SURVEY-STYLE QUESTION

This will be your smartest move. Run a survey across your Readers and have Customers accept their problems, challenges or goals and you can use it as 'Foot-In-The-Door' to pitch your product or service.

It is so powerful that LinkedIn has to release a special Survey feature to help you drive results.



Amit Sharma - Authoritative Selling Expert

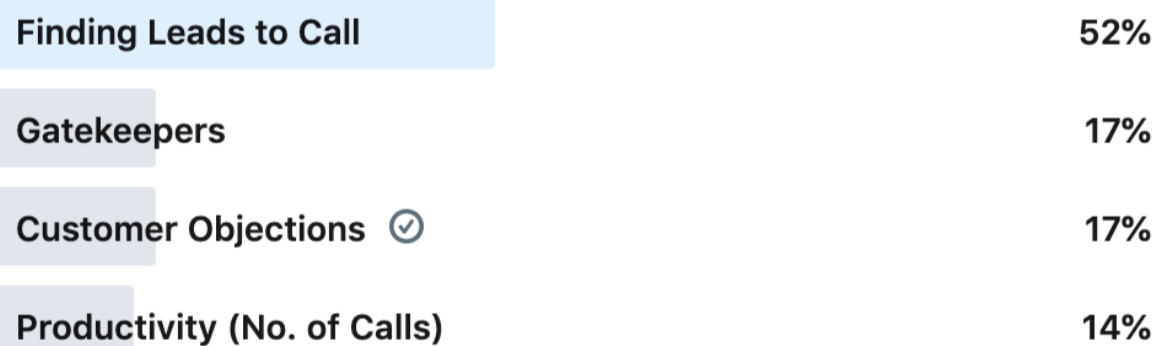
3x Awarded Top Sales Influencer | Helped 10K+ Sales People, Entrepreneurs ...
2mo • Edited •

I had tough time generating leads through cold calling. My biggest challenge was - Customer Objections. It took hard efforts but I successfully got over it to generate hundreds of leads every month for : [...see more](#)

Mention your biggest Cold Calling Challenge.

I will cover it in my next Webinar on Lead Generator [...see more](#)

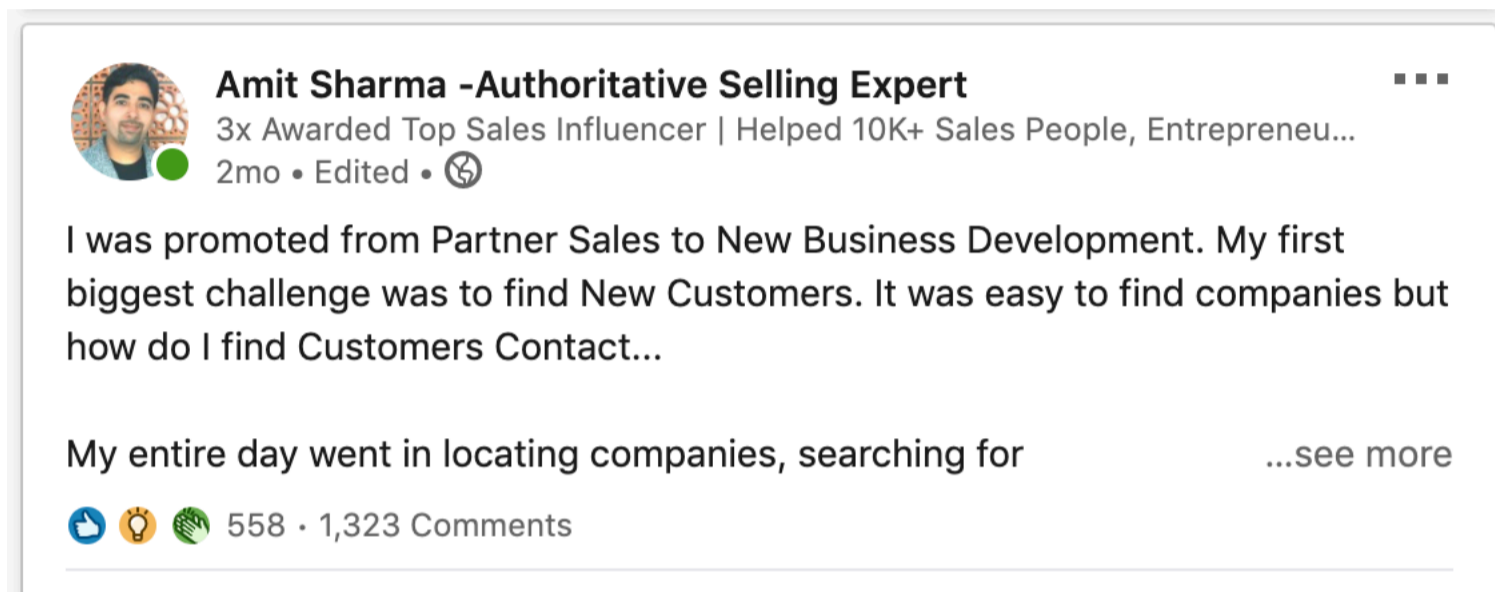
You can see how people vote. [Learn more](#)



[77 votes](#) • Poll closed • [Remove vote](#)

❖ CREATE OR SHARE AN EBOOK OR INFOGRAPHIC.

It's just like the one you are reading right now. Use the blog posts written by you or your marketing team and convert it into an ebook or an Infographic. It's the easiest medium to share data in a simple to digest way. Use [Canva](#) to create your own, or curate someone else's (but don't forget to give them credit!)



Good News. I am sharing my Top 50 LinkedIn Post Ideas that people love to read & can help you fuel your LinkedIn Efforts.

Would you like a copy? Comment 'Yes' to claim your FREE copy.

[#sales](#) [#businessdevelopment](#) [#linkedin](#) [#socialselling](#) [#leadgeneration](#)
[#entrepreneurship](#) [#startups](#) [#socialmedia](#) [#branding](#)

❖ TALK ABOUT A COMMON MISCONCEPTION IN YOUR INDUSTRY.


Every Industry, product or service has its common misconceptions by customers. For example,


Sales Industry misconception - Sales People are Pushy.

Travel Industry misconception - People working in travel get to travel every week.

IT Industry Misconception. - Technology is Overwhelming & intimidating.

So, What's the misconception in your industry, your product or service, your role. Start Busting those and you will have a great Tribe to follow you.






Amit Sharma -Authoritative Selling Expert ...
3x Awarded Top Sales Influencer | Helped 10K+ Sales People, Entrepreneu...
2mo • Edited • 

I assumed Lead Generation on Phone is just a Number Game. I was Wrong

In Job, I was selling to Marketing Team Generated Enquiries. However, when I started my own company I realised...

...see more

   100 • 69 Comments

❖ **SPOTLIGHT HOW A CUSTOMER USES YOUR PRODUCT/SERVICE.**

How do customers use your product or service? Do they use it for internal purposes or offer it as a service? What are the best practices, tips and tricks would you recommend them for using your product, pricing their service etc...

Is there a client that uses your product in a unique way? How do your clients or users maximize what they are getting out of your product?

Share these insights and you will manage to build your community within no time with great marketing of your Product or Service.

❖ **Show what happens if you DON'T make a move.**

How would you target customers who are not using any product or service similar to yours? You're probably used to talking about the results if your clients use your product or service, but what are the risks if they don't use it? What are they missing out on?

Create a list of risks of not using a product or service and start writing your posts.

❖ **Crowdsource your post**


Ask 3 or 5 customers the best advice they would have for someone who wants to get into your industry, start the business, buy a product like yours, price the service etc... Boom. You now have a post of "5 X Professionals Share Advice on Breaking into the Industry"


Pick a topic every week and select three to five customers. It hardly takes 1 hour but creates a post with profound impact. Additionally, let's you touch base with your clients and strengthen your relationship. Cherry on the cake, you can tag your customers in the post and extend your post reach to their network.

❖ SHARE WHAT YOU LEARNED FROM THE LAST CUSTOMER YOU HAVE INTERACTED

Every Customer Interaction is unique. At times, there are good and interesting questions asked or situations discussed by the customers. Other times, there are interesting conversations about books read, events attended, industry insights, tools recommended etc... discussed and shared.




People love such conversations and insights. Take the opportunity and write a post on it and share the insight to build your Tribe.







Amit Sharma -Authoritative Selling Expert ⋮
3x Awarded Top Sales Influencer | Helped 10K+ Sales People, Entrepreneu...
2mo • Edited • 

It was my first Sales Meeting with Customer; first chance to shine & prove to my manager that I can handle it but I messed it up...

I got a call from my potential customer that they are travelling to India & would like to meet... ...see more

   54 · 125 Comments


 **Love**  **Comment**  **Share**  **Send**



❖ COMMENT ON INDUSTRY NEWS.

Industry News are common and boring. But, readers are very much interested in opinions of people from the same industry. They just love it.

Ask yourself, How does this effect your industry? Customer Business? Your company? Your Product or Service? Is this news positive or negative?




Share your thoughts through a post and ask readers to respond with their opinion and your engagement will just flourish.





Dharmesh Shah  • Following
Founder and CTO at HubSpot
19h • 

THIS JUST IN: Oracle might be buying TikTok (instead of Microsoft).

Oracle buying TikTok is like...Oracle buying TikTok.

   887 · 95 Comments






5d • Edited • 

Reliance to acquire TikTok India for \$5 Billion

Obviously it totally makes sense why

Reliance has not been into the social media game themselves ...see more

   2,194 · 168 Comments

❖ SHARE DO'S AND DON'TS.

There are Ton's of Do's and Don'ts on -

- How to Select a Product or Service?
- How to Use the Product or Service?
- Re-Purchase or Renewals Do's & Don'ts
- Warranty and Support Do's and Don'ts.

Start making list of it and write posts around it to make people aware, learn from you and become part of your Tribe.



Amy Volas • 1st

Founder & CEO | I help startups hire the right sales leaders whi...
5d • 🌐



These do's and dont's have served me incredibly well over the years.

And not just on LinkedIn either.

Everyone talks about authenticity and how important it is...

This is how you actually do it.

A commitment to each of these each and every day is the key to a long a prosperous career in sales.

As Eric Thomas would say, 'it's not easy, but it's simple.'

If you'd like all of the details breaking down the points in the image below from what I shared with Sales Hacker, just say the word.

[#sales](#) [#networking](#) [#business](#)



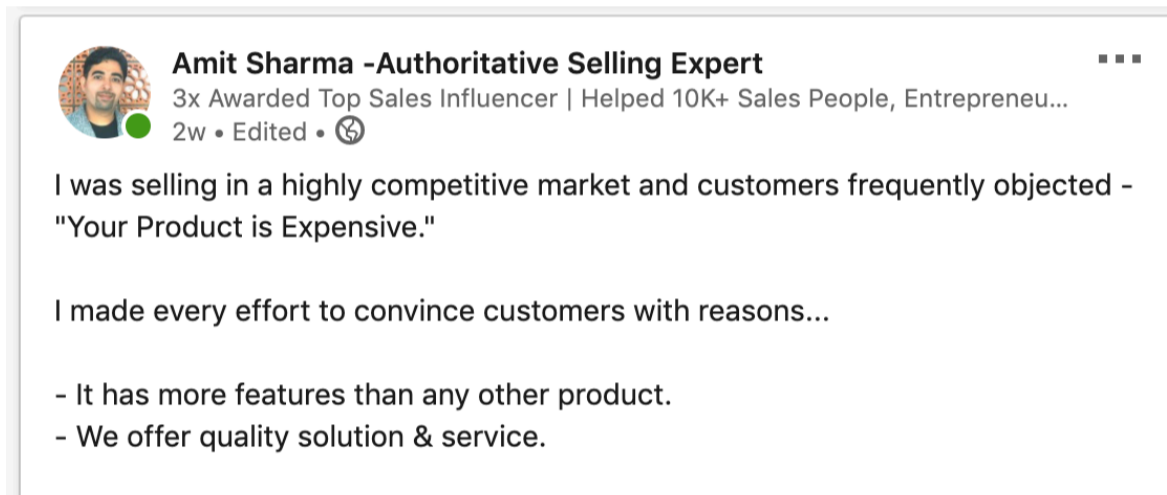
200 · 107 Comments

❖ CUSTOMER OBJECTIONS.

Customer raises tons of Objections during the entire Sales Cycle -

- During Product or Service Purchase
- During Competition comparison
- During Product use and support

What are the objections your prospects often have? Make a list of all the Objections and start addressing those one by one through your LinkedIn posts. It will serve as Baby steps for your Prospective Customers to walk towards you and consider buying your Product or Service.



A screenshot of a LinkedIn post by Amit Sharma, an authoritative selling expert. The post discusses a customer objection in a competitive market and provides reasons for the product's value.

Amit Sharma -Authoritative Selling Expert
3x Awarded Top Sales Influencer | Helped 10K+ Sales People, Entrepreneu...
2w • Edited • 🌐

I was selling in a highly competitive market and customers frequently objected -
"Your Product is Expensive."

I made every effort to convince customers with reasons...

- It has more features than any other product.
- We offer quality solution & service.

❖ **SHARE A MILESTONE, AN EVENT**

Every Week is New and each week a new milestone is achieved in terms of deals clicked, projects completed, results achieved, events conducted, events attended, webinars, new products launched, new updates released... I can go on and on and on.

Start sharing the scoop of what's cooking in your company. People love the juice.

Remember - It's not the news, the trick lies in if you could create the curiosity for product launch or share the insight from the event concluded.



Trish Bertuzzi • 1st



Author of "The Sales Development Playbook" | CEO at The Brid...

3w • 🌍

You have heard the term humble brag right? Well, this is not that... nothing humble about this I am proud as heck!

Just found my book on this list Top 100 Sales Book list and I am over the moon. Sitting behind some authors I admire immensely so even being on the list with them is thrilling.

Looking for last minute gifts for your selling team? Maybe you can find them here!

[Mike Weinberg](#) [Jeb Blount](#) [Mark Hunter](#)

Link in the comment section...



283 · 38 Comments

INTERVIEW A SENIOR TEAM MEMBER FROM LEADERSHIP OR TECHNICAL TEAM

They have been part of this industry and has seen zillions of customer businesses, events, trends etc... It's time to put that insight to even more meaningful use and create your Tribe.

Make a list of 5 questions and ask them to fill the answers. Post the questions and answers every week. Readers will learn from it and it will help you increase brand awareness of your product or service.

❖ POST A ROUNDUP OF WHAT YOU LEARNED AT THE LAST EVENT OR WEBINAR YOU ATTENDED.


You have been attending various events. Customer Webinars, Competitor Webinars, Networking Events, General Events, Industry Webinar or Keynote. Every industry has tens of events happening around. Join the events, take 30 minutes after the event and draft your learnings as a roundup.

Like I mentioned before, people love the scoop of an event. You become the source of this insight and they will start looking up to you as an Industry Expert. Free Branding and Marketing of your product or service is complementary.

❖ GO BEHIND THE SCENES.

Grab Your Phone and Give an office tour, outside customer office, selfie with Customer, describe a recent experience at an event- all of these are good behind the scenes topics for you to create.

REPURPOSE AN EXISTING BLOG

Share the top 5 most important insights from the blog.  Bonus points: the link should go in the comments, NOT the body!

PROMOTE YOUR PRODUCT OR SERVICE DIRECTLY BUT LIKE A LEADER | EXPERT

Create a FREE 'Foot-In-The-Door' offering for customers and use it to promote your Product or Service. Offer Free Consulting session, Free review of their current situation. To customers, its will be a Gain more than a Sales Pitch.

DON'T : OFFER FREE TRIAL OF THE PRODUCT. NOBODY IS INTERESTED IN FREE TRIAL COMMITMENTS.



Bear Heiser • 1st

Helping Brands and Individuals Achieve Strategic Goals By Lev...

2w •



To all of my Sales and Marketing leaders out there ...

If you want to generate high-quality LEADS and CULTIVATE INTENT at an earlier stage of the sales cycle, consider our new pilot program -- Digital Presence for Sales and/or Marketing:

1. We review your ICP and connect your team or business with 500 new buyers per month on LinkedIn
2. We review your content and identify 20 opportunities for LinkedIn posts per month for each of your team members or your business
3. We do a 1-hour training and conduct bi-weekly 1-1s with your teams to review performance and iterate on strategy
4. Set up your team on our LinkedIn analytics platform, providing you with real-time intelligence on your content and engagement

This isn't social media management. This is a GUARANTEED increase in PIPELINE. This is how you intentionally build your audience & learn to post content that cultivates high-quality engagement with your buyers. Re-posting company content in 2020 will get you nowhere fast.

Buyers want and need more from a buying experience than ever before -- a strong digital presence will bring you closer to your buyers than you've ever been.

Start NOW to generate leads for January.

DM me if you're interested in learning more.

[#sales](#) [#intent](#) [#buyers](#) [#LinkedIn](#) [#marketing](#) [#leadgeneration](#)

SHARE YOUR CORE VALUES

Whether it's your company values or your own personal core values, what are they and why are they important?



Paul Salamanca • Following
VP Sales - N. America at vArmour
12h • 🌐



4 days left in the Q. I said to my rep

"If Procurement comes back and asks for something else after this, I'm going to walk away. Are you ok with that?"

he said "Yes."

We went in with a creative and aggressive proposal. We added a little extra to give

Procurement a win, but Procurement knew we had 4 days left until our end of Q.

So Procurement asked for another discount. I finally said...

"We really gave you a great deal. We really want to do business with you, but not like this. I'm afraid we have to walk away."

... "However" ...

(always give it one last "However" before walking away)

"Please let the Business Unit know we would still honor the proposal on the table for the remainder of the Q."

Then we walked away...

No communication for the rest of that day or the entire next day.

I knew 2 things:

- 1) The business needed our solution.
- 2) We gave them a great deal.

Two days left he called back.

Deal was done on the last day of the Q.

Not every deal will be the same, but every

deal should be a great deal for your customer.

Giving your buyer a great deal from the start will give you the confidence to

walk away from a bad negotiation and will make the buyer realize how good of a deal they're getting.



[#sales](#) [#toponepercenter](#) [#negociation](#)

336 · 84 Comments

THANK YOU

That's it for Today. In my next ebook I will give you -

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IDEAS FOR PERSONAL
BRANDING AND
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