

# Daily Implementation Bootcamp

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*Day 8:  
How to Keep Your Pipeline  
Consistently Full of New  
Prospects*

**Pat Henseler**

Director of Products, LinkedSelling &  
Connect 365



How to keep your pipeline full?

# InsideSales Study

Found the average sales rep spends only 36% of their time actually selling.

That's 2/3 of their time on other activities.

We're talking about 3 hours per day spent on prospecting.



How to keep your pipeline *efficiently*?

# Where to Look



1. Build list through traditional means.
2. Find Contacts with GetProspect (or other list broker/builder).
3. Find Contacts on LinkedIn.

# Why LinkedIn...



Over **600+** million users



**25%** of adult internet users in US are on LinkedIn



**40%** check LinkedIn daily. (76% for executives)



Most affluent demographic.



Millions of businesses.

Nowhere else  
online can  
you...

**HAND SELECT**  
the **EXACT**  
people you  
want to target.



Finding them isn't  
enough...

It's tough to get your piece of the pie when you don't have a way to position yourself as an authority or leader.



There's way too much noise out there.



So how do you stand out?

Positioning.



**Authority**



## **Your Optimized Profile**

...without a well-optimized profile, you won't even have the opportunity to start relationships with your high-ticket prospects.



Connect

View in Sales Navigator

More...

**Kelly Formosa** · 2nd

Health Coach at Fitbit, Holistic Nutritionist, Health Coach, and  
Owner at Kelly's Nutrition and Wellness



Fitbit



Institute for Integrative

[View Kelly's profile](#) · [157 connections](#) · [Contact info](#)



Connect

View in Sales Navigator

More...

**Matt Casore** · 3rd

Financial Advisor / Retirement Plan Consultant



Illini Financial Group

[View Matt's profile](#) · [75 connections](#) · [Contact info](#)

**A good template to begin with:**

**[title], [company name] | We help  
[avatar] [benefit] [how]**

Publicity or PR Questions? I Can Help

THE PUBLICITY HOUND  
Tips, Tricks & Tools for Free Publicity



Joan Stewart · 2nd

Top Publicity Expert & PR Mentor works with small biz owners, authors, speakers & experts who want to be their own publicists. 1-on-1 Publicity & Book Marketing Strategy Consultations. Get free email tips twice a week.

Greater Milwaukee Area · 500+ connections · [Contact info](#)

Connect

View



Matt Jones · 1st

Advanced Safety Founding Director | Coaching Executives to Champion Health & Safety | HASANZ Registered | NZHSP Founder

Message

View in Sales Navigator

More...

Advanced Safety NZ

Massey University



Patrick Emmons · 2nd

Founder of Chicago Innovation Roundtable | Software that makes a difference, saves lives, and disrupts industries  
Chicago, Illinois · 500+ connections · [Contact info](#)

Connect

View in Sales Navigator

More...

DragonSpears

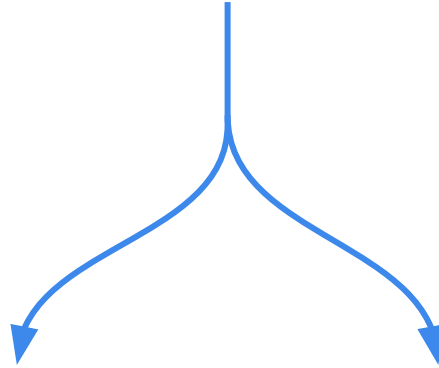
St. Norbert College

connections ·

Consulting, and Project Management

Now that we know WHO you are targeting and HOW to position yourself...what's next?

There are 2 routes...



*The LinkedIn Route*

*The Automated Route*

There are 2 routes...



*The Automated  
Route*

The right way to...

**CONNECT**



Leads are the *lifeblood* of your  
business.

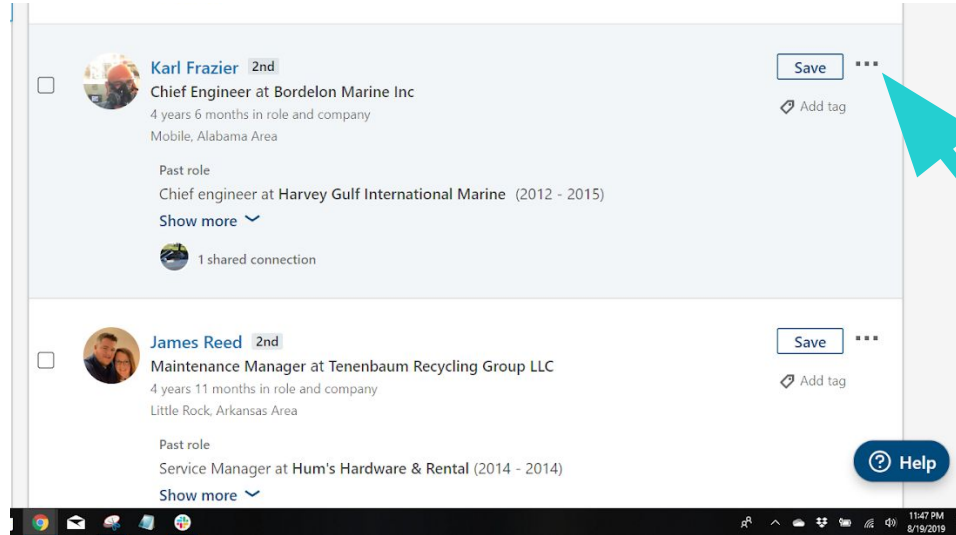
# 2hrs 23min

Average time spent per day on  
social media in 2019

What if I told you that it could be  
done in just...

**10 minutes per day?**

# 1. Connect



The screenshot displays two LinkedIn profiles. The top profile is for Karl Frazier, Chief Engineer at Bordelon Marine Inc. The bottom profile is for James Reed, Maintenance Manager at Tenenbaum Recycling Group LLC. Both profiles have a 'Save' button and a three-dot menu icon. A teal arrow points to the three-dot menu icon for Karl Frazier's profile. A 'Help' button is visible in the bottom right corner of the profile area. The Windows taskbar is visible at the bottom of the screen.

**Karl Frazier** 2nd  
Chief Engineer at Bordelon Marine Inc  
4 years 6 months in role and company  
Mobile, Alabama Area

Past role  
Chief engineer at Harvey Gulf International Marine (2012 - 2015)  
Show more

1 shared connection

**James Reed** 2nd  
Maintenance Manager at Tenenbaum Recycling Group LLC  
4 years 11 months in role and company  
Little Rock, Arkansas Area

Past role  
Service Manager at Hum's Hardware & Rental (2014 - 2014)  
Show more


Save ...  
Add tag

Save ...  
Add tag


Help

11:47 PM  
8/19/2019

# 1. Connect

 **Karl Frazier** 2nd  
Chief Engineer at Bordelon Marine Inc  
4 years 6 months in role and company  
Mobile, Alabama Area

Past role  
Chief engineer at Harvey Gulf International Marine (2012 - 2015)  
[Show more](#) ▾


 1 shared connection

Save ...

- Connect
- View profile
- View similar
- Message

# 1. Connect

Send invitation ✕

 **Karl Frazier** · 2nd

Include a personal message (optional):


Replies from Karl will appear in your Sales Navigator inbox.

Save as lead

Cancel Send Invitation

# 1. Connect

Send invitation ✕

 Karl Frazier · 2nd

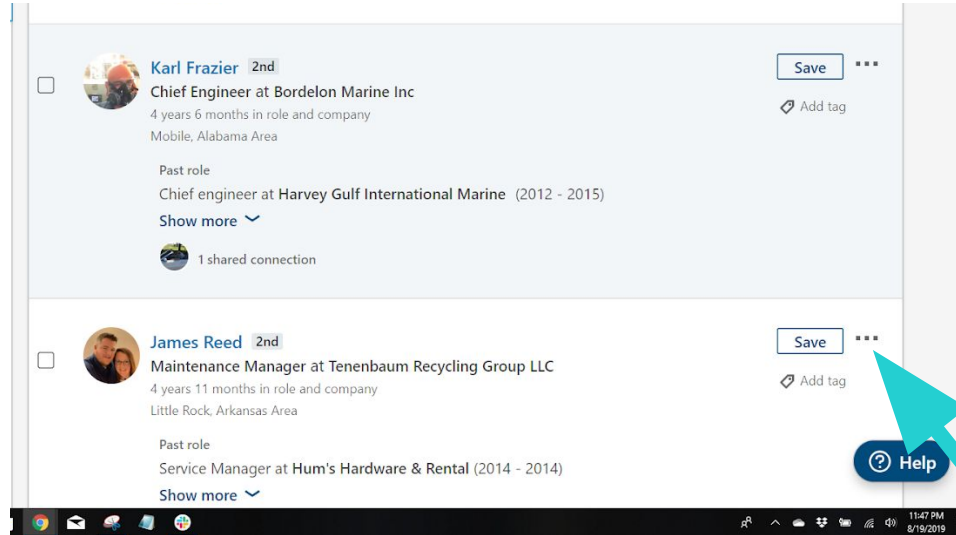
Include a personal message (optional):

Hey Karl,  
I came across your profile here on LinkedIn and thought we might benefit by being connected.  
Hope all is well!  
Thanks,  
Josh

Save as lead

Cancel Send Invitation

# 1. Connect



The screenshot shows a list of two LinkedIn profiles. The first profile is for Karl Frazier, Chief Engineer at Bordelon Marine Inc. The second profile is for James Reed, Maintenance Manager at Tenenbaum Recycling Group LLC. A red arrow points to a blue 'Help' button with a question mark icon, located at the bottom right of the profile list. The Windows taskbar is visible at the bottom of the screen, showing the time as 11:47 PM on 8/19/2019.

**Karl Frazier** 2nd  
Chief Engineer at Bordelon Marine Inc  
4 years 6 months in role and company  
Mobile, Alabama Area  
Past role  
Chief engineer at Harvey Gulf International Marine (2012 - 2015)  
Show more  
1 shared connection

**James Reed** 2nd  
Maintenance Manager at Tenenbaum Recycling Group LLC  
4 years 11 months in role and company  
Little Rock, Arkansas Area  
Past role  
Service Manager at Hum's Hardware & Rental (2014 - 2014)  
Show more

Save ...  
Add tag

Save ...  
Add tag

Help

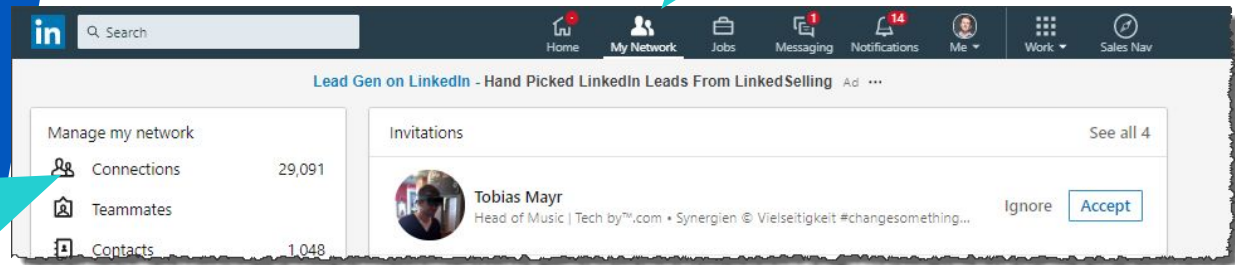
11:47 PM  
8/19/2019

**It's that simple...**

**5 minutes a day = 10 connection  
requests...**

***So what's next?***

## 2. Contact



The screenshot shows the LinkedIn interface. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Sales Nav. Below the navigation bar, there is a search bar and a header for 'Lead Gen on LinkedIn - Hand Picked LinkedIn Leads From LinkedSelling'. The main content area is divided into two sections: 'Manage my network' and 'Invitations'. The 'Manage my network' section lists 'Connections' (29,091), 'Teammates', and 'Contacts' (1,048). The 'Invitations' section shows an invitation from Tobias Mayr, Head of Music | Tech by™.com • Synergien © Vielseitigkeit #changesomething..., with 'Ignore' and 'Accept' buttons.

Home My Network Jobs Messaging Notifications Me Work Sales Nav

Lead Gen on LinkedIn - Hand Picked LinkedIn Leads From LinkedSelling Ad ...

Manage my network

Connections	29,091
Teammates	
Contacts	1,048

Invitations See all 4


Tobias Mayr  
Head of Music | Tech by™.com • Synergien © Vielseitigkeit #changesomething... Ignore Accept


# 2. Contact


### 29,091 Connections


Sort by: Recently added ▾


 [Search with filters](#)

 **M. Paul** Business Development  
I Can Help You Fire Your Boss And Start Your Own Successful Business Through Franchising. Are You Interested?  
Connected 19 hours ago

 **Alexa** Marketing  
Chief Executive Officer at Lexi Marketing  
Connected 19 hours ago

 **Phil** Entrepreneur  
Founder at Diskette  
Connected 1 day ago

 **William** Business Development  
I Help 6-7 Figure Companies Scale Strategically | \$34.2 Billion In Revenue Closed --> Ask Me How?  
Connected 1 day ago

 **Ayse** Health Coach  
Personal Development & Health Coach, Trainer | Helping UK SME executives & leaders 4 measurable stress & time management  
Connected 2 days ago



Manage synced and imported contacts

#### Add personal contacts

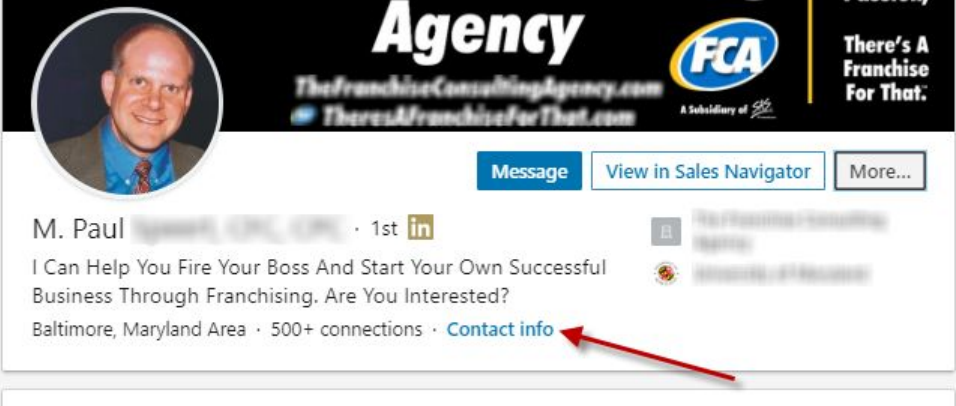
We'll periodically import and store your contacts to help you and others connect. You choose who to connect to and who to invite. [Learn more](#)

  
[Continue](#)  
More options

Josh Ready for your Dream Job with ADB Companies, Inc? Ad ⋮

   
Come explore our Keeley'n Culture.  
[Follow](#)

## 2. Contact




The image shows a LinkedIn profile card for M. Paul. At the top left is a circular profile picture of a man in a suit. To the right of the picture is the header for 'Agency', which includes the website 'TheFranchiseConsultingAgency.com' and 'There's A Franchise For That.com'. Further right is the 'FCA' logo, a blue circle with 'FCA' in white, and the text 'A Subsidiary of'. To the far right of the header is the slogan 'There's A Franchise For That.' Below the profile picture are three buttons: 'Message', 'View in Sales Navigator', and 'More...'. The name 'M. Paul' is followed by '1st' and a LinkedIn icon. The bio reads: 'I Can Help You Fire Your Boss And Start Your Own Successful Business Through Franchising. Are You Interested?'. Below the bio is the location 'Baltimore, Maryland Area', '500+ connections', and a blue link 'Contact info' which is pointed to by a red arrow.

**Agency**  
TheFranchiseConsultingAgency.com  
There's A Franchise For That.com

**FCA**  
A Subsidiary of

There's A Franchise For That.

Message View in Sales Navigator More...

M. Paul · 1st 

I Can Help You Fire Your Boss And Start Your Own Successful Business Through Franchising. Are You Interested?

Baltimore, Maryland Area · 500+ connections · [Contact info](#)

# 2. Contact

M. Paul Speert, CFC, CPC

Contact Info

M. Paul's Profile  
<https://www.linkedin.com/in/paulspeert/>

Websites

- [SASpromotions.com](http://SASpromotions.com) (SAS Promotions & Branding)
- [StretchableCovers.com](http://StretchableCovers.com) (Custom Stretchable Covers)
- [TheFranchiseConsultingAgency.com](http://TheFranchiseConsultingAgency.com) (Company Website)

Phone  
415-844-2794 (Work)

Email  
[paul@thefranchiseconsultingagency.com](mailto:paul@thefranchiseconsultingagency.com)

Twitter  
[sasprmo](https://twitter.com/sasprmo)

Connected  
October 19, 2019

**Just 10 minutes  
a day...**



And you can keep your funnel full with prospects every single month...

# the office





*Whether it's...*





# BONUS REMINDER



## +100 Contacts with GetProspect

Connect 365 users that sign up with on the free tier of Getprospect.io below will receive an additional 100 FREE contacts in their first month.



[ACCESS NOW!](#)

*NOTE:* If you already have started a GetProspect account - and did not get the additional free contacts, use the affiliate code **Mmvpq** on their subscription page here - <https://getprospect.io/app/settings/subscription>

[LinkedSelling.com/get-prospect](https://LinkedSelling.com/get-prospect)

“System Rocks - Sent out 107 messages last night got 58 opens already. 3-4 appointments already scheduled for next week.”

**- Cecil Cunningham, Marketing**





“I followed the advice you gave during the training, I sent an email to my contacts that were “dormant” from the past couple years and the results were 4 prospects contacting me again just this week.

I've now got some checking our apartments and houses, both are very interested in buying!”

**- Diego Cruz, Real Estate**



“The thing I love about it is it’s easy to use and intuitive. It’s not cluttered. I appreciate minimalism and simplicity of use.

I had used tools like Constant Contact in the past and got nothing in return.

Before a recent conference I sent out a campaign to 950 prospects that were going to be in attendance.

Using Connect 365 to deliver that message I generated over 200 responses, set-up over 60 appointments and landed 2 clients immediately - before the conference even started.”

**- Chris D, Recruiter**

“One of the best investments for my business ever. I wasted a couple hours this weekend sending emails manually before I started with Connect 365.”

**- Sean C., Entrepreneur**



“This is a simple route. Other lead generation strategies or tools can be tough or complex and typically lead to having to bring on an employee to handle. This is user friendly.

I navigate it pretty well. I’ve landed one client from it recently following some of the recommendations from your team and overall I just like it, and will continue to use it for my email campaigns.”

**- Richard J, Business Owner**



"Hope! Connect365 is **a sensible, low-cost solution to a difficult task that confounds many business owners**. Its strength is that **it is a strategy, not a series of unconnected ideas**. We are now able to focus on a specific series of actions aimed at a specific target; a rifle shot rather than a shotgun. There is a defined direction to the day, which was not always the case before.

Connect 365 training is laid out logically and, I am able to work with a measure of confidence to achieve results.

That has been made possible by the generous support team. Their answers are speedy and detailed.

**-Sydney Tremayne, Finance**

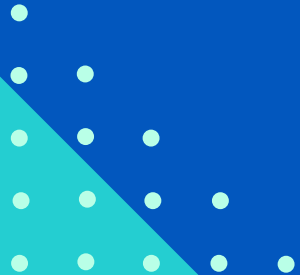
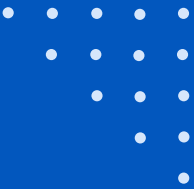
"We're just getting started but after trying other methods, Connect 365 has produced the fastest and most scalable results so far! **I've tried several programs to generate leads and nothing comes close to Connect 365**. The ease and simplicity is amazing! 79.5% open rate and **4 proposal submissions sent out from my last campaign.**"

**- Michael Hunt, IT**



"The product and the support you offer are just awesome!  
**- Larry Boyer, Management Consulting**

# Action Items



TODAY'S HOMEWORK:



1. Set time in calendar for prospecting.



# What's Next?

# Our Agenda



## Tomorrow:

Advanced Messaging Strategies and  
Use Cases for Connect 365