

BOSTON COLLEGE WORLD-WIDE WEBINARS



LinkedIn for Business Development

December 15, 2016

Lindsey Day 2007

=





Meet Lindsey Day




Forbes Career Coach | LinkedIn Expert
Owner, Magnetic Career Consulting | BC 2007





The Original LinkedIn



LinkedIn= A real-time
Rolodex +
the 6 degrees of Kevin
Bacon



LinkedIn Quick Stats



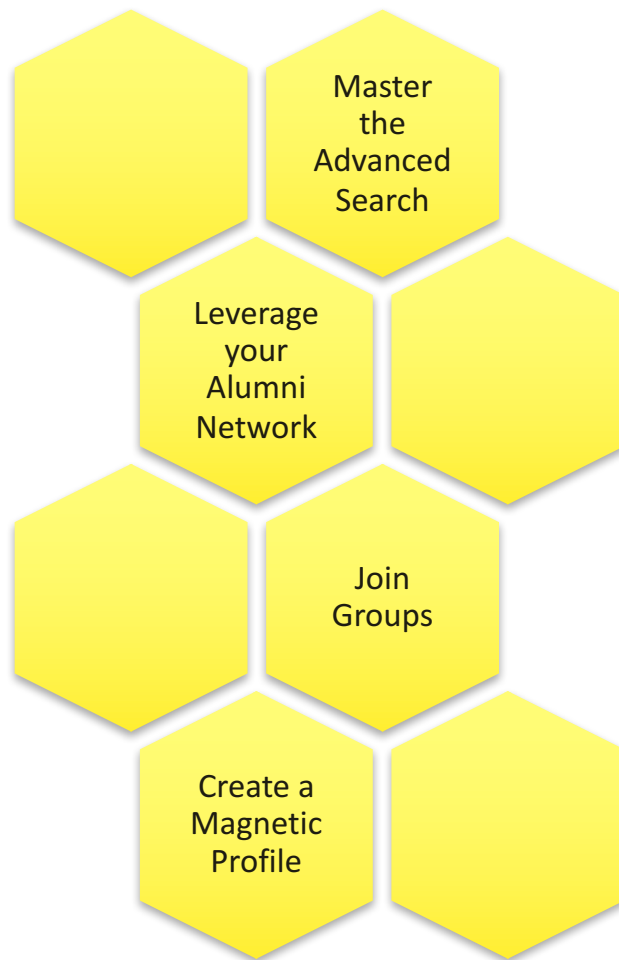


How can LinkedIn Help with Business Development?

- Make quota faster and cheaper
- Bypass gate keepers
- Attract inbound business
- Search for people that need your product
- Develop an emotional connection



LinkedIn for Lead Generation





LinkedIn Profile Tips

- Profiles get you the call
- Profiles validate you should get the call
- Optimize your profile with keywords
- Make it easy for clients to get into your pipeline



Resources

LinkedIn's Free Resources:

<https://business.linkedin.com/sales-solutions/sales-strategies-tips>

Magnetic Career Consulting E-Courses:

<http://lindseyday.com/e-courses/>

Enter "BCALUM" for 50% off

Wayne Breitbarth:

<http://www.powerformula.net/>



Questions?

Lindsey Day

www.lindseyday.com

lindseydayconsulting@gmail.com





Lindsey Day

www.lindseyday.com

lindseydayconsulting@gmail.com

