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Underneath the hood of your LinkedIn Sales Navigator account is a section called Administrator Settings. This is where you do everything from upgrading your plan, cancelling your plan, and updating your payment information to connecting your company ' s customer

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Tip No 1 - Start building your LinkedIn profile with the main focus on the top box area which comprises your profile image, banner or cover



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image and professional headline. Its crucial to get this...

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It covers all the ins and outs of the site and gives some really good tips on maximizing your personal profile and best practices for networking through LinkedIn. I definitely picked up a few nuggets. It also covered some lesser-known aspects (at least to me) of LinkedIn like the suggestions in the last chapter, "Miscellaneous Uses for LinkedIn."

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Your LinkedIn profile is your digital identity. Of all the social media profiles out there, LinkedIn 's profile is the most in-depth and provides a comprehensive overview of you as a professional person. When people search your name in a search engine, your LinkedIn

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profile is often returned high in the search results.

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mentors, and friends who will transform your career—and your life.

Give your LinkedIn profile the makeover it deserves—and get the attention you deserve. Look at your profile: you know it could be a little better. Too many LinkedIn users are just posting a basic resume and hoping for the offers to come flooding in, missing out on the incredible opportunity the platform offers to properly showcase their talents, products, and services to 610 million professionals in over 200 countries. LinkedIn is way more than a resume tool—to display your professional past and present—it's also your career future and personal brand. Used to its fullest extent, it helps you demonstrate the unique value and culture you provide, the skills and aspirations that make you different, to get the outcomes you truly want. But how's it done? Profile branding expert Donna Serdula pioneered the concept

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of LinkedIn Profile Optimization and through her Website, LinkedIn-Makeover.com, has helped over 5000 professionals use LinkedIn to achieve increased success. In this guide she applies that experience to help you use all of LinkedIn ' s capabilities to meet your goals, whether they be job search, reputation management, or sales—including how to: Create a memorable, successful profile Optimize personal keywords Showcase your experience, accomplishments, and unique value Use LinkedIn features to grow your network and more You never get a second chance to make a first impression—and people are Googling you right now: Get a fresh online look and get results!

Make selling a social affair! The ABCs of sales have changed. It's no longer: A-Always, B-Be, C-Closing. The new way of selling is: A-

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Always, B-Be, C-Contributing to your buyer's journey. Social selling is an effective way to engage with your customer, and the world's most powerful social selling tool for any B2B sales professional is LinkedIn Sales Navigator. It allows you to gain access to more leads, more InMail, and data to track your efforts. With the help of LinkedIn Sales Navigator For Dummies, you'll learn how to write effective InMail messages and engage with prospects on the world's most successful professional networking site. Along with utilizing those features, you'll also benefit from access to full profiles outside of your network, guidance on how to best optimize your own profile for sales opportunities, and much more. Use lead recommendations to get in front of the right buyer Analyze your social selling efforts with real-time data Reach more leads with customized InMail messages Save 30 - 60 minutes a day previously spent on acquisitions If you're a B2B sales

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professional who is new to LinkedIn Sales Navigator, this is the one-stop resource you can't be without.

Optimize your LinkedIn profile—and get results Your LinkedIn profile is essentially a platform to shape how others see you, highlight your abilities, products, or services, and explain how your work impacts lives. Yet many people simply copy and paste their resume and expect job offers and networking opportunities to start rolling in—but that isn't how it works. LinkedIn Profile Optimization For Dummies shows you how to create a profile that enhances your personal brand, controls how others see you, and shapes a successful future for your career. Whether your goal is job search, branding, reputation management, or sales, people are Googling you—and your LinkedIn profile is more often than not their first point of contact. With a focus

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on who you are, the value you deliver, and the culture you cultivate, the profile you'll create with the help of this guide will make that first connection a positive one—giving you a better chance to see results. Create a powerful LinkedIn profile Discover your personal keywords Showcase your experience and accomplishments Be seen on the world's largest professional social network You never get a second chance to make a great first impression, and LinkedIn Profile Optimization For Dummies helps to ensure you're presenting yourself in the best possible light.

Learn how to optimize your LinkedIn profile so you can impress your network and get found on LinkedIn. This easy to read and fun book walks you through building an impressive LinkedIn profile. Chock full of examples, LinkedIn Makeover: Professional Secrets to a



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POWERFUL LinkedIn Profile is your one stop resource to learn how to optimize your LinkedIn profile so you can look good and get FOUND on LinkedIn.

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