

Discover the LinkedIn CRM

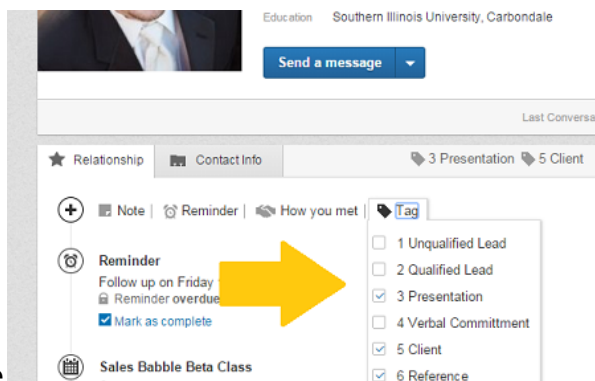


In this assignment you will experiment with the CRM capabilities of LinkedIn. Staying organized requires organization and discipline. LinkedIn is a free tool that can add discipline to your ability to follow up.

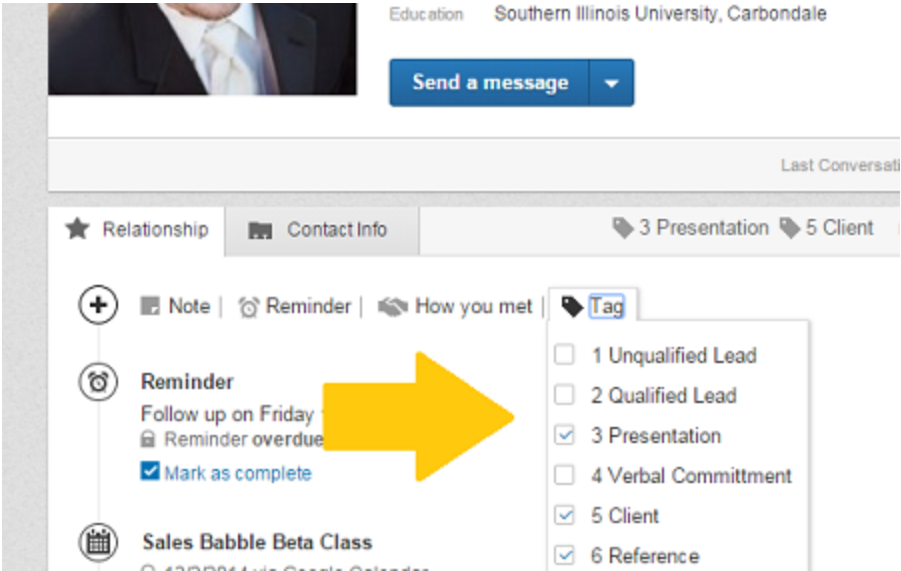
Design your LinkedIn sales funnel based upon the sales stage previously defined. Using the tag capabilities, take action to customize for your business.

Define Your Pipeline

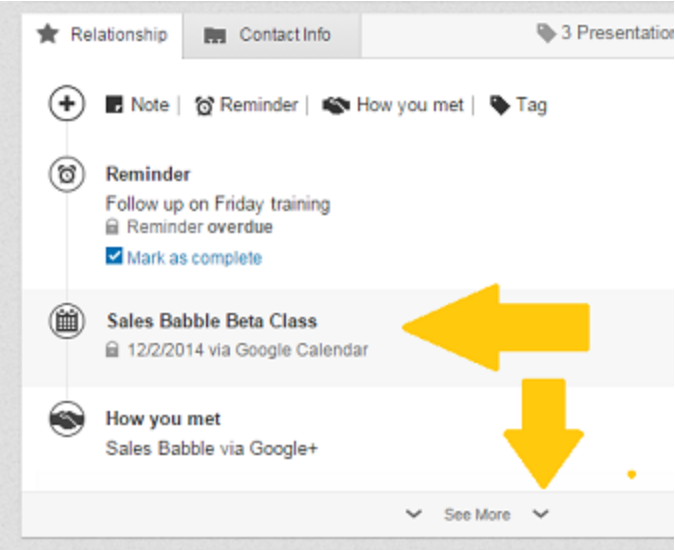
Complete the following steps in LinkedIn CRM



1. Create tags for each sales stage
2. Create tags for each product/ service you provide
3. Linked your gmail account to LinkedIn **NOTE:** only useful if you use gmail for correspondence
4. Find 10 prospects in LinkedIn

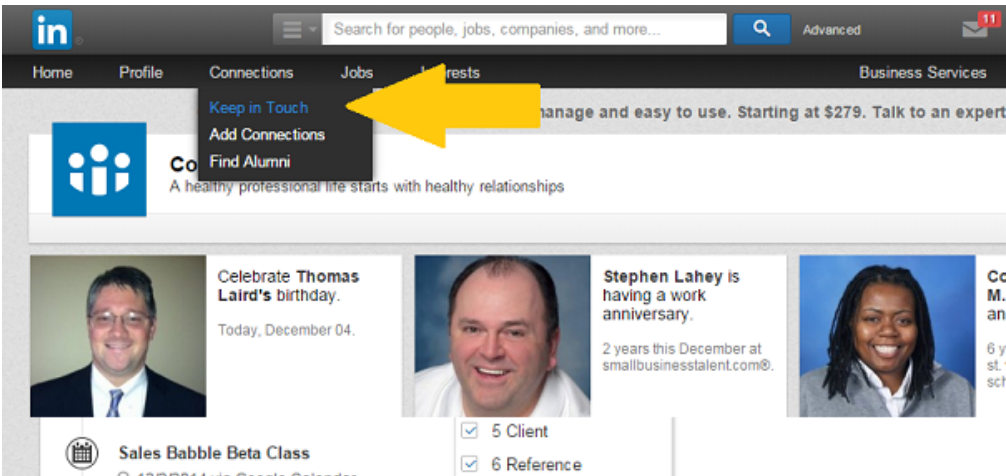


- Set tags



- Add reminder

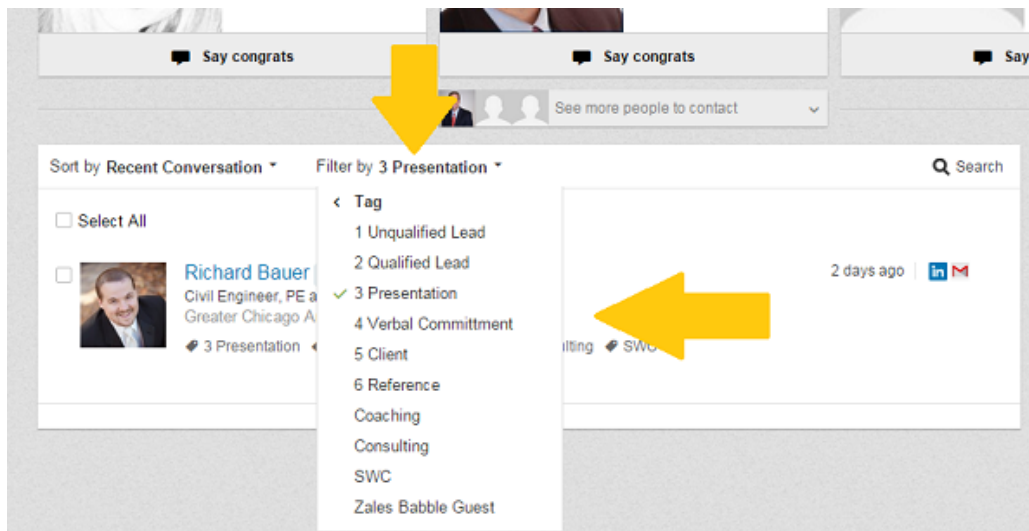
5. Using the contacts tool, generate report for each sales stage



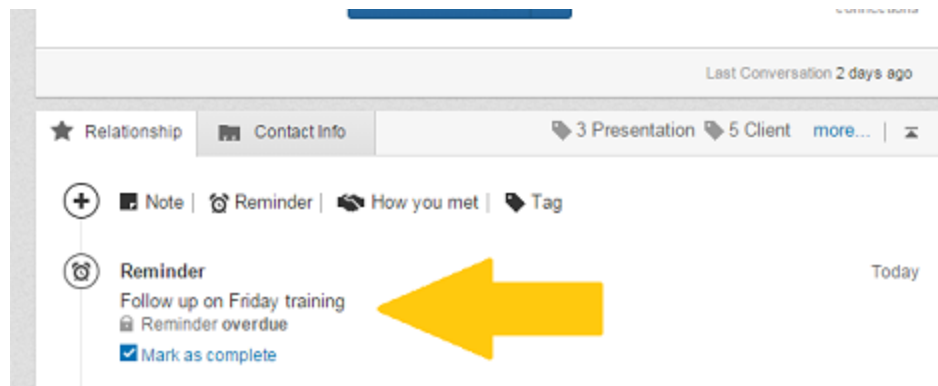
Be Yourself, Add Value, Make Sales

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6. Using the contacts tool, generate report for each product/service



Once complete manage your opportunities, keeping track of advances in notes and email.



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