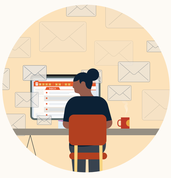
LinkedIn

Building Pipeline Virtually

Strengthening existing relationships has been crucial during the pandemic, but the changing landscape we're all operating in has also raised the question of how to generate opportunities without the undoubted benefits of meeting face-to-face.

As we move further into the era of remote selling, we need to know how best to engage with buyers and initiate new relationships – without ever sitting down for a coffee with them.

So, when it comes to building the pipeline virtually, what's the game plan? Here are some ideas to help generate sales success.



1.Remember that potential customers are inundated with digital information

According to Hubspot, the volume of sales emails has increased four times during the last year, and response rates are lower than ever. Your messaging has to be relevant to cut through the noise.

To do this, it's important to figure out exactly who you should be targeting and when, and tools like LinkedIn Sales Insights can help you figure out which accounts to prioritise.

With target customers identified, it's time to introduce yourself. Send a LinkedIn request so that the person you're trying to reach can put a face to a name. Then follow up with an email or a short video clip to introduce yourself.

2. Be thoughtful and consider the customer context

According to LinkedIn research, 80% of decision-makers are unlikely to engage with a salesperson who doesn't understand their pain points, meaning it's more important than ever to research your customer before you reach out. Have you assessed who is buying on the CRM, or the length of the sales cycle? Is the prospect following your company on LinkedIn? Have you connected with them prior to sending an email?

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A personalised message is more likely to stand out in a customer's inbox. The more thoughtful you are, the more success you'll have.

3. Your discovery call is a 'credibility call' from the customer's POV

Great news! The customer wants a meeting. But what we may think of as a sales discovery call is often a test of our credibility, too. This calls for a team-based selling approach, so reach out within your company and draft in experts with similar experience to the clients you're meeting with. As well as doing your research, it's also useful to have customer stories to hand so you can show how you've helped other clients in the same sector achieve success using your products.

It's also important not to forget to reach out to senior management at the potential customer who may be responsible for facilitating the sale such as the CFO or CTO. They could be critical to signing-off the final decision. Showing you understand their business and its challenges will make you more credible.

4. Gaining trust is a more important factor than financials

Trust in a salesperson is the most important factor for 90% of buyers, according to research by LinkedIn. That means it's more important than ROI and price in influencing their decision. A face-to-face meeting, even on Zoom, is the most effective way of building trust, which is why video clips can also be a great tool – especially if you use Sales Navigator Smart Links to track who's watching.

Trust in a salesperson is the most important factor for **90%** of buyers

You can also generate trust and demonstrate your market expertise by sharing useful information with the prospect. Do some of the heavy lifting for the client by providing synopses of information they'll find interesting.

In the brave new world of virtual selling, your role is changing to become more well-rounded and holistic – that of a trusted partner.

Contact us and speak to your Account Manager today to get started finding bigger opportunities!