

# LinkedIn Quick Tips

As you may already be aware, I attended a Professional Speakers Association chapter meeting in Edinburgh near the end of June where one of the guest speakers was Will Kintish ( <http://www.kintish.co.uk> )

Will gave a fascinating and stimulating talk about how to make the best use of the networking medium LinkedIn ( <http://www.linkedin.com/> ), he advised on a number of ways to improve your profile, how to build the quantity and quality of your connections and how to best avoid using pro-formatted invites/replies/introductions etc.

Since then, I've been updating my own profile and inviting new connections - no doubt, we all keep meaning to get round to it, so as you can imagine, I had a busy weekend in front of Glastonbury on the telly.

I can't promise this is going to follow the most logical sequence as I transcribe from my mindmap and memories from Will's talk on Wednesday night and also from what I've picked up over the last few days, but here goes...

Oops, first things first, if you're receiving this from me by email, I will also add a couple of fantastic docs from Will which explains how to build relationships via LinkedIn and offers some suggested personalised templates for invites/replies/introductions etc (these are only suggestions, it is expected and encouraged that you tailor these suggestions to your own messages which you will of course personalise when you send out the message - here's another wee tip, if it's too much hassle to re-write every message you send, download a free tool called Shortkeys, it's a tool that allows you to set up replacement text or paragraphs for any given number of user defined keystrokes ... confused? ... have a look at the site ... all will be revealed ( <http://www.shortkeys.com/lite.htm> )

OK, here goes, again. . .



For your introduction, make an 'initial benefit statement', about what you offer, not what your job title is – most people put something like Manager at XYZ Ltd.  
Think about your contact's WIIFM (What's In It For Me?) Why should I go on reading more about this guy?

Best making sure that these either are in chronological order or focus on key roles if you work on a number of activities

Most people just add their website, which unless changed in the "Other" option just comes up as "My Website".  
Not many people realise that they can add up to three website links. So you can add extra links to other pages in your main site or if you have a blog page  
Also, change the name of the webpage to something more appropriate than the webpage URL if necessary

If you use an auto-signature, add your LinkedIn Profile address to it - people will get to know you better and you can build your profile with them

**Stuart Harris** you

Training Consultant working with his clients to improve customer service, increase sales and develop their leaders

Glasgow, United Kingdom | Professional Training & Coaching

**Current**

- Director at DRIVE Training & Development Ltd

**Past**

- Training Consultant at Norwich Union
- Business Consultant at BSKyB
- Training Associate at Trainwise

**Education**

- Stow College of Commerce
- Motherwell College
- Claremont High School

**Recommendations** 2 people have recommended Stuart

**Connections** 63 connections

**Websites**

- Drive's Website
- Tele-sales Modules
- Leadership Development Modules

**Public Profile** <http://www.linkedin.com/in/stuartharrisatdrive>

Cute, huh?  
How often have you been given a business card and then can't remember who the person was the next day, never mind when you get requested to LinkedIn, meet with them or get a call out of the blue.  
Add a photo to your profile, these can be head and shoulders, like my best Phil Mitchell going to the bank pose or something simple – however, be careful that your background isn't too busy and that you don't look as if you've just come back from your mates stag night or hen party

It can be regarded as quite rude or imposing to ask someone for a recommendation. Unconditional reciprocation is better, there is a good chance that if you recommend someone, that they'll do one back for you (\* more on this later)

Although at the minute I only have 63 Level 1 connections – I have over 3,000 Level 2 Connections and over 281,000 Level 3 connections.

I wouldn't dream of looking at my Level 3 connections; I think I should have enough to keep me busy with my Level 1s and then my Level 2s contacts



## Summary

If you think of the top of your profile page as your shop signage – your summary is your shop window.

Tell people looking at your profile a bit about yourself, what's your background, what's your aim / objective / philosophy?

What's your USP (Unique Selling Point)? And I don't just mean "lots of experience", "enthusiastic", "customer focused" – who doesn't have or isn't all of the above

Expect the reader to think what are you going to do for me, not just what you do?

Make some benefit statements

With a background of 30 years working in hospitality and sales management & training roles, I have developed the focus, knowledge and technical capabilities to understand the needs of various organisations and to design, develop and deliver appropriate solutions to:-

- \* help them improve performance,
- \* improve customer service,
- \* increase sales and
- \* develop managers and leaders.

My philosophy is simple; either give my clients what they 'perceive they need', or better still, spend some time with those with performance issues; so that I can identify individual skill gaps and provide the most suitable solution to their needs.

My innovative learning methods have won National Training Awards and my customer focused approach ensures that clients and training associates often re-appoint me for additional training due to results and the excellent feedback they receive from the people they send on my courses

To find out how I can help your organisation, please feel free to contact me

- \* via LinkedIn,
- \* email me at [drive.training@hotmail.com](mailto:drive.training@hotmail.com) or
- \* call me directly on 07708 640876

## Specialties

My key training specialties are in:-

- Delivering a 5 Star Customer Service
- Maximising Sales (Field & Tele-Sales)
- Improving Contact Centre Services
- Preparing 'Next Generation' Managers
- Developing Managers into Leaders
- Training & Presentation Skills

Keep your specialities focused on your reader – remember their WIIFM

Don't just mention for example what you do (in my case for example, I've avoided just saying "I do training in Sales, Customer Service and Leadership Skills" – I've elaborated a 'wee bit'

Add in a call to action – what do you want them to do?

If you want them to get in touch, make it easy for them to find your email address or contact numbers



Below your Summary information, you can add applications like Box.net Files (\*), Blogs, Polls, Reading Lists, SlideShare

I've not properly had a chance to go through what you can add yet, so you may wish to have a look and see what is most relevant to your needs

\* So far, I've only added Box.net Files (I will also add SlideShare in due course) – here you can add files – I've so far added a couple of my own case studies and a couple of Will's LinkedIn tips

I reckon this will be good for Blogs, articles, reports, free materials etc – keep your eye on my profile in the coming weeks or months as I'll be adding more docs

## Stuart Harris's Files

### LinkedIn Profile

Menu | ▾

	Case Study - Customer Service.pdf	06/29/09	64 KB
	Case Study - Induction Res...ure.pdf	06/29/09	152 KB
	Case Study - Tele-Sales Tr...ing.pdf	06/29/09	65 KB
	Kintish - LinkedIn__your_b...[2].pdf	06/29/09	48 KB
	Kintish - LinkedIn_and_Rel...[1].pdf	06/29/09	161 KB

Stuart Harris (owner)

powered by 



## Experience

[+ Add Position](#)

### **Director at DRIVE Training & Development Ltd** [\[ Edit \]](#)

Professional Training & Coaching industry

January 2006 – Present (3 years 6 months)

Support a number of clients in improving their customer service, increase sales and developing their Leadership skills

[2 visible recommendations for this position](#) [\[ Manage \]](#)

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### **Training Consultant at Norwich Union** [\[ Edit \]](#)

Public Company ; AV ; Insurance industry

January 2008 – June 2009 (1 year 6 months)

I support a number of functions within AVIVA, for developing and delivering agent Sales and Sales Through Service training as well as support a coaching programme for some of their Team Leaders

I have developed and delivered a Customer Service Programme to Life and Pensions division - this lasted 5-6 months and involved rolling out a new CS training programme to increase the service provided across the NU L&P client base - training was carried out for all call centre agents in Norwich, Sheffield and York

I also deliver Sales and Sales Through Service programmes and Team Leader Coaching Programme - initially I was given the worst performing sales team to see if improvements could be made to them - within days they were out performing every other team in the centre (80% of the incentive winners of a trip to New York came this initial sales team, along with their Team Leader for managing the most improved team)

[No recommendations for this position](#) [\[ Request Recommendations \]](#)

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### **Business Consultant at BSKyB** [\[ Edit \]](#)

Public Company ; BSY ; Broadcast Media industry

January 2008 – June 2009 (1 year 6 months)

I have supported various departments at BSKyB, including developing and delivering the sales and customer service training for the launch of two new

In the Experience section, I would suggest that you add a bit more detail than just a job title, the company name and 'to and from dates'

This probably takes most time to add, so make sure you've got plenty of time available, a cup of something nice and either the tennis, Glastonbury or the new Lady Gaga album on Spotify in the background (of course it helps if you're the oldest teeny bopper in town – just wait til T in the Park)



Re recommendations:-

I totally agree with Will, when he says “don’t ask for recommendations”

Unconditional reciprocation is the order of the day, I recommend people because they do a good job, not just in the hope that’ll they’ll ‘scratch my back’ back

If they, then recommend you, you know they’re doing it because you’ve done a good job for them (I’ve only just started this so don’t give me a hard time ‘cause I’ve only got a couple of recommendations so far)

I only recommend people that I have worked with or have seen ‘in action’, I want to be able to recommend people that “I know, respect and trust” (thanks for that one Will)

I don’t want colleagues coming back to me saying the guy I recommended was a donkey – what happens to their respect and trust in me if I’ve recommended badly

I also won’t recommend someone that I’ve only swapped business cards or email addresses with

## Recommendations For Stuart

### Director

#### DRIVE Training & Development Ltd

“I have worked with Stuart on an off for ten years he has been a colleague, my manager and subsequently a client of mine and a business partner. Based on this there are certain things I can confidently say about Stuart. He is the best sales training consultant I know, not only does he know sales, he knows how to train it at every level and also how sales integrates into an organisation at a strategic level. This would be impressive if this was all Stuart did, but the range of training experience Stuart has is far broader than just the sales environment. As a highly skilled trainer myself there are few that I can recommend unconditionally or would allow to present on my courses. Stuart is one of those few.” *June 25, 2009*

**1st** Rintu Basu, *Director and Principle Trainer, The NLP Company*  
was a consultant or contractor to Stuart at DRIVE Training & Development Ltd

“Working with Stuart twice now on 2 large training design and delivery projects, he was a great and inspirational colleague whose delivery garnered many glowing reports from my 2 clients. Thank you Ben”  
*January 27, 2009*

**Top qualities:** Great Results, Expert, Good Value

**1st** Ben White  
hired Stuart as a L&D Consultant in 2005, and hired Stuart more than once



From your Edit My Profile section you can search and join groups that you are interested in

For example, I'm a member of groups mainly focused on Customer Service, Sales, Leadership Development, Training, Call Centres, Consultancy, and of course the Kintish Business Networking Skills group (they are as vague and as specific as you can imagine)

Be careful what you wish for tho' – unless you limit the amount of updates that you get from each group you'll get bombarded with too many daily updates and request (\* you get asked how frequently you want updates when you request to join the group),

Uncheck update frequency boxes that you're not interested or you'll be bombarded with updates and notifications from someone on the other side of the planet about whether a) they can be in your new best pal or b) if your interested in purchasing their new piece of life changing software (trust me, been there done that ... not bought, just bombarded)

The screenshot shows a LinkedIn profile page. On the left, a navigation sidebar has 'Groups' highlighted in blue. A green box with a pointer highlights this 'Groups' link. The main content area is titled 'Groups' and has tabs for 'My Groups', 'Following', 'Groups Directory', and 'Create'. Below this, it says 'My Groups (13)'. A list of groups is shown, each with a logo and a status message: 'The eLearning Alliance' (STATUS: Your membership is pending approval), 'Trainer Talk' (STATUS: Your membership is pending approval), 'Call Center Pros', 'Call Centre Focus', and 'Consultants Network'. Each group entry has a 'Go to' button and an 'Actions' dropdown menu.



Hope this is of some help to you, please feel free to share it with your colleagues or indeed your own LinkedIn Contacts. If you come across other tips on how to use this tool more effectively, please let me know so that I can update this doc in the future - I'm a big fan of sharing knowledge and 'passing on', I hope you are too.

Will Kintish has shared a couple of cracking documents with me, if I am emailing this doc to you, I will automatically pass on these docs, if you are reading this from my LinkedIn site you will also have access to them there

Will's docs share an overview of using LinkedIn to complement your marketing and networking practices (not replace them) and some great advice on how to personalise your invites and introductions etc - please also feel free to take a look at Will's sites (he has a couple of sites and blogs - the first site focuses on general face to face networking opportunities, the second focuses on his LinkedIn training - both sites are full of free information and contact details incase you have an opportunity to book him for an event you might be organising)

<http://www.kintish.co.uk/>

<http://www.linkedintraining.co.uk/>

<http://kintished.blogspot.com/>

And by the way ... NO! I'm not on commission, I just want to give credit where due

**Just one final tip - be careful that you don't get sucked into this too much and end up resenting it or worse still ignoring it because it's taking your focus off your 'day job' - I would suggest that you spend no more time on it than a couple of hours a week (or month, depending on how important networking is to you)**

**- this is an add on to what you do not an instead of**

Good luck and best wishes with your networking

Stuart Harris is a leading UK authority on Contact Centre Training, Maximising Customer Service, Sales Training, increasing your existing Sales Through Service and Management & Leadership Development.

If you, or someone you know, would like Stuart to speak at your conference or run training workshops, call him on 07708 640876.

Visit [www.drivetraining.co.uk/](http://www.drivetraining.co.uk/) or <http://www.linkedin.com/in/stuartharrisatdrive> for further information

