

# How This One LinkedIn Strategy Brought in 134 High-Ticket Leads...and Counting!

Learn how Chris Kenney used a simple strategy to Build Relationships with Targeted Prospects...

*"Just a quick note to say I closed another \$18k [deal] from a LinkedIn lead... Here's to high ticket sales!!"*

~ Chris Kenney

CEO, Chris Kenney Coaching

## The Situation...

Chris Kenney, owner of Chris Kenney Coaching was familiar with our LinkedIn lead generation system from a distance, and was actually implementing parts of our process himself, already seeing success generating new leads.

*However, Chris found that in order to maximize results, he needed to spend more time with the system than he could personally dedicate and so he turned to LinkedSelling to outsource and ramp up his results.*

He knew the value of building relationships with his prospects and that creating those opportunities to speak with them one-on-one would allow him to close more deals on a consistent basis.

## How Chris Maximized Both His Time and His Results

Chris focused on targeted accounts especially when selling high-value services. LinkedIn provides the perfect platform to not only find and connect with Chris' ideal prospects, but to build real relationships that lead to a sales conversation.

The campaign consisted of four parts:

1. Research targeted prospects on LinkedIn
2. Optimize LinkedIn presence to build authority
3. Connect with thousands of targeted prospects
4. Plan & execute a messaging campaign

## The Importance of Optimizing Your LinkedIn Presence

Profile optimization is one of the foundational steps that every client goes through with their account manager at LinkedSelling.

After some research on competitor profiles, they run through a checklist to ensure every part of the profile is optimized to increase conversion percentage.

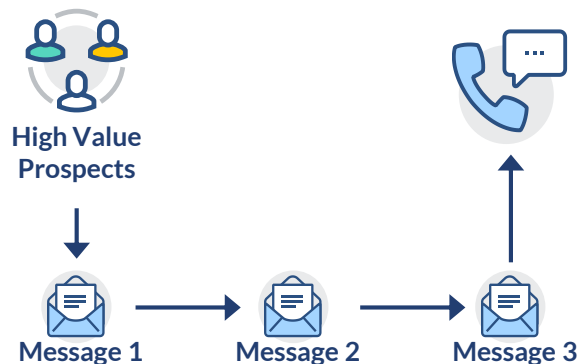
## Launching a Multi-Touchpoint Messaging Campaign

A successful LinkedIn messaging campaign is one that doesn't jump to pitch a sales conversation too quickly. It focuses on relationship by adding value and building rapport based on prospects' interests.

In Chris' case, we tweaked the messaging strategy a few times until we found what works for him based on what elicits the most response from his prospects. And once we had optimized our messaging for him, as Chris says, we just "rinse and repeat."

By allowing LinkedSelling to build rapport with his prospects through a multi-touchpoint messaging campaign on his behalf, we were able to turn more prospects into leads and appointments for Chris.

And from there, Chris was able to convert more of those leads into clients, thereby, saving himself time while increasing his returns.



## Results: Chris Saves Time While Generating 134 Leads and Plans to Continue

Since working with LinkedSelling, Chris has saved himself the time he needed by turning the entire process over to his Account Manager to handle.

Now Chris only personally engages with the prospect once they are in the sales appointment.

His campaign has generated well over \$40K with much more in the pipeline, and because he continues to get an average of 16 high-ticket leads on his calendar each month, Chris' campaign continues to roll on.

## How to Customize this Plan for Your Business...

This strategy has seen success with any business that needs to generate more high-value leads. It works in numerous industries and with various company sizes, from small to big businesses. It has also helped our clients get their foot in the door with otherwise nearly-impossible-to-reach decision makers—and it can do the same for you.

If you are interested in maximizing both your results and your time, focusing on a relationship-based strategy to get similar results to Chris Kenney, stop by our booth or email us at [team@linkedselling.com](mailto:team@linkedselling.com) to book a consultation!