

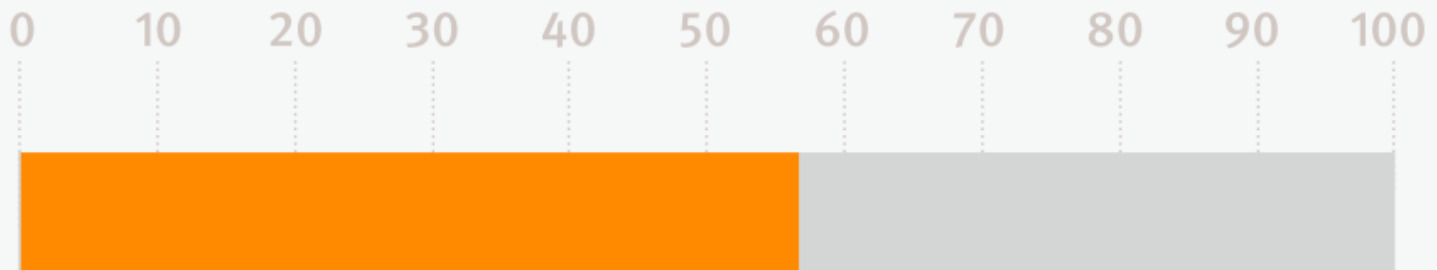


Herman Miller: Elevate Your Personal Brand



Elevate Your Personal Brand

Why Social?



Choice 1

Embrace the trend. Spend time/money/effort in the white sections. The 57%. Sales leaders are not competing on price and win deals with almost zero competition.

Choice 2

Stay with the "status quo." Spend time/money/effort in the white section, the 43%. Sales leaders are forced to compete on price. Every single deal becomes a competitive slug fest.



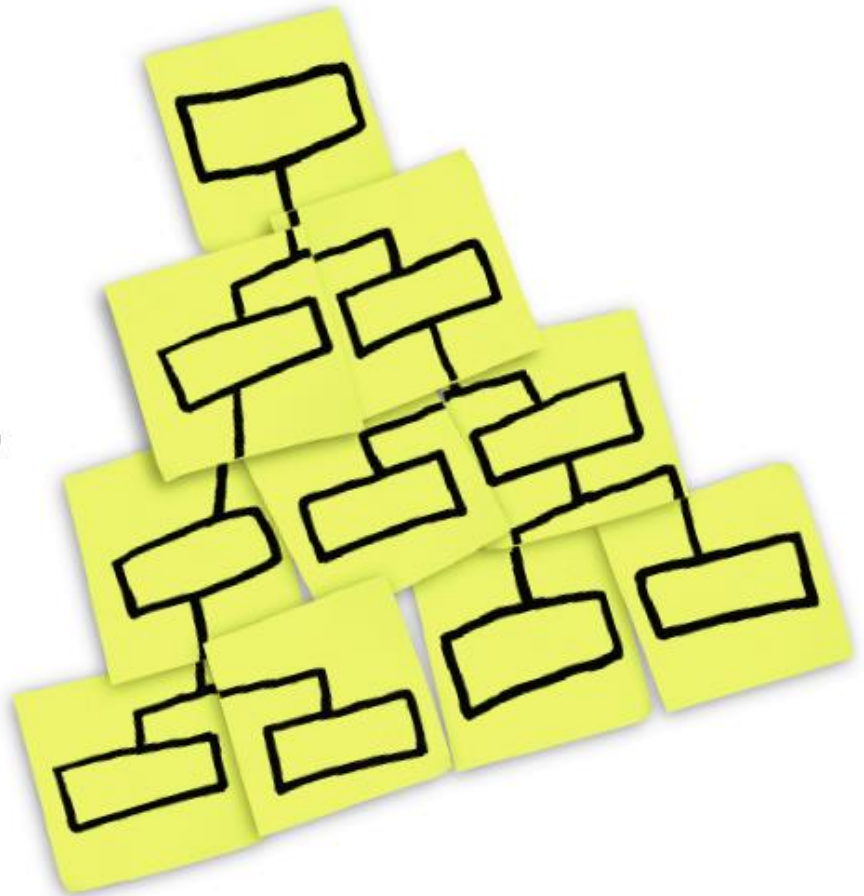
Elevate Your Personal Brand

LinkedIn – Why Bother?



users are Senior Managers,
Middle Managers, CEOs,
Presidents, Vice-Presidents,
Sales Executives, Small
Business Owners,
Entrepreneurs, etc.

**Yup, people you
want to sell stuff to.**





Elevate Your Personal Brand

LinkedIn – Social Selling Profile –



Capture their attention

Your headline is your first impression
and what comes up in search results.
Make it count.

Instead of using your current title, describe what you do,
your main talents so people will know who you are and
why they want to connect with you.

- Social Selling Profile Examples:
- <https://www.linkedin.com/pub/nicole-mank/19/b58/125>
- <https://www.linkedin.com/in/taffie-lynn-butters-0ab2074>
- www.linkedin.com/in/michaeldura



Summary

This is your place to shine. Sell yourself and your qualification **using your own voice.**

Phrases to ditch:

- Responsible for
- High Performance Sales Executive
- Duties include
- Professional (**seriously**)
- Consistently demonstrates
- Accomplished sales professional with a consistent record of ...
- Experienced, hands-on with proven ability to ...
- Seasoned anything ...



Summary

This is your place to shine. Sell yourself and your qualification **using your own voice.**

Phrases to use:

- I solve problems.
- I help clients
- I deliver
- My focus is on my clients' bottom lines.
- I deliver solutions that work.
- I can be counted on to deliver solutions that make my clients' lives easier and their businesses more profitable.
- I am passionate about my clients and their success.



Elevate Your Personal Brand

WRITE 5 NOW!

LinkedIn – Social Selling Profile –



Services you provide

What do you want people to hire you to do?

I've heard
someone
results. *

Forbes has
Post Rank

I've been named as one of the top 150 Most Influential Women on Twitter and recognized by Forbes as one of the 30 Women Entrepreneurs to Follow on Twitter. I've also been recognized as #12 in the list of the World's Top Tweeters. I'm not a big deal - but I am pretty good at what I do.

If you'd like to explore working together, email me at shelly@v3im.com.

Specialties

Online/Digital Marketing and Content Creation
Integrated Marketing
Strategic Thinking and Planning
Branding/Positioning
Market Research and Competitive Analysis
Online Brand Management, Monitoring and Assessment
Blog/Vlog Development, Strategy and Marketing
Web Design and Strategy
SEO and SEM
Small Business Marketing
Mobile Marketing, App Development, QR Code Development
Mobile Web Development
Social Media Marketing, Training and Corporate Policy
LinkedIn Training and Workshops
Speaking

[Shelly DeMotte Kramer](#) is reading [Enchantment: The Art of Changing Hearts, Minds, and Actions](#)

1 day ago • Like • Comment

[See more Activity »](#)

Shelly's Connections (500+)

[Gordon Roe](#)

Owner, tastebud magazine

[Seldon](#)

ing and Interactive Marketing Strategist

[Rice](#)

Relations and Communications Consultant and
ctor

[See all Connections »](#)

Note: Currently your connections are **allowed** to view your connections list.
[Edit](#)

Groups you share with Shelly:



Elevate Your Personal Brand

LinkedIn – Social Selling Profile



Projects
Example of a
“Sections”
page



Michael Dura

1st

Creator of Great Places to Work; One Small and Medium Business at a Time (or more, I can multi-task!)

Greater Detroit Area | Furniture

Current Herman Miller

Previous Enterprise Rent-A-Car, Michigan State University

Education MBA, Grand Valley State University

Send a message

500+
connections



Union Services Agency - Lansing, MI



Union Services Agency - Conference Space



Industrial Automation -
Rochester, MI



Grand Circus - Detroit, MI



Research Case Study - Union
Services Agency



Profile Review “Post-work”

- Don't forget to turn off your “Activity Broadcasts”
- **Assignment:**
- New Headline
- 5 Specialties
- 3 “uploads”



LinkedIn – Follow, Follow, Follow

Follow Companies

Follow **Company Pages** of clients, prospects and competitors. It's a veritable goldmine of information.

Also, make sure someone on your team is regularly creating and sharing great content on **your** company page. And you can share the content that's created there as status updates of your own.



Elevate Your Personal Brand

LinkedIn – Connections



Join Groups

There are lots of great groups in all types of categories. Connect with people in your area of interest or niche.



**Small Business
Market Intelligence** 🔒

Membership Pending



1871



**Alumni of Miami
University** 🔒



Area Startups



**Association of
Furniture Sales
Professionals** 🔒



BIFMA 🔒



LinkedIn – Recommendations & “Social Debt”



Recommend Others

It's important to ask others to recommend your work, but equally important to pay-it-forward when someone recommends you.

ASK

If you don't ask for recommendations, you won't get them.

ASK OFTEN

Set a goal, maybe one per month.

TARGET

Think about your target, what's your strategy? Which recommendations make sense?



Elevate Your Personal Brand

LinkedIn – Connections



Your Connections

When it comes to maximizing LinkedIn for business, **size matters**.
2nd level connections are more important than first.

YOUR LINKEDIN NETWORK

2,413 **Connections** link you to
16,768,801+ professionals

23,486 **New people** in your
Network since September
29

.....





Elevate Your Personal Brand

LinkedIn – Connections



**Check your settings, be open
to connecting with others**



Invite **Ellie** to connect on LinkedIn

How do you know Ellie?

- ☐ Colleague
- ☐ Classmate
- ☒ We've done business together

CEO + Head Geek at V3 Integrated Marketing

- ☐ Friend
- ☐ Groups
- ☐ Other
- ☐ I don't know Ellie

Include a personal note: (optional)

Hi Ellie,

Stalking you in preparation for my presentation on LinkedIn at DemandCon tomorrow. Because, well, it's the Internet. Stalking is allowed. Looking forward to meeting you tomorrow!

- Shelly Kramer

Important: Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)





Ready, Set, STALK!



Elevate Your Personal Brand

LinkedIn – Updates/Postings



If you're not posting status updates, go home



Jason Sharpe commented on:

Hide



Jerry Bird Interesting statistics...



U.S. Workers Hate Their Jobs the Most

finance.yahoo.com • People around the world complain about their jobs, but U.S. workers hate going to the office most. Just 53% of U.S. workers said they liked or loved their jobs with 15% saying they disliked or hated their...

Like • Comment (2) • Share • 13h ago



Jason Sharpe Think it has anything to do with the workplace? One size doesn't fit everyone.

13h ago



Jerry Bird Could be.. The world has really changed over the past decade... Probably everyone needs a new chair Jason... Any ideas? :-)

16m ago



Kelsy O'Brien

Empowering SMBs with the Knowledge and Insight to Create a Workplace that Sp...

2d



10 Actionable Ways To Actually Increase Diversity In Tech

fastcompany.com • It's one thing to say you're committed to diversity in tech, it's another to make actionable steps. Here ar...



Jason Adams

<http://lnkd.in/buirsn7>

What US Aging Population Means for Office Buildings

officetimes.com • How will the aging boomer population affect the design of office space as well as change the types of occupancy? "Today, 10,000 Baby Boomers reached 65. The same thing happened yesterday and the same thing will happen..."



John LoVasco

Program Manager, Strategic Product Marketing Programs at Herman Miller

3h

Thanks for sharing, [Suzy Gerow](#)! My favorite #9. Simplicity will win in an era of all-you-can-choose.



10 Key Design Trends For 2016 (And How To Make The Most Of Them)

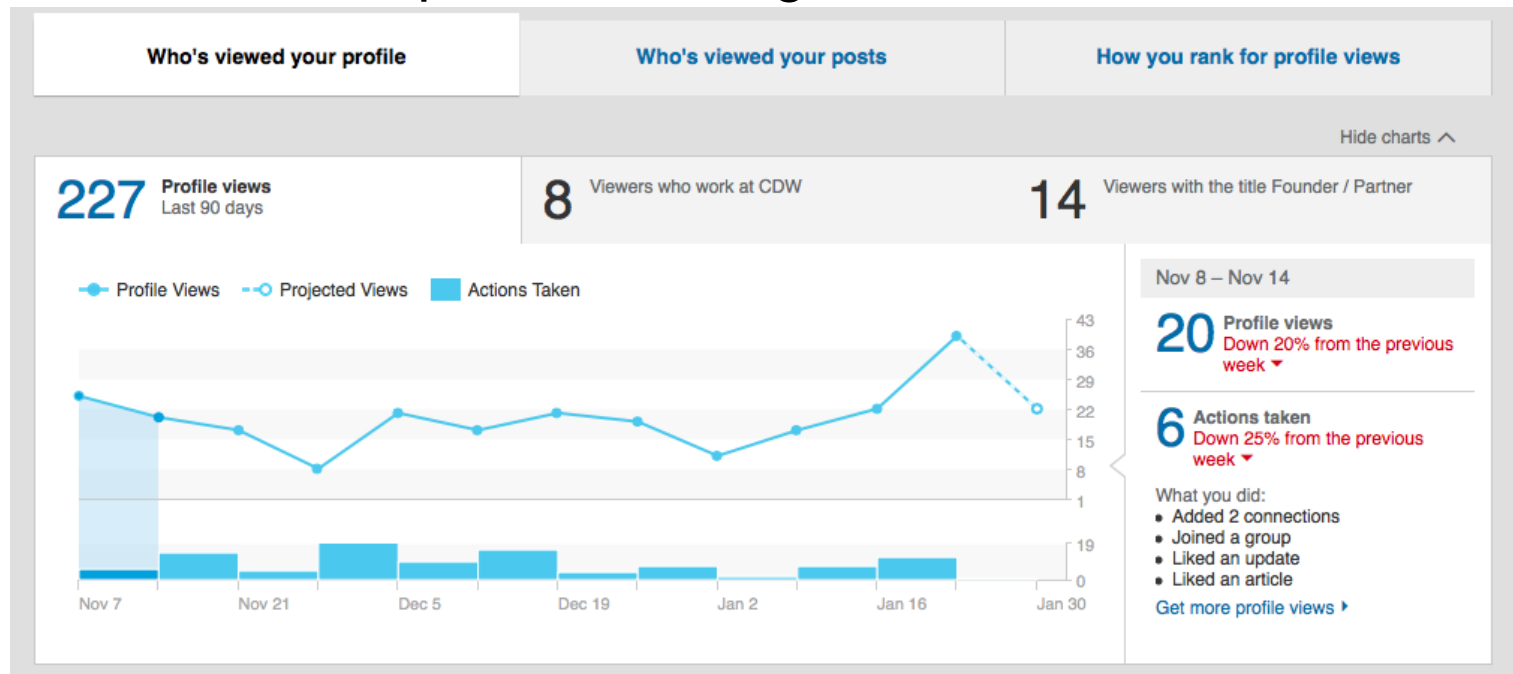
fastcodesign.com • The global design firm Fjord part of Accenture Interactive delves into the major ideas shaping mar...

Like • Comment • Share



Elevate Your Personal Brand

LinkedIn – Updates/Postings: Know the Score



Demographics of your readers ?



Top industries

67% Furniture

25% Information Technology a...

8% Staffing and Recruiting



Top job titles

73% Salesperson

9% Information Technology ...

9% Production Editor



Top locations

58% Greater Chicago Area

8% Greater Grand Rapids, M...

8% Greater Detroit Area



Top traffic sources

91% LinkedIn.com

9% LinkedIn Search



Elevate Your Personal Brand

Next Steps

- Review the profile grader in your follow up information
 - Start chipping away (online resume to “thought leadership” profile)
 - Ready, set, stalk!
 - Start sharing
 - Measure & adjust as needed!
-



Elevate Your Personal Brand

Closing Remarks



"One day we'll have Herman Miller.
Once we had it, we knew we had arrived."



Elevate Your Personal Brand

Questions



