

A scenic view of a city skyline across a body of water, with pink flowers in the foreground. The city features several tall skyscrapers, including a prominent blue one. The water is blue with many sailboats and a few motorboats. The sky is blue with some clouds. In the foreground, there are vibrant pink flowers.

# LinkedIn Training for j2 Global A/NZ

17/10/2017

**Gunnar Habitz**

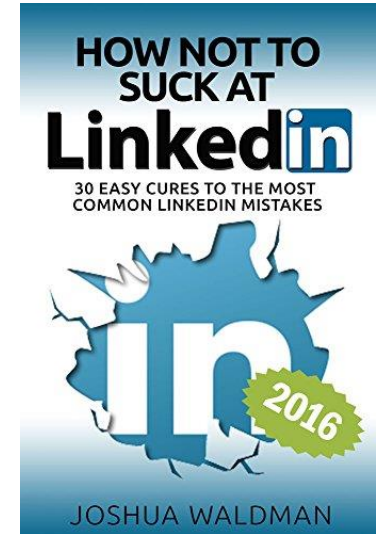
Sales Manager CloudRecover/KeepItSafe

# LinkedIn Training

17/10/2017

## Profile Preparation

1. How to connect / be connected properly
2. Present yourself with a professional photo
3. Choose a compelling headline
4. Use a relevant background image
5. Craft a story based summary
6. Convince by adding rich media
7. Shorten your public LinkedIn URL
8. Provide quick contact info
9. Get the right skills endorsed
10. Provide and receive recommendations
11. Be present in groups
12. Engage with comments, posts and articles



amazon.com, US\$3.10

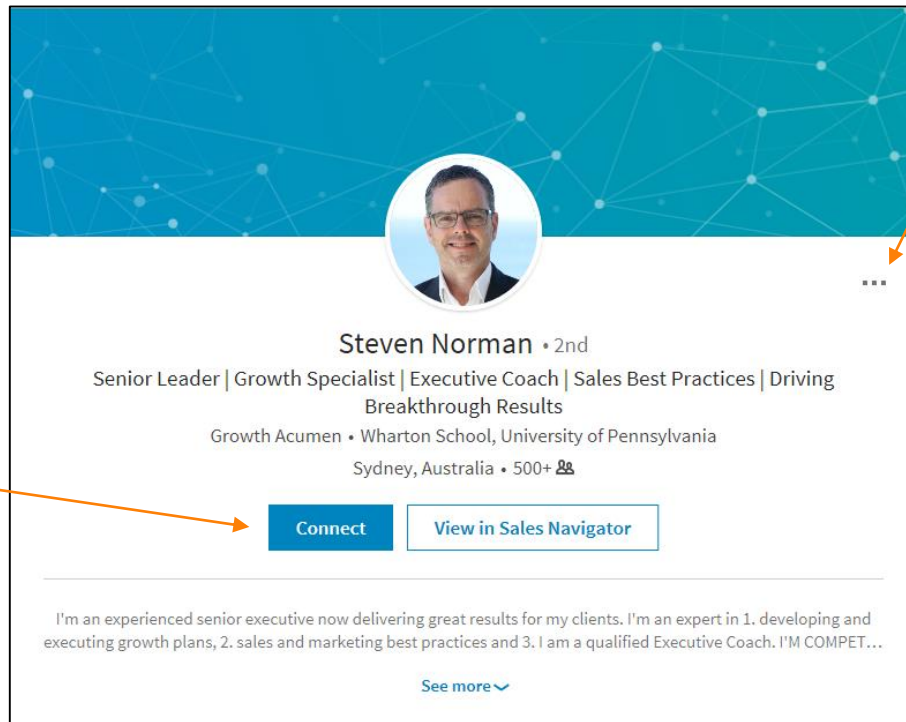
# 1. How to connect properly

On mobile press here

## Profile Preparation

- Never send connection request straight away
- Always use an introduction with a hint
- On mobile version press the ... at the top right
- Always watch the other person's profile to increase their profile views

On desktop press here  
and then "Add a note"



You can customize this invitation

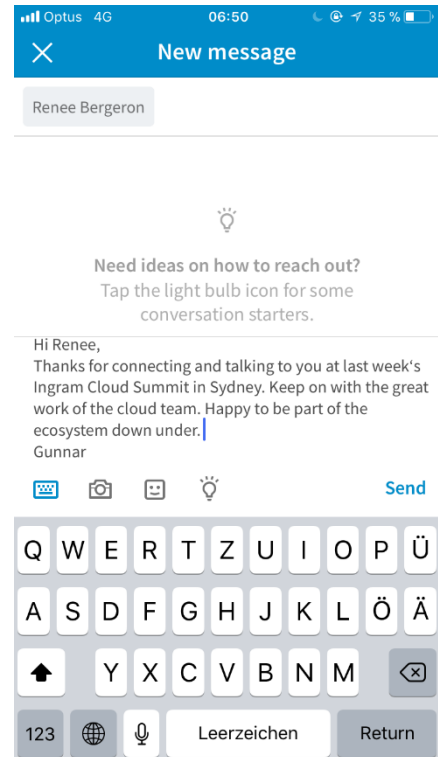
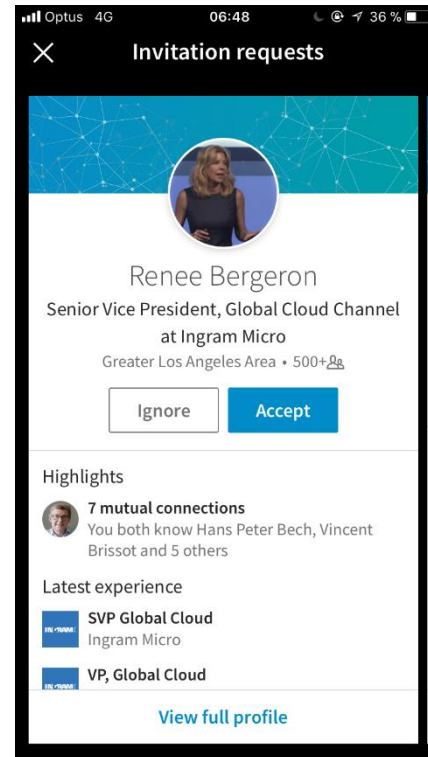
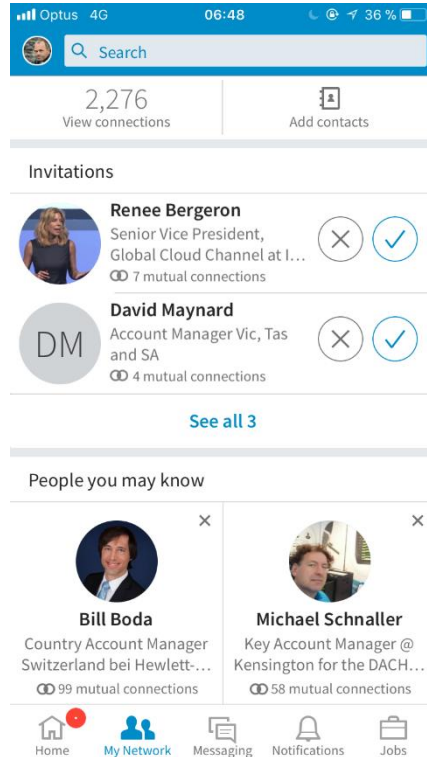
LinkedIn members are more likely to accept invitations that include a personal note.

Add a noteSend now

# 1. How to be connected properly

## Profile Preparation

- Always view the full profile
- If sender doesn't provide a message, send a thank you
- Helps them to understand why they connected with you
- In best case provide value or at least good mindset
- Don't accept every request, suspect those with 5000 contacts and only 20 skills
- Reject who you don't know and don't want to connect
- Press on "I don't know this person" after rejecting
- Protect your network!





## 2. Present yourself with a professional photo

### Profile Preparation

- Would you meet a person in reality who has socks over the face?
- Pay attention to proper lighting
- No need for CV photo or passport shot
- Use the same photo also in other media
- Which one should I take?



# 3. Choose a compelling headline

## Profile Preparation

- Most have just job title @ company
- Others use 120 characters in full for the services they provide
- Have in mind what the reader is looking for
- “Is this *the right* Adam Smith?” cannot be answered showing a service description
- “BDM at CloudRecover” doesn’t say what exactly he provides
- Best to combine both sides

Mac Thompson • 1st  
CEO at CloudRecover

Rob Willoughby • 1st  
Helping business align sales & marketing through Social Selling

Steven Norman • 2nd  
Senior Leader | Growth Specialist | Executive Coach | Sales Best Practices | Driving Breakthrough Results

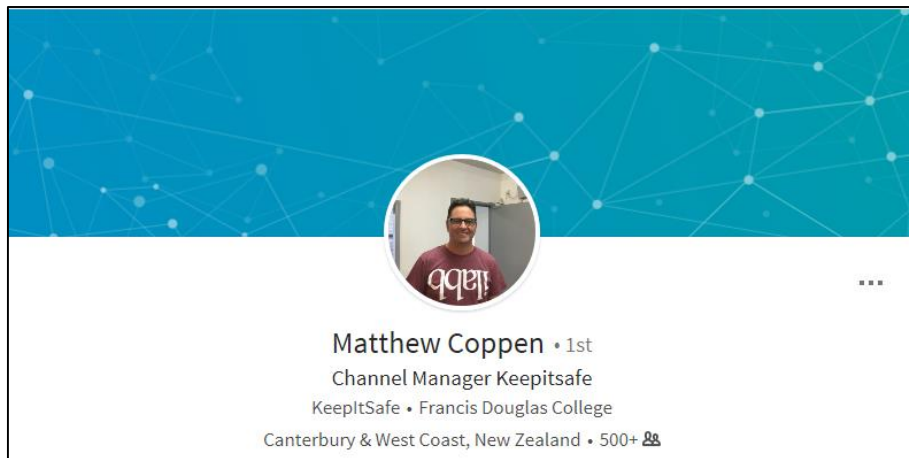
Tony J. Hughes • 1st  
Sales Kickoffs and Workshops, Keynote Speaker, Sales Improvement Consultant, Bestselling Author & Award Winning Blogger

Adam Smith • 1st  
Reducing the complexity of adopting the cloud - Business Development Manager at CloudRecover

# 4. Use a relevant background image

## Profile Preparation

- Major three social networks use a background image
- Applying thoughtful personal branding means consistency
- Same background on LinkedIn, Twitter and Facebook
- Choose something relevant



# 5. Craft a story based summary

## Profile Preparation

- Best to write in first person
- Avoid egoism and buzz words
- Provide your value proposition
- Apply Peter Strohkorb's "7 figure introduction"  
(see [www.peterstrohkorb.com/7figureintroduction](http://www.peterstrohkorb.com/7figureintroduction))

With my sales team of CloudRecover, we help Small and Medium Enterprise customers in Australia and New Zealand to drive the way to the cloud starting with backup, restore and disaster recovery. Engaging the community of Managed Service Providers (MSP) and Value Added Resellers (VAR), we provide a fully managed service including consulting as a trusted advisor providing true value within the area of Business Continuity.

To drive this channel oriented business, I use my foundation of twenty years ICT experience in sales, marketing and consulting roles with a technical flavour covering various computing solutions sold to commercial and consumer segments. After local assignments in Switzerland, I moved into regional management of country and central teams in mature and emerging geographies.

Equipped with solid experience in the European market, I moved to Sydney in 2016 attending a leadership program at the Australian Institute of Management while building my local network within the local ICT market and applying the new qualification in the areas software, services and solutions.

-> For any request about cloud services, you can reach me under [+61 481 232 126](tel:+61481232126) or [ghabitz@cloudrecover.com.au](mailto:ghabitz@cloudrecover.com.au)

- Proven B2B sales leader
- Strategic and creative thinker, with strong commercial acumen
- Experienced P&L Manager, including budgeting and strategic planning
- Great vision for how technology can help solve real world business problems
- Values driven leader, who is a strong relationship builder
- Understands how to sell to and manage relationships with Tier 1 clients across variety of sectors

I am a proven General Manager, with experience in Outsourcing, Sales Management, New Business Development, Client Relationship Management, Project Management and M&A. Naturally inquisitive I am fascinated by the flow of information through human organisations, and how this ultimately influences business performance. I have worked successfully as an outsource provider for many large organisations in the Financial Services, Insurance, Government and Health Sectors, specialising in delivering Business Process Outsourcing and Information Management solutions.

I believe in growing businesses through growing people, and by innovating. By creating a team environment in which individuals can achieve their potential, creativity and innovation will flourish, and we'll solve the world's problems.

Specialties: Solution Sales and Strategic Account Management, Outsourcing, Strategy, Information Management, Business Process Re-engineering, Imaging and Data Applications, Contract Negotiation, Sales Force Effectiveness

I lead a team of amazing people in growing our tiny start-up with a big mission, to make it easier for freelancers and entrepreneurs to regain control over their business finances. In my first three months in this role, I've tripled our revenue and doubled our paid subscribers.

My main focus has been on funnel optimization, finding other revenue sources that align with our customer's success and building our thought-leadership through various high-profile channels. Additionally, I provide product direction and strategy based on the two variables of (1) effort and (2) impact.

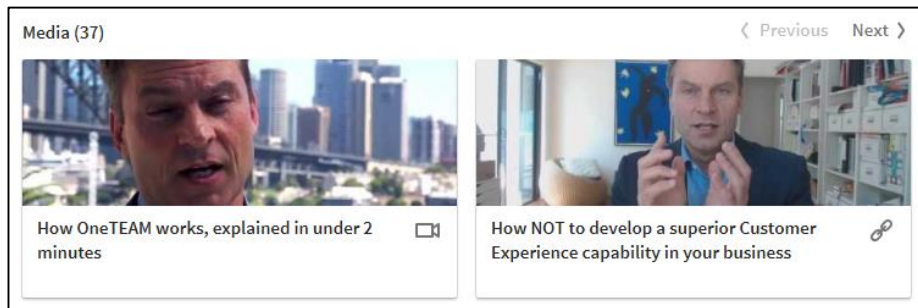
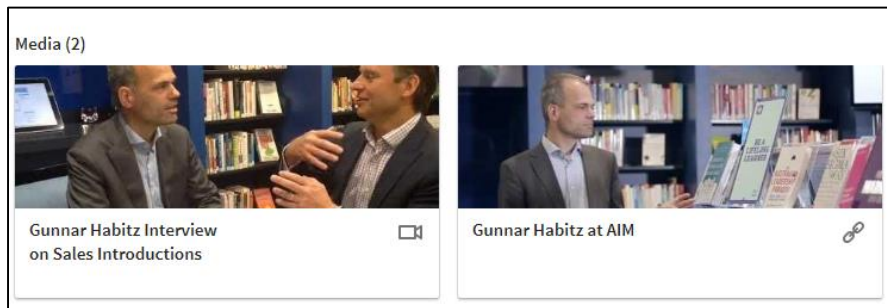
8 years ago, I started my own business after I was laid off for the 2nd time in 2009. Since then, I've started, run and exited several businesses, written a For Dummies book, self-published, written for Forbes & Huff Post, and consulted for other businesses.



# 6. Convince by adding rich media

## Profile Preparation

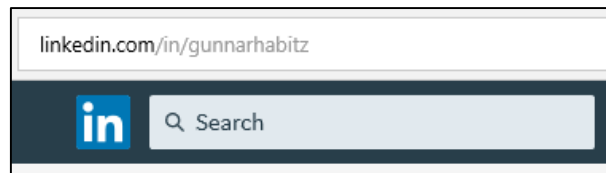
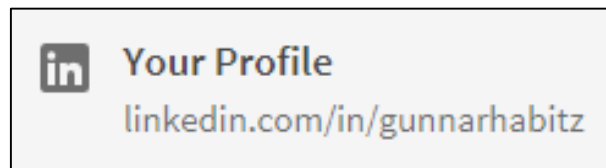
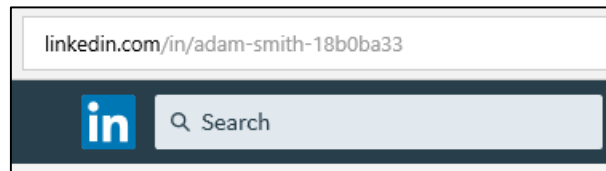
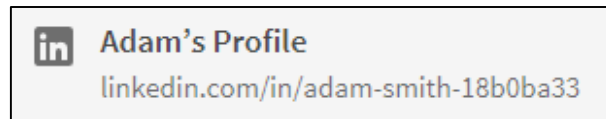
- Show what you or your company is doing
- Success story or project description as PDF
- Company video of a service to educate the self informing buyer
- A personal video is even more appealing
- Never add your CV there



# 7. Shorten your public LinkedIn URL

## Profile Preparation

- How to recognise a very active LinkedIn user?
- Use a short LinkedIn URL
- More obvious for jobseekers, but handy as well in regular business
- `au.linkedin.com/in/gunnarhabitz` is short and can be easily sent as a link
- Not easy for less unique names
- Simply add within the profile section before somebody else with the same name will do so




# 8. Provide quick contact info


## Profile Preparation


- Ever tried to reach a person immediately out of their LinkedIn info?
- Most don't provide their contact info
- A sales person need to be reachable
- Always include mobile phone and email, good to add company generic number
- In best case add your Twitter account or private website to show as real person


**Contact and Personal Info**


 **Gavin's Profile**  
linkedin.com/in/gavin-mascarenhas-4009353b


Maybe...  
too short  
too long


**Contact and Personal Info** 


 **Your Profile**  
linkedin.com/in/gunnarhabitz


 **Website**  
habitz.ch (Private Website)



 **Phone**  
+61 481 232 126 (Mobile)

 **Email**  
Gunnar@habitz.ch

 **Twitter**  
GunnarHabitZ

 **IM**  
gunnarhabitz (Skype)

 **Birthday**  
May 4

 **WeChat**  
Gunnar HabitZ 

# 9. Get the right skills endorsed


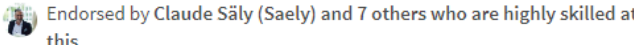
## Profile Preparation

- Would you engage a person for a larger investment who has no skills endorsed?
- Choose the skills wisely to match with important keywords
- Examples for CloudRecover/KeepItSafe: [Disaster Recovery](#), [Software-as-a-Service](#), [Business Development](#), [Channel Partners](#), [Sales](#), [Sales Management](#)
- Leave 3 of 50 skills open as some people endorse you for something by surprise
- Sort the skills by what you want to be seen for, not by the # of endorsements



### Featured Skills & Endorsements

[Add a new skill](#)



**Business Develop...** · 68

 Endorsed by 37 of Gunnar's colleagues at HP

**Solution Selling** · 47

 Endorsed by 25 of Gunnar's colleagues at HP

**Sales Management** · 25

 Endorsed by 16 of Gunnar's colleagues at HP

### Gunnar is also good at...


<b>Cloud Computing</b> · 14	<b>Management</b> · 29	<b>Go-to-market Str...</b> · 70
<b>Strategy</b> · 54	<b>Sales</b> · 15	<b>Account Manage...</b> · 15
<b>Partner Manage...</b> · 41	<b>Channel Partners</b> · 32	<b>Channel</b> · 17
<b>Product Manage...</b> · 59	<b>Product Marketing</b> · 29	<b>Pre-sales</b> · 57
<b>Leadership</b> · 3	<b>Team Management</b> · 3	<b>Business Strategy</b> · 6

# 10. Provide and receive recommendations

## Profile Preparation


- Gain social proof by providing and also receiving recommendations
- Ask former colleagues or business partners
- Proactively provide recommendations
- Study recommendations of other people to find out what to write

Recommendations

Ask to be recommended 

Received (16)

Given (12)



**Maurice Schoepf**


Operations Coordinator at Uber | Data Scientist

January 23, 2017, Gunnar was senior to Maurice but didn't manage directly

I had the pleasure to be mentored by Gunnar during my Graduate Program at HP.

Thanks to his experience and advise, I not only successfully transitioned into a full-time position after almost one year, but also grew on a personal level and outside of my day to day job.

Thank you, Gunnar!




**Jeff Groudan**

Vice President, Global Head of HP Thin Clients at HP

September 12, 2016, Jeff worked with Gunnar in different groups

I had the opportunity to work with Gunnar on multiple occasions. Gunnar is a very focused business manager with a natural ability to develop and grow his category. He has a deep knowledge of client virtualization, cloud computing and thin clients. He was very creative and effective in building key relationships with customers and partners and knowing how to craft effective messaging and programs to grow our business.

View 14 more recommendations 

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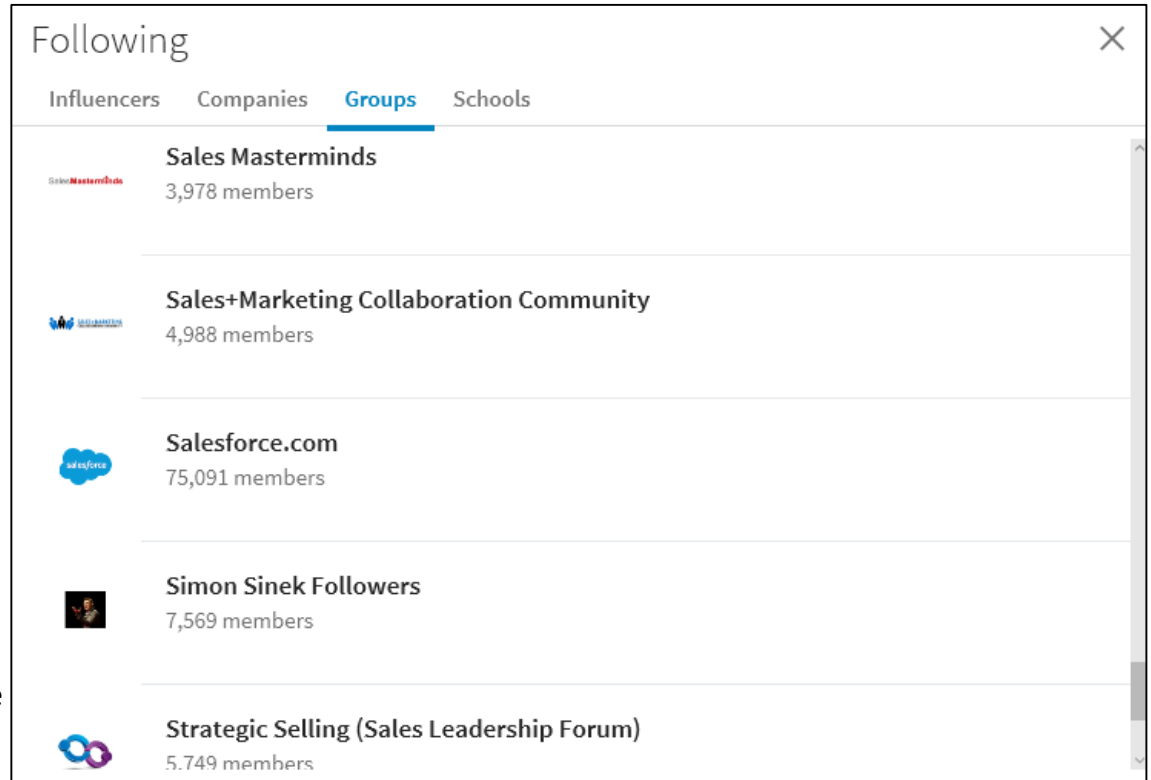
**cloudrecover**  
data management



# 11. Be present in groups

## Profile Preparation

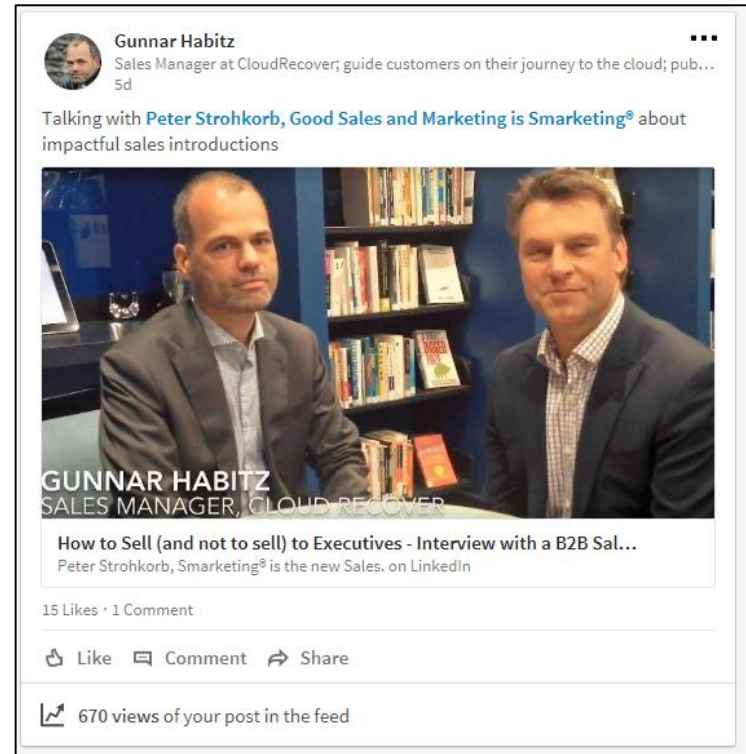
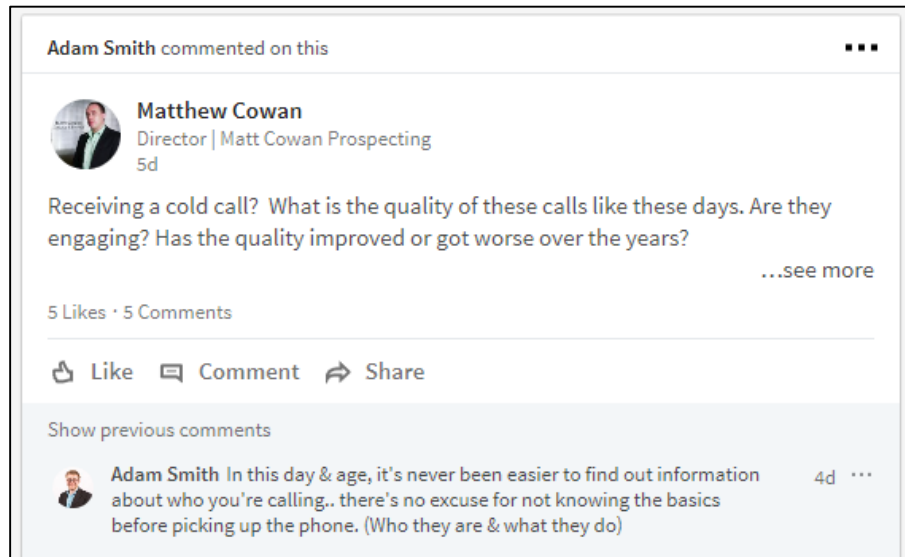
- Join relevant groups on first view
- Find out groups of other professionals and join them
- Like and comment group content
- Engage with more active people
- Example Strategic Selling
  - Received connection request to their leader after a constructive comment
  - They invited me for bi-monthly breakfast meetings with sales relevant topics
  - Met several people F2F due to this group connection who I wouldn't meet otherwise



# 12. Engage with comments, posts and articles

## Profile Preparation

- Add comments by providing more value, not just “cool”
- Post articles of others to your network with intro why relevant
- Compose own content



# Quote of the week

17/10/2017

**Genius is in the idea.  
Impact, however, comes from action.**

# Thank you!