

LinkedIn – what can it do for you?

1. Get Introduced to the people you need – when you need to reach a professional, LinkedIn will tell you who can introduce you to the person you need.
2. Find professionals your friends can vouch for – don't just search the web for people. Search the people your friends know and can recommend.
3. Keep up with friends and colleagues – Linked in makes it easy to hear news about their careers, projects and professional lives.
4. Don't miss professional opportunities – with Linked in, you hear about opportunities in your network, even if your friends don't tell you about them.
5. Build relationships – when a connection asks you to make an introduction, you build that relationship.
6. Consider appropriate groups to join and enter into the 'dialogue' and contribute to discussions – don't stay a silent partner. However, do watch how much time you devote to this!!

This link will take you to an email 10-page booklet ' Can LinkedIn increase your sales' by Jill Konrath, author of 'Selling to Big Companies

http://www.sellingtobigcompanies.com/content_display.jsp?top=8486&mid=76812