

Ben Hale

LinkedIn



LOVE



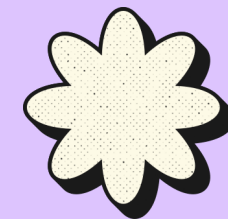
Why and how to network for sales teams

What We Will TALK ABOUT



- **WHY LINKEDIN**

- **HOW TO CONNECT**



- **HOW TO POST**

- **EXAMPLE CASE**



Simplify Sales Performance.



Ben Hale

Crafting world's least boring revenue content @ Chief

Salt Lake City, Utah, United States

4K followers · 500+ connections

[Sign in to follow](#)



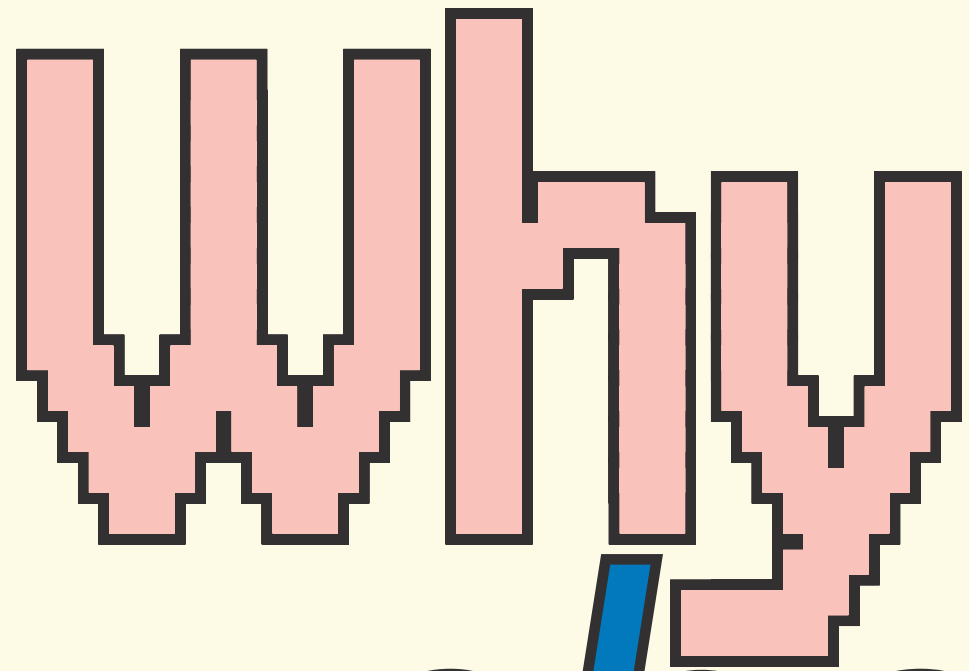
[Chief](#)



[University of Utah - David
Eccles School of Business](#)



[Portfolio](#) [↗](#)



should I be on

LinkedIn?



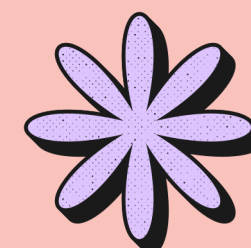
LinkedIn

*builds trust before
your buyers ever
meet you.*



as you wish

But



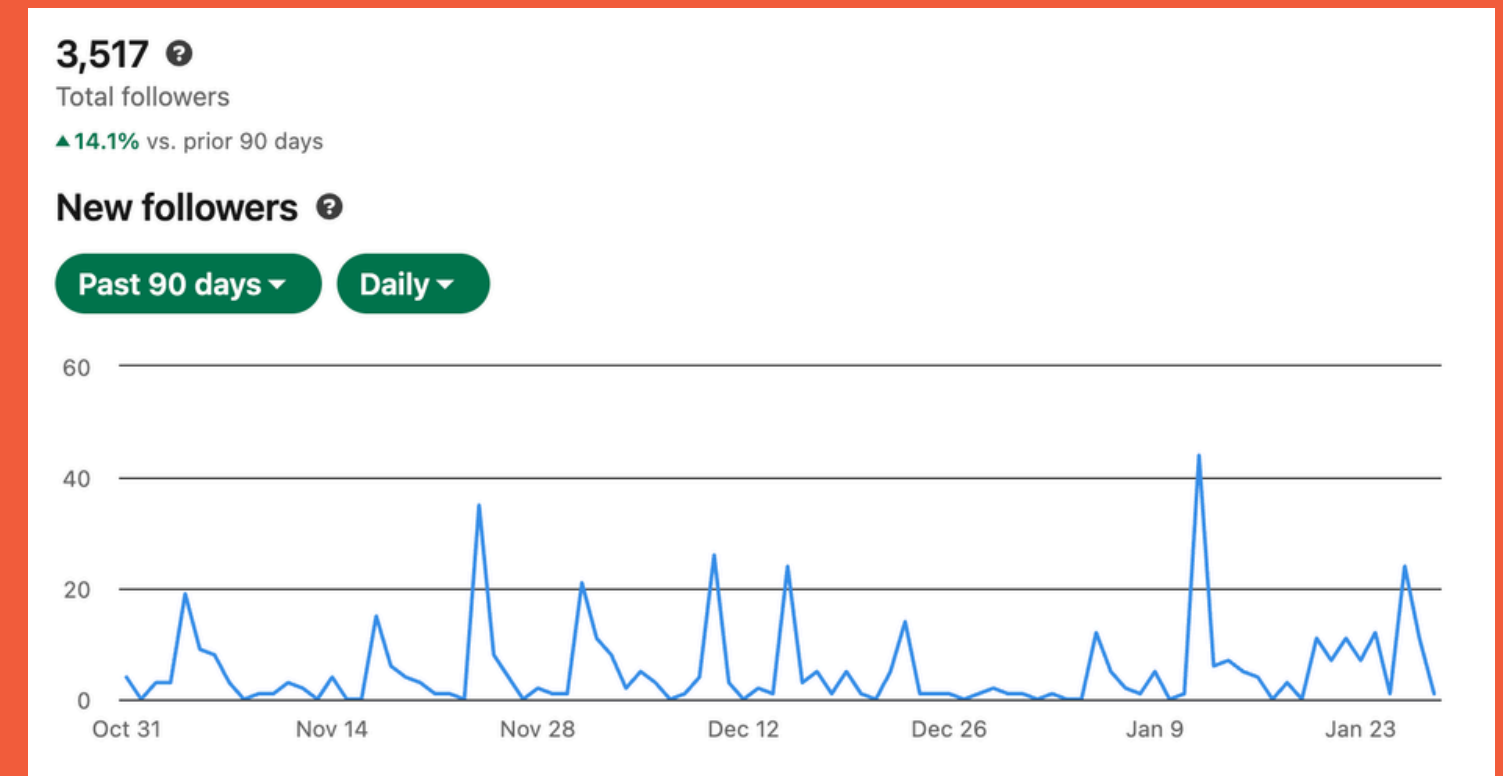
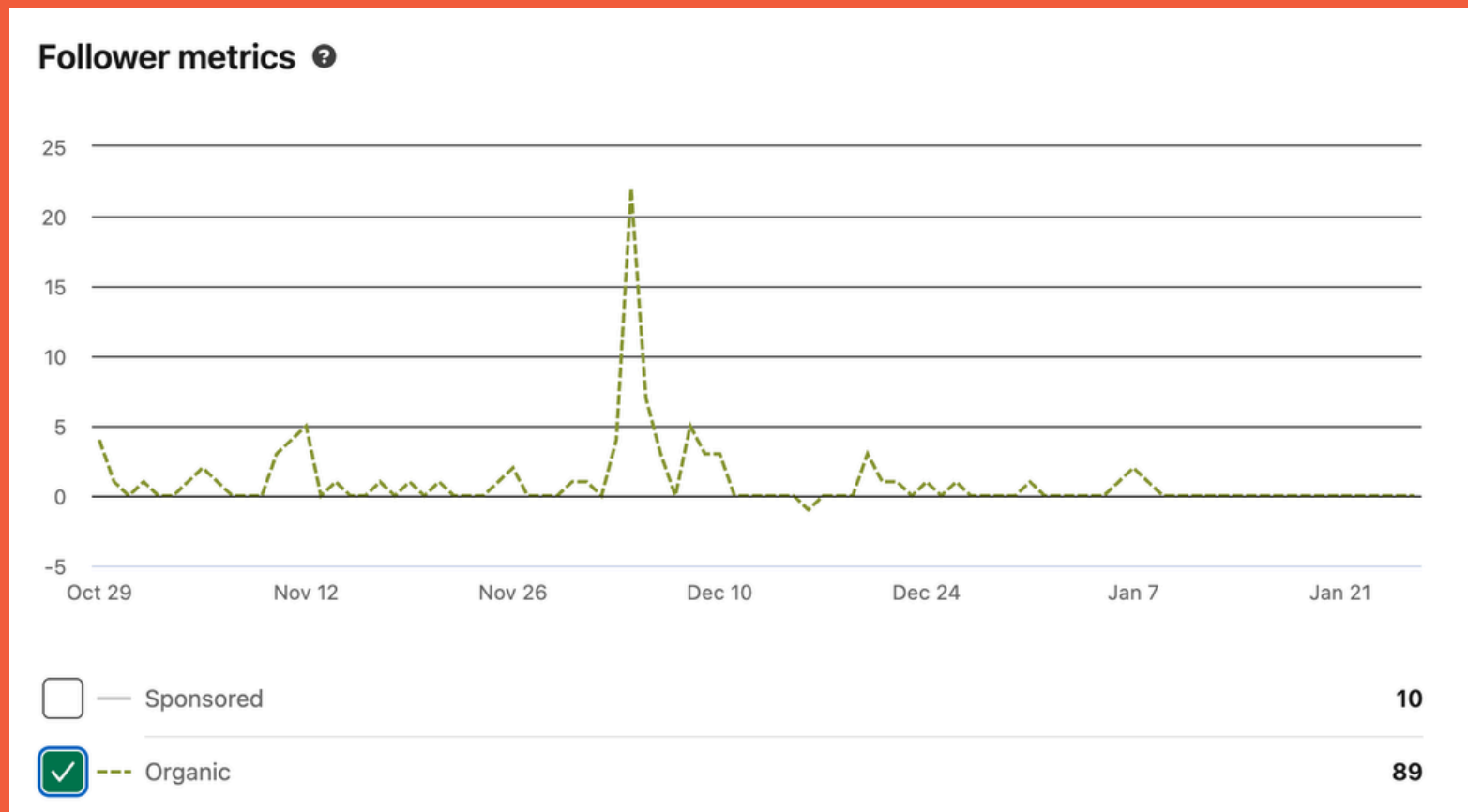
why mean?

Brand Page

89 New Followers

Personal Page

475 New Followers

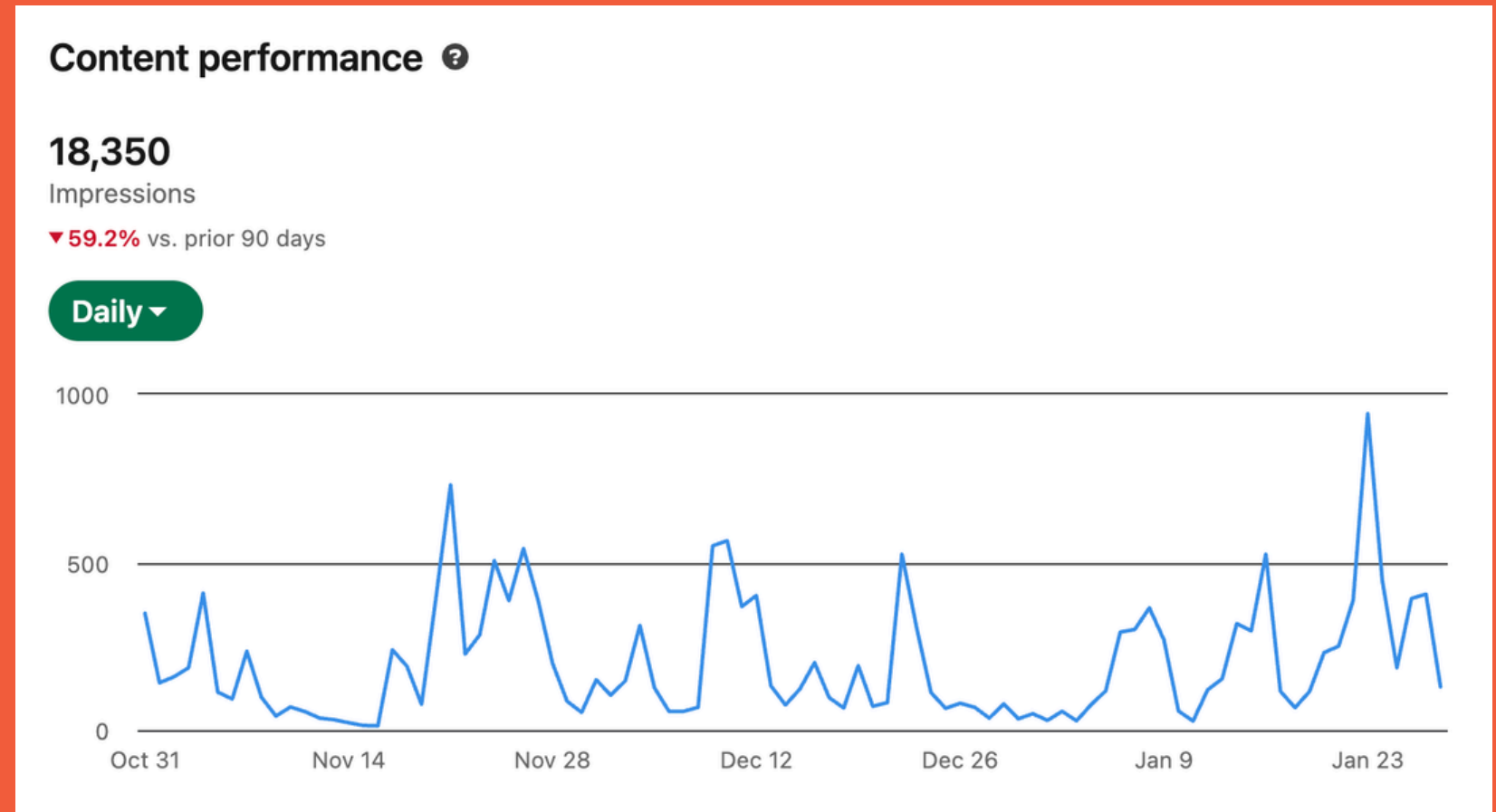
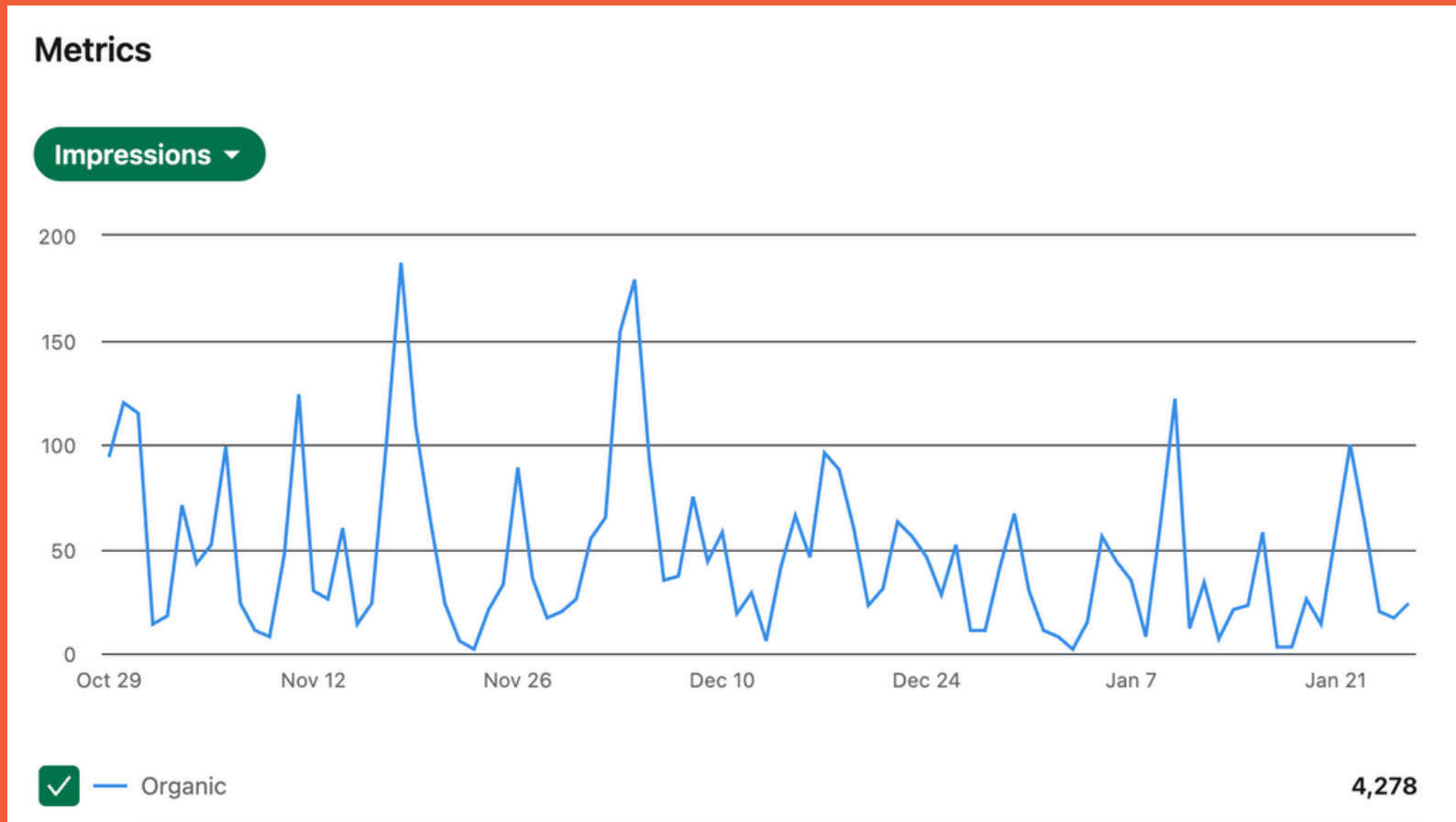


Brand Page

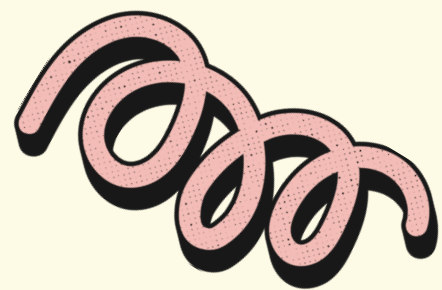
4,278 Impressions

Personal Page

18,350 Impressions

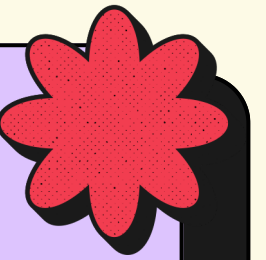


How to Connect



1: ASK!

Set a connection requests/week goal



2: COMMENT

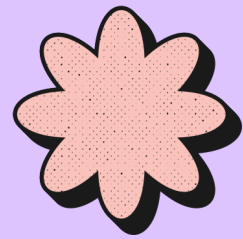
Set a comment/week goal

3: RESPOND

Reply to every comment on your posts

How to Post

The 4T Framework



1: TENSION

A hook based on a real problem

2: TRUST

1 or more reasons to believe

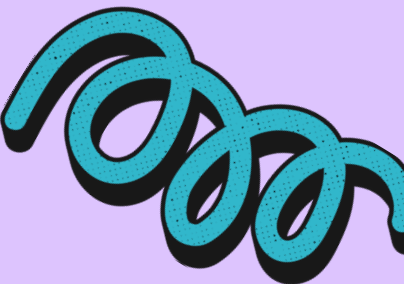
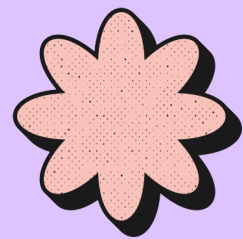
3: TEACHING





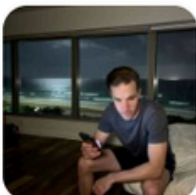



Valuable solution to problem with metaphor & example

4: TAKEAWAY

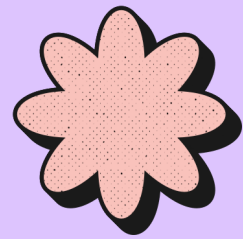
1 clear thing they should do/remember

BONUS: Add a Selfie



<p>Ben Hale posted this • 5mo</p>  <p>I've lucked into moderate success and failed upward repeatedly. If I can be born on third base and crawl to home plate, yo! ...show more</p> <p>   83</p> <p>31 comments</p>	<p>▲ 139 Engagement</p> <hr/> <p>View analytics</p>
<p>Ben Hale posted this • 4mo</p>  <p>The Early Bird might get the worm, but the Early Worm is done before the Early Bird even gets started. ...</p> <p>   44</p> <p>24 comments</p>	<p>▲ 70 Engagement</p> <hr/> <p>View analytics</p>

BONUS: ATF Hack

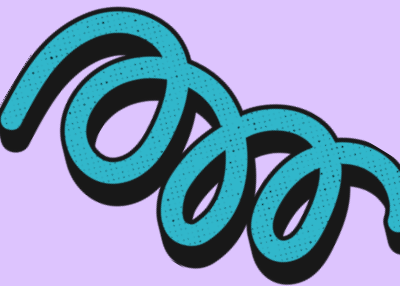


Ben Hale posted this • 1mo

If you're reading this...




...

...show more



Example: Dave Gerhardt



 **Dave Gerhardt**  · Following ...
Founder: Exit Five | Community Builder | Former CMO. I write mostly abo...
[View my newsletter](#)
1yr · Edited · 

I went from marketing manager to CMO in 4 years (and lost all of my hair in the process).

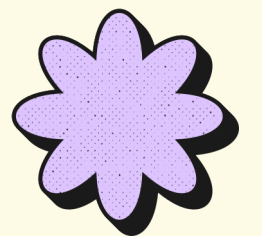
I learned an incredible amount about marketing and management during that time and decided to document some of my top lessons.

Want to see those lessons?

You can. Right now. We added this resource to Exit Five (for free).

1. Join the Exit Five email list right now
2. You'll get an email back with beautiful deck and those 16 lessons right to your inbox
3. You'll also get our weekly newsletter that's jam packed with tips to help you get smarter about B2B marketing

Here's a glimpse at the 16 lessons I share in the deck:



[Link to full post](#)

Practice Time!

Try writing a post with 4 Ts



1. Tension

2. Trust


3. Teaching

4. Takeaway



Start Small

- 1 good post / week
- 1 day commenting & connecting

Thank you. 

REACH OUT WITH ANY QUESTIONS

email: benjamin.t.hale@gmail.com

linkedin: [@ben-t-hale](#)