

Topic: Digital Selling Workshop for Sales
Author: Wanda Cardenes, Ph.D

LinkedIn Profile Optimization – Personal Brand

1. Personal Information:

Name: _____ Job Title: _____

2. List your top 3-5 areas of expertise.

3. Unique Value Proposition: in a few sentences, describe what makes you stand out in your role. What unique value do you bring to clients?

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4. Top Keywords: Identify keywords relevant to your role and industry that you think clients might search for. (e.g., Telecom Solutions, Cybersecurity Expert)

5. Describe your professional values and mission. What drives you in the industry? What do you want to stand for? What do you value most of all in your personal and professional life: Creativity and innovation? Integrity and respect? Discipline and dependability? Try to come up with five core values.

6. What is your overall purpose, your ‘why’? Why do you get up in the morning and go to work? What is it that you’re ultimately trying to achieve? This could be professional success or helping or supporting others with your product or service.

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7. Define Your Target Audience (e.g., customers, or prospects (job titles, industry))

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8. Target Audience Pain Points: List the top 3 key pain points CSPs (Communication Service Providers) or Software Vendors face in the industry.

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9. Solutions Offered: Explain briefly how your expertise and the solutions you offer can help address the pain points of CSPs Or Software Vendors.

10. Success Stories: Share a brief success story or achievement related to your role and contributions in the telecom and cybersecurity sector.

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11. Define your LinkedIn SMART goal. e.g., 1. Strengthen my relationship with customers (list of customers) and to identify and engage with new prospects (e.g., CISOs working for telecoms)

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12. Add 5 Key Performance Indicators e.g., 1. Focus on the top 100 CISOs that could become an opportunity (create a list) 2. Send 20 new personalized connection requests per month.

13. Add the names of the key people that you plan to focus on next week to connect with them on LinkedIn (e.g., prospects as decision-makers, influencers, or customers).

14. Professional Development: Mention any relevant certifications, courses, or ongoing professional development that enhances your skills in the industry.

15. Add any additional Information that you believe could be crucial for optimizing your LinkedIn profile in the context of your role.

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