

LinkedIn for Leads

Sophie Lechner

ACES Buzz Call

February 2nd 2021

My Bio In Pictures



Excerpt from **Forbes** interview of Sophie Lechner:

"Lechner [...] calls upon select individuals from her **global network** located in the Americas, Europe and Asia, who can share knowledge with [her] clients."

Entrepreneurs / #ScalingUp

NOV 23, 2017 @ 10:52 AM 3,558

The French-Pakistani Entrepreneur Training Companies For Business Expansion Abroad

by Nina Roberts, CONTRIBUTOR

Full Bio

Opinions expressed by Forbes Contributors are their own.




How to Compete More Effectively in Foreign Markets

Report/Expert Business

How to Compete More Effectively in Foreign Markets

An interview with Sophie Lechner, president and CEO of Global Commerce Education



In a recent interview, Lechner says that if your company is entering a new foreign market, you need to have the skills to do so successfully. The G2 Experience accelerates the global expansion of companies by giving their leaders intercultural and market savvy competencies through action learning, deep immersion and targeted networking in global business hubs. Sophie Lechner is president and CEO of Global Commerce Education Inc., which oversees the G2 Experience.

I had the privilege of interviewing her on how the G2 Experience will enable leaders to compete more effectively in foreign markets.

In conversation with **Sophie Lechner** on **The Worldly Marketer Podcast**



by Verbaccino.com

Yrittäjät



10.2017 | 17:02

inne kulttuuri, kun laajennat Amerikkaan – "Suomalaisiksi yksi iso etu"

Maailmanlaajuisuutta Sophie Lechnerin mukaan suomalaisyrityksien suunnitellessaan laajennusta ulkomarkkinoille on yksi keskeisistä tekijöistä.


TEP CONFERENCE • INTERNATIONAL WEEK

The Master Key to Cross-Border Business Success? A Global Mindset!

By Sophie Lechner

So you think you are ready to go international. You are likely not. Consider this: Research shows that 50% to 70% of all deals fail because of culture and communication issues. It's the silent killer because it is rarely diagnosed, even after the deal is closed.

The issue comes from underestimating the role of cross-cultural understanding in the successful development of global markets. Preparation, of course is critical, but so is having a global mindset.



Just because you are right, does not mean, I am wrong. You just haven't seen 11% from my side.

Finpro @FinproFi

Following

Sophie Lechner, founder of Global Commerce Education, speaks about the relation of culture and commerce.



AmCham Latvia

Access Networking Visibility

WEGBINAR

WEGG webinars

NEXT UP - 5/4/16 @ 11am (CST)

Seven ways you can turn cross-cultural understanding into a competitive advantage with Sophie Lechner

REGISTER NOW!

WIGA NYC

in collaboration with SUNY's Global Affairs Program

Workshop Series!

TOOLKIT FOR POWERCHARGING WOMEN'S US JOB SEARCH WITH SOPHIE LECHNER



VERS LU BE SIENU

Communication

Customer Understanding

Segmentation

Testimonial from Expert Sophie Lechner followed by Q&A

June 12th 12:00 PM ET (US & Canada) 6 PM GMT + 2 (Paris)

booleev



Finding Great Partners to Grow Your U.S. Operations

Our Guest Today: Sophie Lechner

A production of Globalcity Radio

Your host: Doris Nagel

GLOBALCITY




- Webinar invitations
- Guest podcasts
- Speaking abroad
- Partnerships
- Forbes Interview
- Interns
- Friends

What is Today About?

- Using LinkedIn to grow your business
 - Use it for **networking**: JV partners, influencers, referrers
 - Use it for **thought leadership**: become visible, show your expertise
 - Use it for **lead generation**: have potential clients contact you
 - Use it for **sales**: find your prospects and engage them
 - Use it for **research**: refine your avatar, view competitors

What is Today **NOT** About

- Creating automated outreach
- Sending hundreds of messages a day
- Clogging up the feed with rehashed, no-value-add noise

Spamming and Icky Sales Techniques



Never Sell: Network

Networking is the development and maintenance of mutually valuable relationships

Networking is about listening to what people say and offering to help them.

Be curious

Be generous



Quick Question

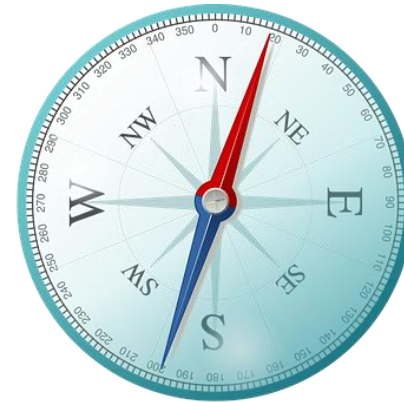
Are you building meaningful relationships on LinkedIn?

- A = Not really
- B = A little, but I could do more
- C = Definitely!

Networking Objectives/Activity

Your Destination

- Find leads & clients
- Find referral sources
- Do research



Your Journey

- Learn
- Share
- Introduce
- Exchange

Your objectives become a by-product

Networking Objectives

Success is NOT about finding opportunities;
it's about making sure they FIND YOU.

- Step 1 – Establish Your Brand
- Step 2 – Increase Your Visibility

ACES Special



To receive the toolkit,
email me at slechner@gceemail.com
or
type TOOLKIT in the chat
or
DM me on slack

Step 1 – Establish Your Brand

- Adjust your settings
- Complete your LinkedIn Profile
- Expand your base
- Deepen your base



Profile Checklist



- Header section
 - Professional Headline
 - Say what outcomes you provide for people
 - Professional Picture
 - Not too formal – Smile! Be engaging
 - Add a banner image
 - Something related to your activity – you in action or a subliminal message
- Featured
 - Book (3D)
- About
 - Long enough that reader needs to click [read more]
 - Include keywords in about section
- Job titles and descriptions
 - Name of companies so that their logo is clickable
 - List all companies, all colleges and high schools
- More
 - Add volunteer activities, publications, certifications, awards and languages where applicable (don't forget English!)

Quick Question

When was the last time you updated your LinkedIn profile?

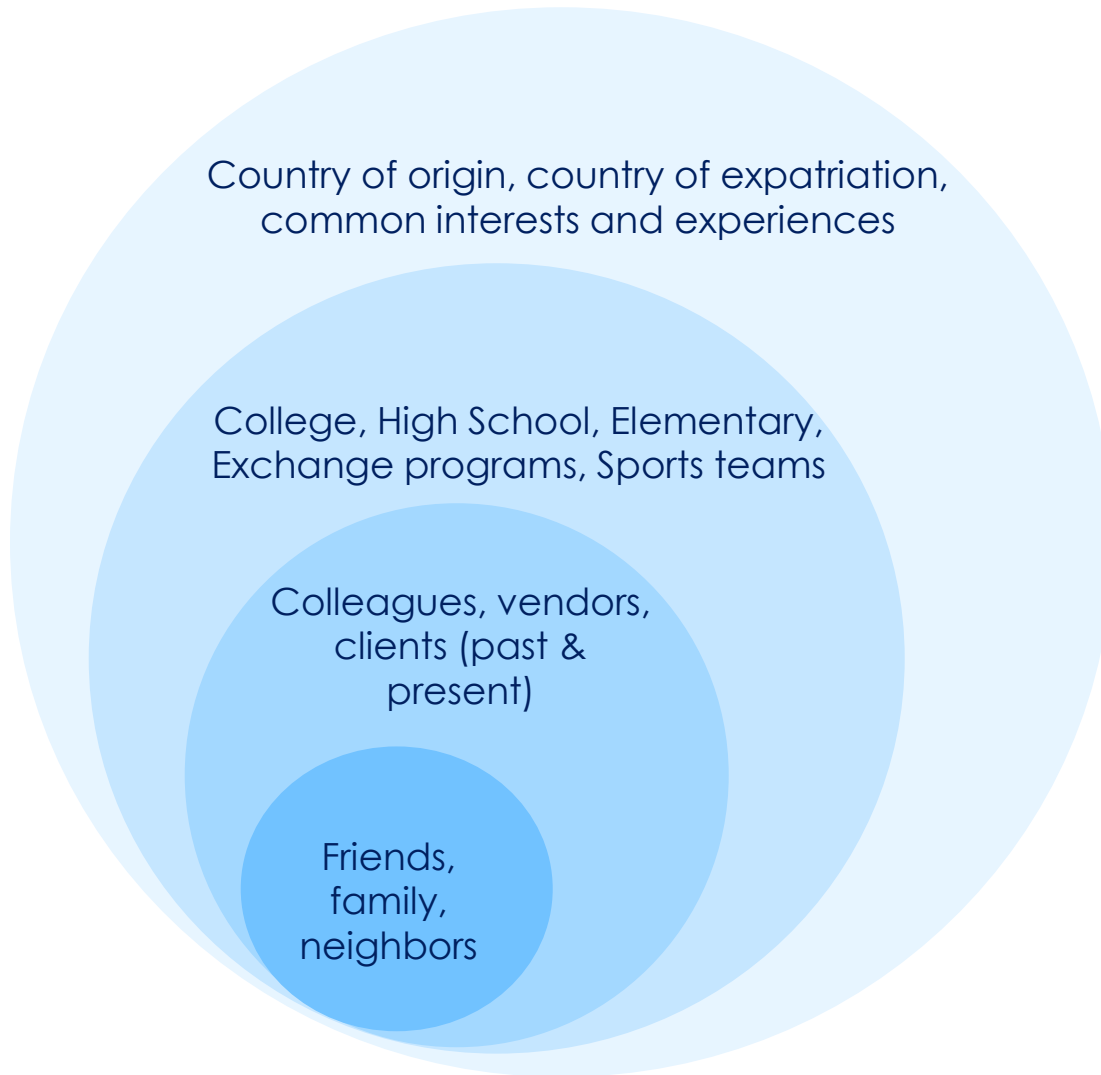
- A = I don't have one
- B = Over a year ago
- C = In the last month

Best “About” in 7 Points

- ❖ I help *target audience*... achieve ...*their main goal*... by providing*your product/service*.....
- ❖ I partner/work with ...*target audience or industry*... including:
 - *List of job titles or other descriptors of all the target audience types*
- ❖ Why it works: when you partner with*your company name*.... you get the most*your differentiators**product/service*..... Available on the market for*key target audience need*.
- ❖ What makes ...us...different/unique is*differentiators + method + story*.....
- ❖ What our clients say:
 - *2 or 3 short testimonials specific to differentiators*
- ❖ How it works: explain the process (for example sales call followed by discovery)
- ❖ Message me here, email me at, visit us online at or call me directly at
 - ❖ Optional: Your story if relevant to your clients or explains your WHY



Expand Your Base



Only people you know

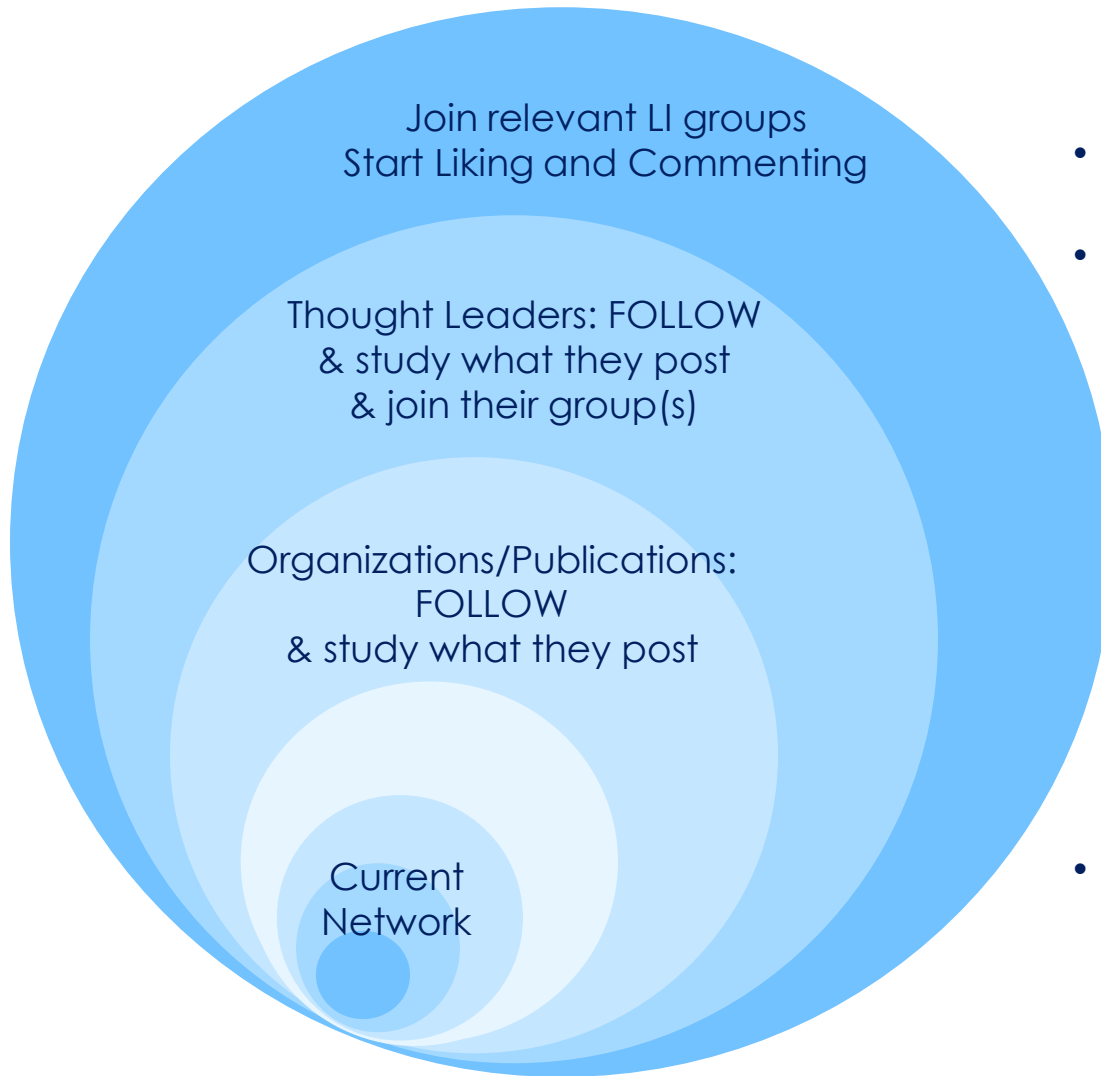
- Send an invite to connect
- Always include a note
- Keep it casual
- Offer to help
- If relevant, ask for a call

No prospective clients, unless
you already know them

Deepen Your Base

- Sort your connections by relevance to your objective
 - Who is in the industry?
 - Who is in your target companies?
 - Who has the title, or is in the function of interest?
- Select the Top 10, top 25 & top 50
 - If know them well: ask for a coffee chat
 - Ask for advice and ideas (companies to follow, people to talk to)
- All others, keep in touch
 - Congrats and birthdays
 - A short note every 3 months

Step 2 - Increase Your Visibility



- Do not connect, just FOLLOW
- This curates your feed
- Prospects: Just VIEW their profile

Quick Question

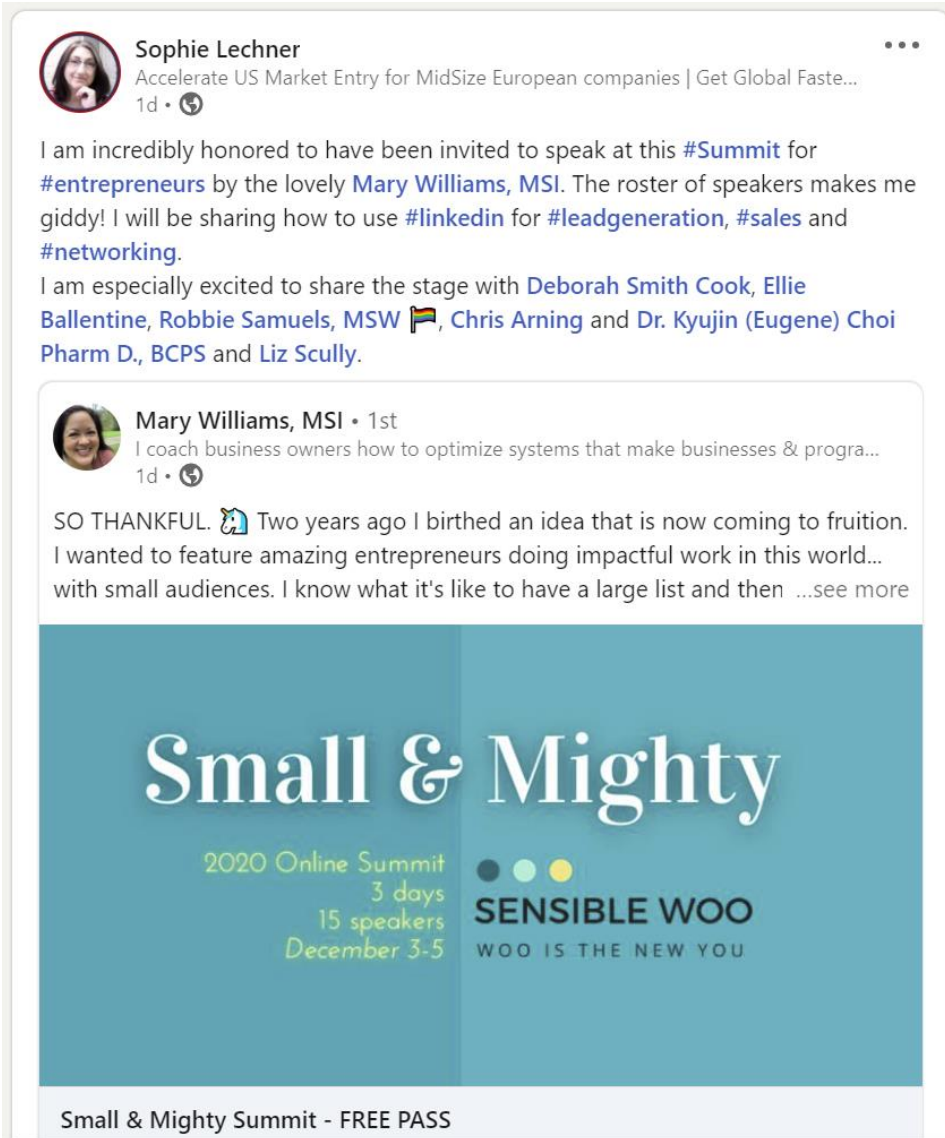
How often do you post something?

- A = Never
- B = I like, comment & share
- C = I write posts

Post and Engage Regularly

- In your groups and in your home feed
 - Like and comment, ask questions, engage and add value
 - Post stories/observations with a comment or question
 - Share articles with a commentary (curation)
- Have an opinion
 - Stand for something (within reason)
- Use hashtags and tags
 - #industry, #topic, @name of person
- Thank (and tag) the person who first shared it

Share Your Activities




Sophie Lechner
Accelerate US Market Entry for MidSize European companies | Get Global Faste...
1d • 🌐

I am incredibly honored to have been invited to speak at this [#Summit](#) for [#entrepreneurs](#) by the lovely [Mary Williams, MSI](#). The roster of speakers makes me giddy! I will be sharing how to use [#linkedin](#) for [#leadgeneration](#), [#sales](#) and [#networking](#).

I am especially excited to share the stage with [Deborah Smith Cook](#), [Ellie Ballentine](#), [Robbie Samuels, MSW](#) 🇵🇪, [Chris Arning](#) and [Dr. Kyujin \(Eugene\) Choi Pharm D., BCPS](#) and [Liz Scully](#).

Mary Williams, MSI • 1st
I coach business owners how to optimize systems that make businesses & progra...
1d • 🌐

SO THANKFUL. 🙏 Two years ago I birthed an idea that is now coming to fruition. I wanted to feature amazing entrepreneurs doing impactful work in this world... with small audiences. I know what it's like to have a large list and then ...see more



Small & Mighty
2020 Online Summit
3 days
15 speakers
December 3-5
SENSIBLE WOO
WOO IS THE NEW YOU

Small & Mighty Summit - FREE PASS

- Webinars you give
- Webinars you attend
- Conference highlights
- Conversations
- Projects
- Books

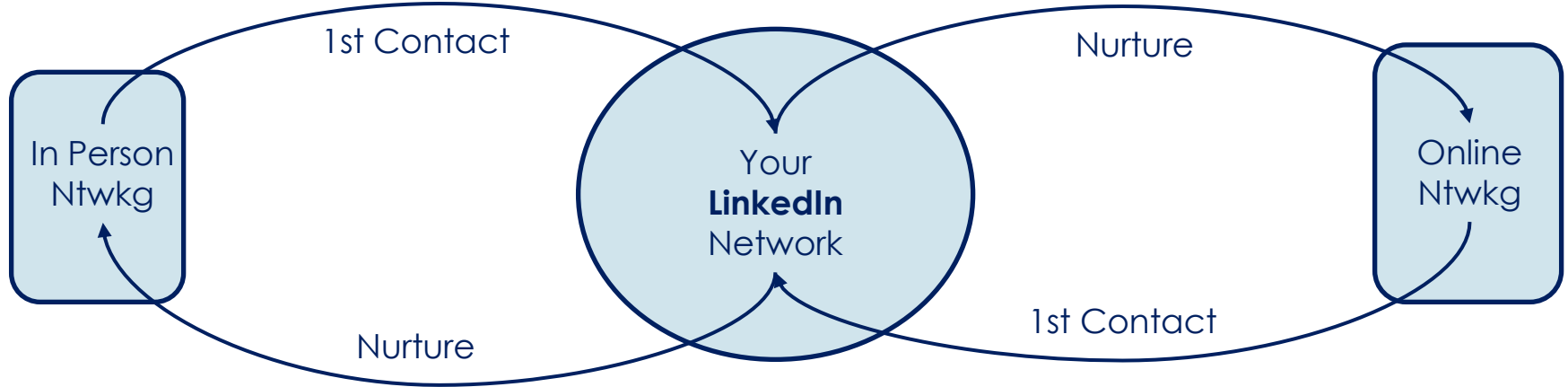
Your Daily Routine

- Check invites and messages
 - Check notifications
 - Promotions, new jobs
 - Activity on your posts
 - View their profile
 - Respond to ALL comments, engage in conversation
 - Who's viewed your profile
 - View their profile (activity, role, company)
 - Decide whether to follow, connect or engage
- Check Feed
 - New stories to comment on or share – curate!
- Post
 - An event, an observation, an article



A little bit goes a long way!
Start small and keep growing

LinkedIn Is Your Hub





Sophie Lechner
Slechner@GCEemail.com
+1 917 859 5268
LinkedIn Profile: [Sophie \(Ghani\) Lechner](#)



To receive the toolkit,
email me at slechner@gceemail.com
or
type TOOLKIT in the chat
or
DM me on slack