

MASTERING LINKEDIN TO INCREASE SALES

BlissPoint



QUICK QUESTION

**How many of
you started your
career in the
late 1900s?**

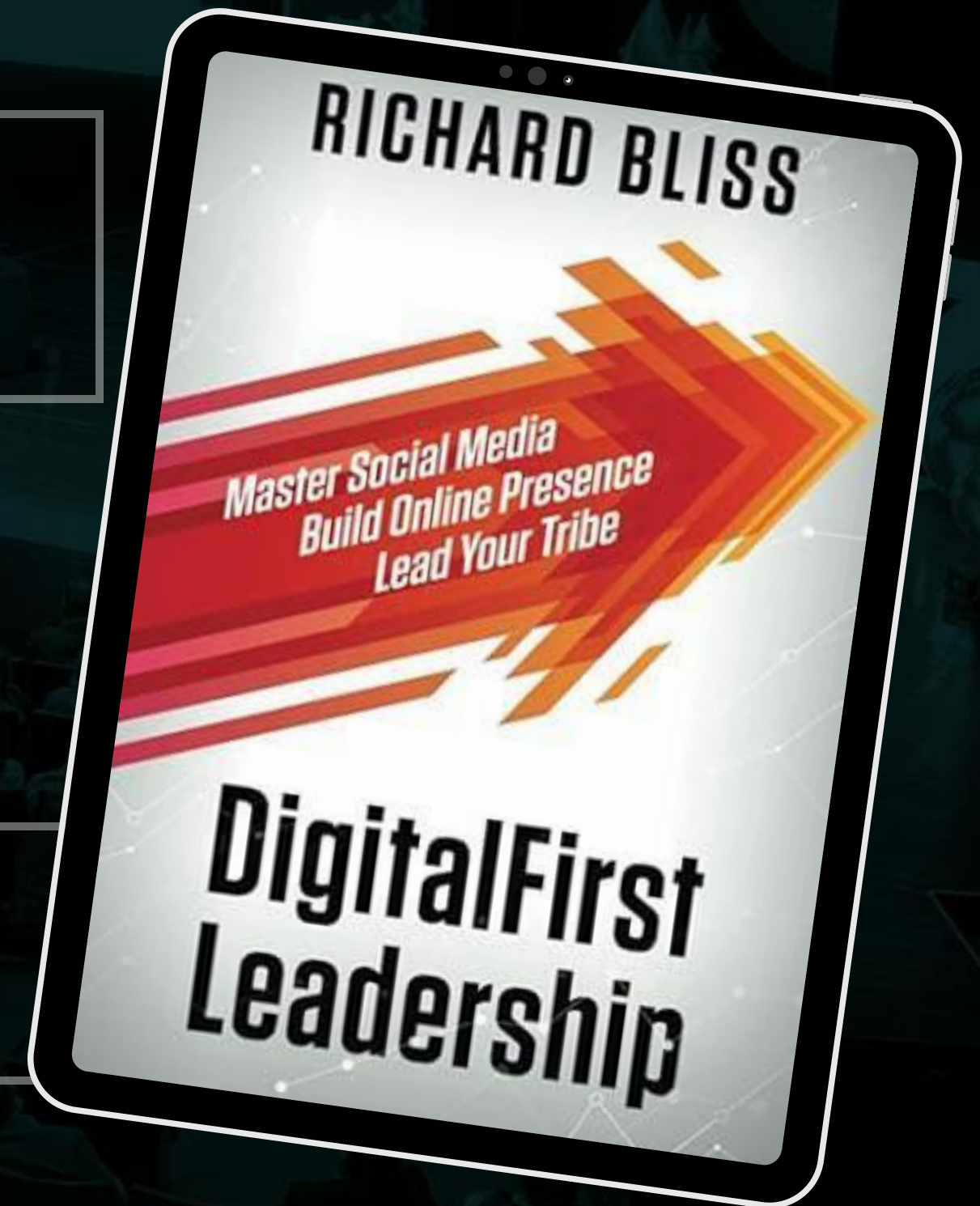
RICHARD BLISS

President & CEO, BlissPoint Consulting

LinkedIn Top Voices - Sales



Author of Digital First Leadership



JUNIPER[®]
NETWORKS



NetApp

COHESITY

VERITAS[™]

veeam

ivanti[®]

TANIMUM[™]



SOCIAL SELLING WITH LINKEDIN[™] BY RICHARD BLISS

BlissPoint

RICHARD BLISS
OLYMPIA,
WASHINGTON
SAN DIEGO
BROTHER NAMED JOHN

SOCIAL SELLING WITH [LINKEDIN™](#) BY RICHARD BLISS



RICHARD BLISS ←
OLYMPIA,
WASHINGTON
SAN DIEGO ←
BROTHER NAMED JOHN



SOCIAL SELLING WITH LINKEDIN™ BY RICHARD BLISS

🇺🇸 Add languages ▾

Read Edit View history Tools ▾

(Top)

References

Known for	Arrest on charges of espionage while in Russia, subsequently released.
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[[edit](#)][[edit](#)]

Bliss, a resident of [San Diego](#) who grew up in [Washington state](#), was working as a field technician for Qualcomm in late 1997, on a two-month stint in the area of Russian city [Rostov-on-Don](#).^[4] It was his first trip overseas, having previously only travelled to [Canada](#) and [Mexico](#).^[5] He was working, according to the [Los Angeles Times](#), as "a supplier of communications equipment with Russian projects in Moscow, Rostov and Chelyabinsk."^[3] Several Russian firms were at the time employing American technicians to modernise antiquated telecommunications in remote areas of Russia.^[5] Qualcomm themselves stated following his detention that Bliss was "a Qualcomm employee installing a state-of-the art wireless local telephone system for the Rostov region."^[3]

3 Converging Forces Creating the LinkedIn Imperative

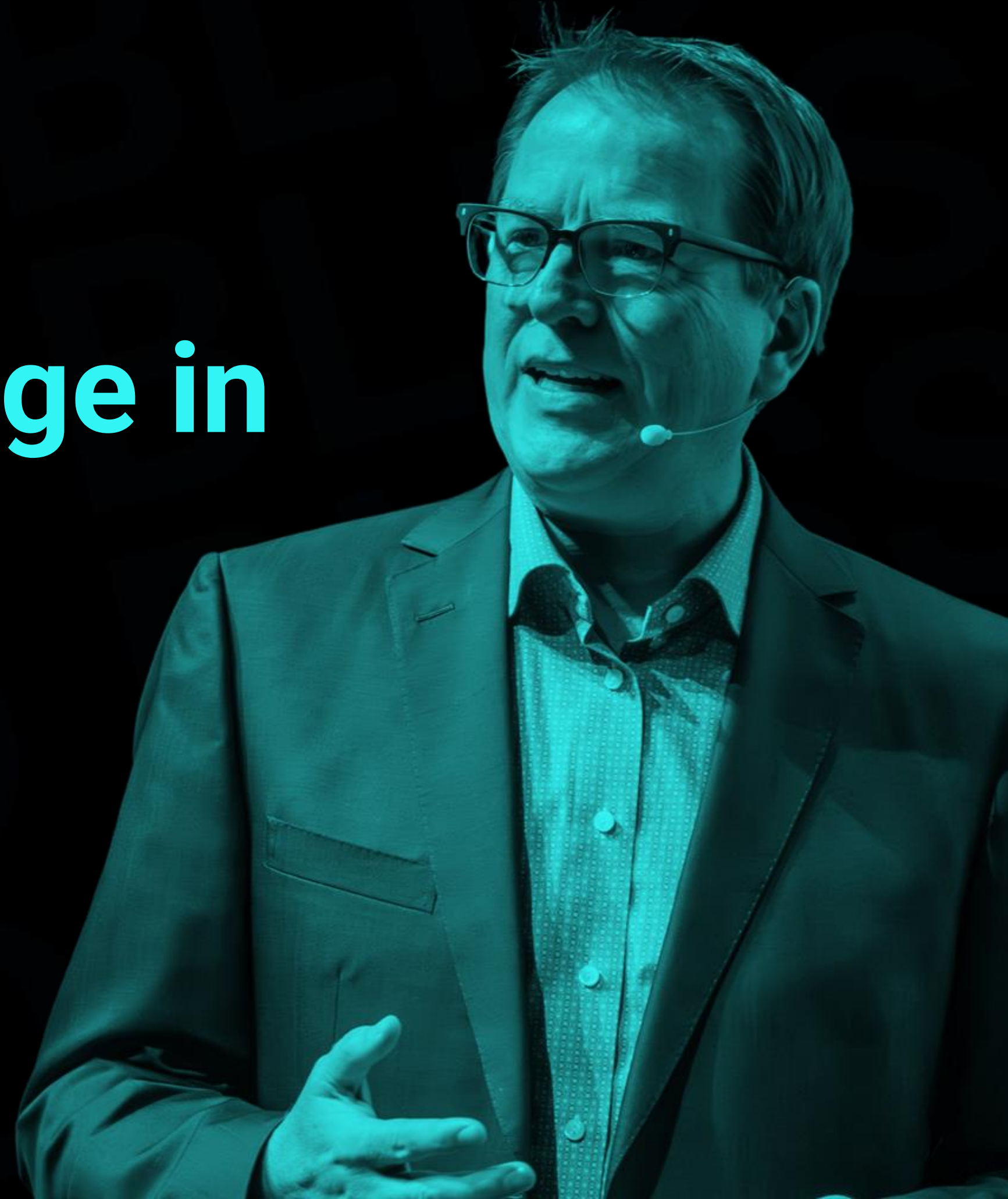
3 FORCES

AI-Outsourced Decision-Making

Algorithm-Mediated Discovery

The Empathy Gap

**LinkedIn is your
competitive advantage in
an AI-transformed
marketplace**



HACKING THE ALGORITHM



Company Reach

2%

**OF PAGE
FOLLOWERS**



SINC USA

Community. Content. Collaboration.

Events Services · Austin, Texas

3K followers

11-50 employees

3,762 FOLLOWERS



SINC

3,762 FOLLOWERS x **2%**

74 IMPRESSIONS

Personal Content **10%**
**OF YOUR
CONNECTIONS**



9,538 FOLLOWERS



Ross Abbott  · 1st

Experienced Relationship Builder

Austin, Texas Metropolitan Area · [Contact info](#)

9,277 followers · [510+ connections](#)



SINC USA



University of New South
Wales

9,538 FOLLOWERS

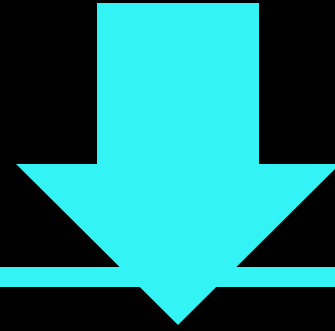
Ross's REACH

9,538 FOLLOWERS X **10%**

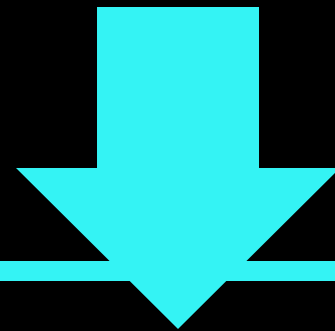
953 IMPRESSIONS

The Test Is Answering This Question

Did your post **trigger**
a conversation amongst
your **10%** test group?



One Conversation At A Time



Limit to one post a day

IMPACTING A CONVERSATION

Including a Link = -50%

Reposting = 1%

The 2025 CRASH!

Drop in **impressions**
-50% to -80%

PRE-2025 SCORING

LIKE



+1

SHARE

+3

OR

+10

COMMENT

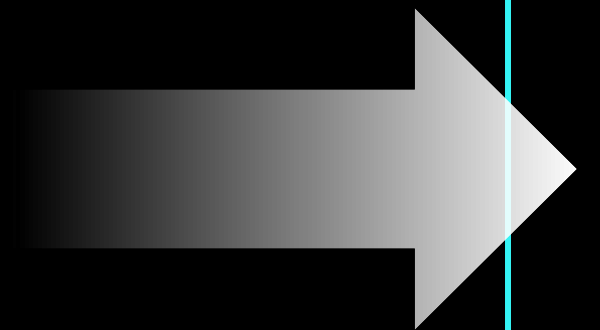
+15

DWELL
TIME

see more

+5

VELOCITY



VELOCITY: STRIKE WHILE THE IRON IS HOT

The **Golden Hour** is the
First hour after posting

+

Seek **10 Comments** and
respond immediately

Get **1,000+** views
in 24 hours

2025 360BREW SCORING

**Author's
Profile**

**Post's
Content**

Comment's

**Your
Network**

**Engagement
Patterns**

AUTHOR'S PROFILE







AI Is Reading Your LinkedIn™ Profile

Use It To **Unlock** Opportunity

ELEMENTS OF A LINKEDIN™ PROFILE



Background

Profile Photo



David Reilly · 1st

Advisor | Board Member | Investor | Operator

Harrison, New York, United States · [Contact info](#)

[500+ connections](#)



Ally

About

It has been my pleasure to work for some of the largest financial institutions in the world, driving business results through digital transformation. And in that time, I've recognized how quickly the adoption of technology transforms everyday business; from finance to customer service, from personal to professional, from how we learn to how we collaborate.

[...see more](#)

About

It has been my pleasure to work for some of the largest financial institutions in the world, driving business results through digital transformation. And in that time, I've recognized how quickly the adoption of technology transforms everyday business; from finance to customer service, from personal to professional, from how we learn to how we collaborate.

My passion for helping organizations achieve their aspirational goals continues to motivate me today.

With this passion and in my role as advisor and board member, I guide companies to take advantage of digital transitions, prepare for the unexpected, adapt to the rapidly changing transformational nature of the industries they serve.

My experiences and the relationships and trust I have built across the industry, have shown me there are key ingredients to the success of every team.

First, clearly understanding the business problem that the technology or service solves.

Second, being open to every voice on the team to ensure we always hear the countervailing views.

Third, always asking how we can improve and make the product or service better to avoid complacency.

While leading teams of different sizes around the world, I've drawn upon the diversity of every team member, the range of their experiences, cultures and backgrounds. I've seen how embracing all of a team's differences truly turbo-charges results.

This in part is what draws me to Npower – a cause I am passionate about.

When we reach out and include others, we can find unique solutions to every challenge that we're faced with.

Let's look at your profile



- I have been an avid technologist for over 20 years.
- For more than 20 years, I have employed a collaborative leadership style that consistently results in multi-million-dollar growth.
- Specialties: Business Process Improvement and Automation;

- Results-driven professional with proven track record of yielding exceptional results within sales organizations
- I've a proven ability to drive revenue growth, optimize market positioning, and lead high-impact business transformations for high-tech enabled firms.
- My professional role and background includes:
People leadership and culture
Cross-functional alignment toward common goals

POST'S CONTENT



CONVERSATION STARTERS

#1

**Text
Posts**

#2

**Articles
&
Newsletters**

#3

**Carousels
&
Images**

#4

**Native
Video**

ANATOMY OF A LINKEDIN POST

Hook: Clear **POV** in first 2 lines

Formatting: **Short** paragraphs w/line breaks

Structure: Problem / **Insight** / Action / CTA

Tone: **Conversational**, not Corporate

Photo: **Real** people, personal

THE POWER OF COMMENTING



CONTENT REACH

RESHARE

1/100

POST

10/100

COMMENT

30/100



100% of your **COMMENTS**
are shown to your
LinkedIn™ network.

COMMENTS are the
opportunity to tell your story.

SAMPLE COMMENTS

Congrats!

Easy solution for something
impacting all of us

Awesome

Thanks for sharing

STRUCTURING YOUR COMMENT



Tag the Author



Restate key points for your network



Provide your own insight and expertise



John Anderson • 2nd
RCG-Telecom Department as
2w • 🌐

If you sell cybersecurity services, h
talking about cybersecurity, so you
should be talking to YOU about cyk

👍 6 • 2 comments



Danielle Dedrick • 1st
Director of Sales at Trinisys

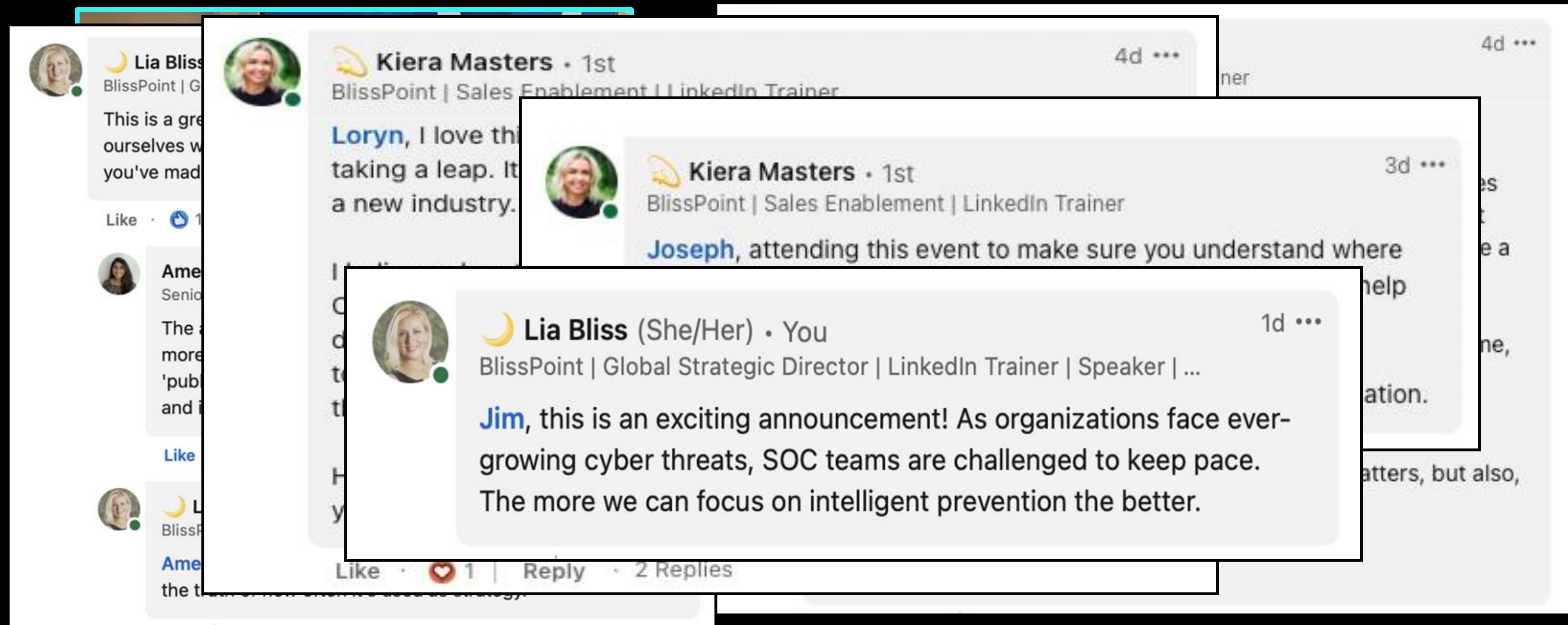
1w ...

John- you make a great point. I think starting the conversation telling someone they "should" be talking about cybersecurity can come from a place of judgement. As an outsider, there is a high chance you have no idea what conversations they have already had internally.

I like to start by learning what they have already explored and seeing where I can provide value in the conversation. Where have they gotten stuck and which resources can I connect them to to get unstuck?

Like • 👍 2 | Reply

CONNECT WITH PROSPECTS



The CMO's LinkedIn Mandate 2025



CMO LinkedIn Mandate



Strategic Imperative



Competitive Advantage



30-Day Plan



BUILD YOUR SOCIAL SQUAD

BUILD YOUR VOICE: 3X5 PLAN

HACKING THE
ALGORITHM

+

THE POWER OF
COMMENTING

= SOCIAL SQUADS

TEAM BOOSTING FOR MAXIMUM IMPACT



Choose a topic
important
to partners and
customers



As a team-write a
post with 200
words, talking to
your customers



Designate a team
member
to do the posting

TEAM BOOSTING FOR MAXIMUM IMPACT



Schedule a day/time for post to go live. Create a calendar invite.



Include a copy of the post in the calendar invite.



Everyone else, crafts their comments ahead of time

TEAM BOOSTING FOR MAXIMUM IMPACT



Treat as a
LIVE EVENT



Comment
within
60 minutes



Author responds
to each comment

CLIENT EXAMPLE



Luke Savoie • Following

President, Aviation Services Sector at L3Harris

1w • Edited •



March 10th. On this day in history was the famous mission of Maj Bernie Fisher and the battle of A Shau Valley during the Vietnam conflict. Maj Fisher's actions that day earned him the Congressional Medal of Honor for his bravery and skill piloting the A-1 [#SkyRaider](#).

As multiple A-1s provided close air support for an overrun Special Operations Forces firebase, Maj Dafford Myers, one of Maj Fisher's flight mates, took enemy fire and was forced to land his aircraft on a nearby fouled dirt strip. With CASEVAC over 30 minutes away, and the enemy approaching the downed A-1, Maj Fisher decided to land his A-1 on the dirt strip. He exited his aircraft, retrieved his fellow pilot and placed him in the back seat, and departed. Other A-1s supported his exfil and return to the [#SOF](#) base.

Maj Fisher's actions that day were extraordinary, but not for him – he had earned the Silver Star for his actions in supporting the battle at the same firebase just a day prior. Here are the capabilities today's special forces need to provide similar support to this historical [#SOCOM](#) mission: <https://lnkd.in/eWsK3ZT>



140 • 31 comments



Like



Comment



Share



Send

CLIENT EXAMPLE

The image shows a screenshot of a LinkedIn post by Luke Savoie, President of Aviation Services, with several comments. The comments are from Travis Hill, Andrew Meudt, Frederick "Andy" Goff, and Scott "Soup" Campbell. The comments are arranged in a grid-like fashion, with some overlapping. The comments are as follows:

- Travis Hill • 3rd+**
Chief Pilot Emerald Coast Aviation
Spot on Luke, courageous
We've been putting a square
decades now, we've devel
very efficient, this is a gre
like...options!
Like · 5 | Reply · 1 Re
- Andrew Meudt • 3rd+**
Chief Digital Officer (CDO) at United States Air Force - Air Mobility C...
Cool story!
Like · 1 | Reply
- Frederick "Andy" Goff • 2nd**
Lead, Project Engineering at L3Harris Technologies
Our military can accomplish amazing thing when faced with adversity such as what Major Fisher faced. The ability to adapt and overcome those adversities is vital to the success of all SOCOM missions. I am excited to work for a company in this part of the industry that is uniquely qualified and who has the ability to bring those "Options" to our Air Crews and Ground Troops in order for them to be successful in those missions. Great article Luke! Thanks for sharing.
Like · 2 | Reply
- Scott "Soup" Campbell, MS, MA • 2nd**
Combat Tested Leader/Fighter Pilot/Driver
Cultural Change
is. Bernie Fisher is an
Arguably one of the greatest
4d ...
- Luke Savoie • Author**
President, Aviation Services
Amen Travis. Don't
thoughts over an ol
While I waited for e
shallow a magazine
aircraft to get into a
Like · 4 | Reply
- at L3Harris**
eer, watch this" moment.
4d ...
- L3Harris Technologies**
ded when things go sideways".
lly warfare, to things go
e developed and used
brittle, not flexible. Could this
capable adversary? ...see more
1w ...
- Like · 5 | Reply**

3X5

COMMENTING

RHYTHM



BUILD YOUR VOICE: 3X5 PLAN

3 COMMENTS/DAY

X

5 DAYS/ WEEK

3X5 CONVERSATIONS

Your Company or Colleagues

1st Degree Connections within your Industry

2nd/3rd+ Degree Connections

Who viewed your profile

142 profile viewers in the past 90 days +4,800% since last week



Hide trends ^

LinkedIn Personal Profile: Growth Snapshot (19 Days)

Metric	Before (05/21)	After (06/09)	Change
Followers	5,693	8,036	 +2,343 (+41%)
Post Impressions	350	3,679	 +3,329 (+951%)
Profile Viewers	334	1,036	 +702 (+210%)

BlissPoint Text Tips on LinkedIn

1-415-534-9722

#SINC



BlissPoint



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BlissPoint



Go Comment!!

Richard Bliss
rbliss@blisscorp.com