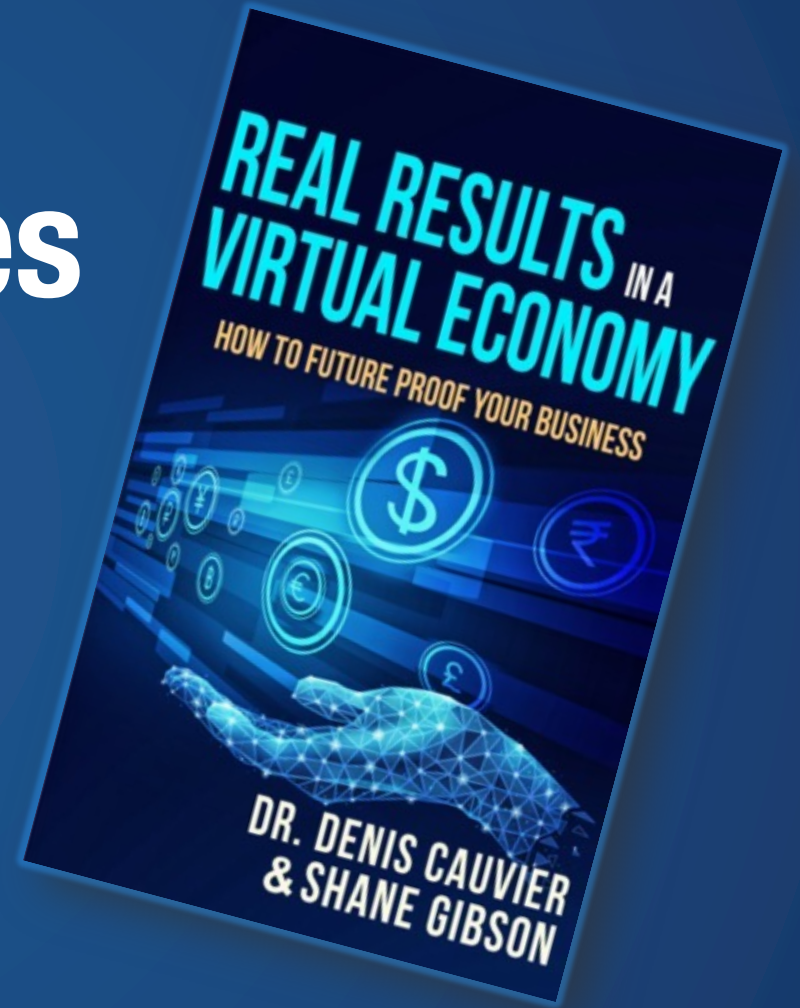


Virtual Sales Strategies for High ROI

Shane Gibson



“the COVID-19 pandemic has moved almost all sales online, often to self-service digital platforms. Everyone seems to be happier with the new arrangements.

Some 70 percent of buyers say they prefer digital interactions; sellers like the greater effectiveness. Videoconferences and live chats are helping companies seal the deal; traditional phone calls are now a last resort.”

– McKinsey and Company, COVID-19: Implications for business

Virtual Sales...

- Virtual is not just about remote work or working from home doing what we did before.
- Virtual sales is about tapping into the power of social networks, digital tools and technology to improve and reinvent the way we sell.

“Sales is about creating an environment where an act of faith can take place.”

Social selling:

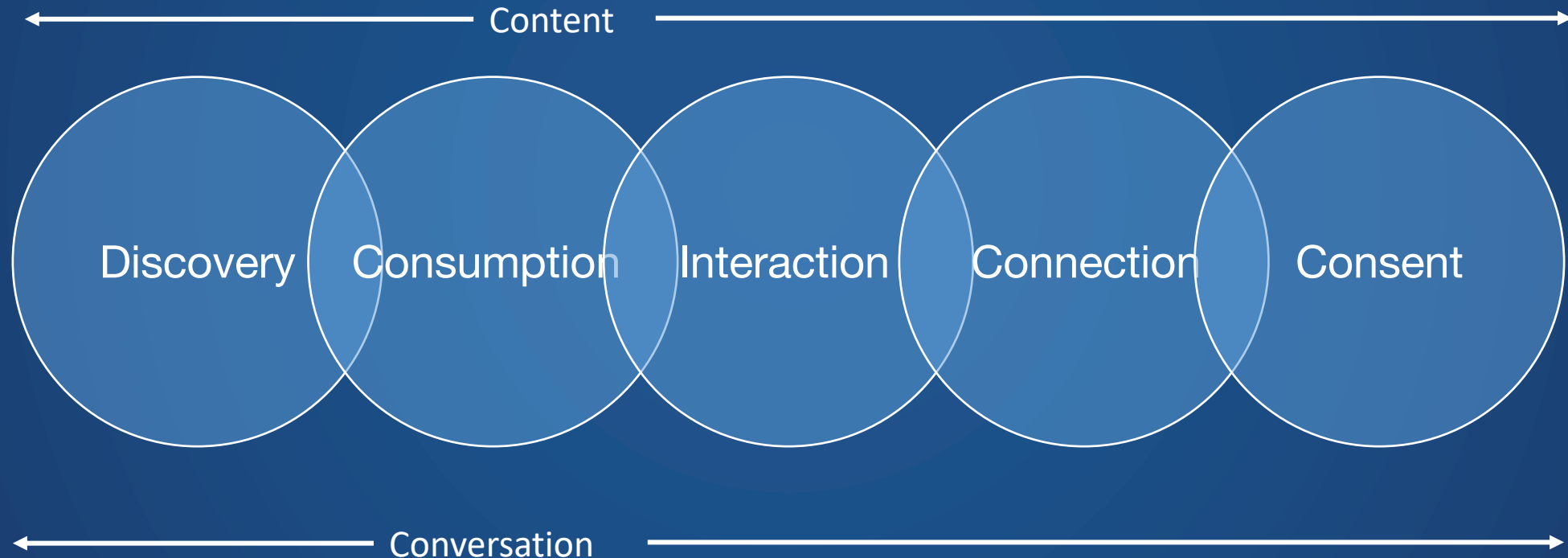
**Talking to customers,
prospects and your community
on the internet**

“B2B sellers who embrace social selling are 72% more likely to exceed quotas than their peers who don't.” – Forrester Research

Forrester Report: “Add Social Selling To Your B2B Marketing Repertoire” – Feb 2017

The 5 Stages of Consent

(The Social Sales Funnel)



A digital first strategy is a customer first strategy

If they can't find you, you don't exist.

**Your “Social Graph” is your
sales credit rating**

**94% of people only look at the first page
of Google results, and only 2% of people
own their entire first page of Google.
- statuslabs.com**

About 7,670,000 results (0.44 seconds)

en.wikipedia.org › wiki › Jon_V._Ferrara ▾

Jon V. Ferrara - Wikipedia

Jon V. Ferrara (born January 22, 1960) is an American entrepreneur and the founder of Nimble LLC, his most recent venture. Ferrara is best known as the ...

www.linkedin.com › jonvferrara ▾

Jon Ferrara - CEO - Nimble | LinkedIn

Jon Ferrara, has been recognized for pioneering innovation in the customer management category. He's the founder and CEO of Nimble, an award-winning social sales, and marketing CRM for individuals and teams. It's Ranked #1 in Overall Satisfaction by G2 Crowd and integrates with Microsoft Office 365 and Google G Suite.

saasclub.io › podcast › jon-ferrara-nimble ▾

How Jon Ferrara Sold His Company for \$125M and Went ...

Jon Ferrara is the founder and CEO of Nimble, a social CRM service for small businesses. He's a serial entrepreneur and a pioneer in the customer relationship management (CRM) industry.

https://twitter.com/Jon_Ferrara

Jon Ferrara (@Jon_Ferrara) · Twitter

While working from home, it is critical to keep your employees still feel included within your company. Read to learn ways to establish a system where your remote workers feel like they are at the office. bit.ly/34DZJtp
#WorkingRemote
#Entrepreneurship

Twitter · 4 hours ago

Don't forget your attendees after an event is over. Make sure you have the right software to continue to grow your relationship with them. bit.ly/2UDkHp9 #CRM #BizTip

Twitter · 8 hours ago

Here are 7 ways your eCommerce store can benefit from using #CRM software. bit.ly/2VN7DhA #OnlineBusiness

Twitter · 10 hours ago



Jon V. Ferrara



Jon V. Ferrara is an American entrepreneur and the founder of Nimble LLC, his most recent venture. Ferrara is best known as the co-founder of GoldMine Software Corp, one of the early pioneers in the Sales Force Automation and Customer Relationship Management software categories for Small to Medium-sized Businesses. [Wikipedia](#)

Born: January 22, 1960 (age 60 years)

Books: [Social CRM For Dummies](#)

Education: [California State University, Northridge](#), [James Monroe High School](#)

Profiles



LinkedIn



Facebook



YouTube

People also search for

View 4+ more



Marc Benioff



Jamie Shanks



Neal Schaffer



Jeff Weiner



Chris Brogan

Claim this knowledge panel

Feedback



jon holtby



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Videos

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Tools

About 279,000 results (0.63 seconds)

<https://ca.linkedin.com> › jonholtby ▾

Jon Holtby - Senior Field Sales Manager, Canadian Rockies ...

Vancouver, Canada Area · Senior Field Sales Manager, Canadian Rockies (AB & BC) · Citrix

Jon Holtby - Senior Field Sales Manager, Canadian Rockies (AB & BC) - Citrix | LinkedIn. Skip to main content LinkedIn. **Jon Holtby**.

<https://uk.linkedin.com> › jonathanholtby

Jonathan Holtby - Community Manager - DeepTech Labs ...

Jonathan is the VP Marketing at Dataswift, building AWS-like web services for HAT personal data accounts - app-issued, user-owned technology infrastructure. He ...

<https://twitter.com> › jonholtby ▾

Jon Holtby (@JonHoltby) | Twitter

The latest Tweets from **Jon Holtby** (@JonHoltby). Field Sales Mgr (AB/BC) for @Citrix. Known to change from business suit to ski gear in a phone booth.

<https://twitter.com> › jonathanholtby ▾

Jonathan Holtby (@JonathanHoltby) | Twitter

The latest Tweets from **Jonathan Holtby** (@JonathanHoltby). startups and deeptech and workplace inequality. Cambridge, UK.

<https://jonholtby.wordpress.com> › about ▾

About Jon Holtby | Innovative Thinking - Jon Holtby

Google

meena sandhu

Search

All Videos Images News Maps More Settings Tools

About 636,000 results (0.51 seconds)

<https://ca.linkedin.com/meenasandhu>

Meena Sandhu - SVP of Growth - Beanworks | LinkedIn

Meena Sandhu - SVP of Growth - Beanworks | LinkedIn. Skip to main content LinkedIn. Meena Sandhu.


<https://twitter.com/meenasandhu>

Meena Sandhu (@meenasandhu) | Twitter

The latest Tweets from Meena Sandhu (@meenasandhu). Growth/Revenue Expert who loves building & scaling up B2B SaaS Co's. SVP Growth ...

Images for meena sandhu

linkedin growth marketer saas marketing predictable revenue



meena sandhu

Search

<https://www.instagram.com/meenasandhu>

Meena Sandhu (@meenasandhu) • Instagram photos and ...

445 Followers, 301 Following, 217 Posts - See Instagram photos and videos from Meena Sandhu (@meenasandhu)

<https://www.crunchbase.com/person/meena-sandhu>

Meena Sandhu - VP of Marketing and Growth @ Predictable ...

Meena Sandhu is the VP of Marketing and Growth at Predictable Revenue .

<https://www.facebook.com/public/Meena-Sandhu>

Meena Sandhu Profiles | Facebook

View the profiles of people named Meena Sandhu. Join Facebook to connect with Meena Sandhu and others you may know. Facebook gives people the power ...

<https://about.me/meenasandhu>

Meena Sandhu | about.me

Meena Sandhu. Meena Sandhu is a Marketer, a Strategist, a Speaker, an Entrepreneur and an Instructor. Meena is recognized for her innovative and creative ...

<https://www.ratemyprofessors.com>ShowRatings>

Meena Sandhu at British Columbia Institute of Technology ...

Meena Sandhu is a professor in the Marketing department at British Columbia Institute of Technology - see what their students are saying about them or leave a ...

<https://saasnorth.com/speakers/meena-sandhu>

Meena Sandhu | SAAS NORTH Speaker SAAS NORTH

Nov. 26, 2019 — Meena Sandhu. Beanworks. A SaaS marketing leader passionate about B2B technology companies. I love marketing and growth in SaaS.



could I be convicted of social selling?



Google Search

I'm Feeling Lucky

Google offered in: [Français](#)

Google Yourself



Being Discoverable

- Google places
- Platforms relevant to your industry
- Search Engine Optimization
- Activated and active on social profiles
- Guest writing
- Press releases
- Capitalizing on trending topics
- Social proximity engagement
- Online events



“In the sales process, the use of LinkedIn goes both ways.

Buyers are visiting the LinkedIn profiles of sellers as one of the steps in the process of sizing up the salespeople calling on them.”

- LinkedIn 2020 State of Sales Report

**Are you looking for a job or
more customers and market
share?**

Social selling leaders get better results



Social selling leaders create **45%** more opportunities than peers with lower SSI.



Social selling leaders are **51%** more likely to reach quota.

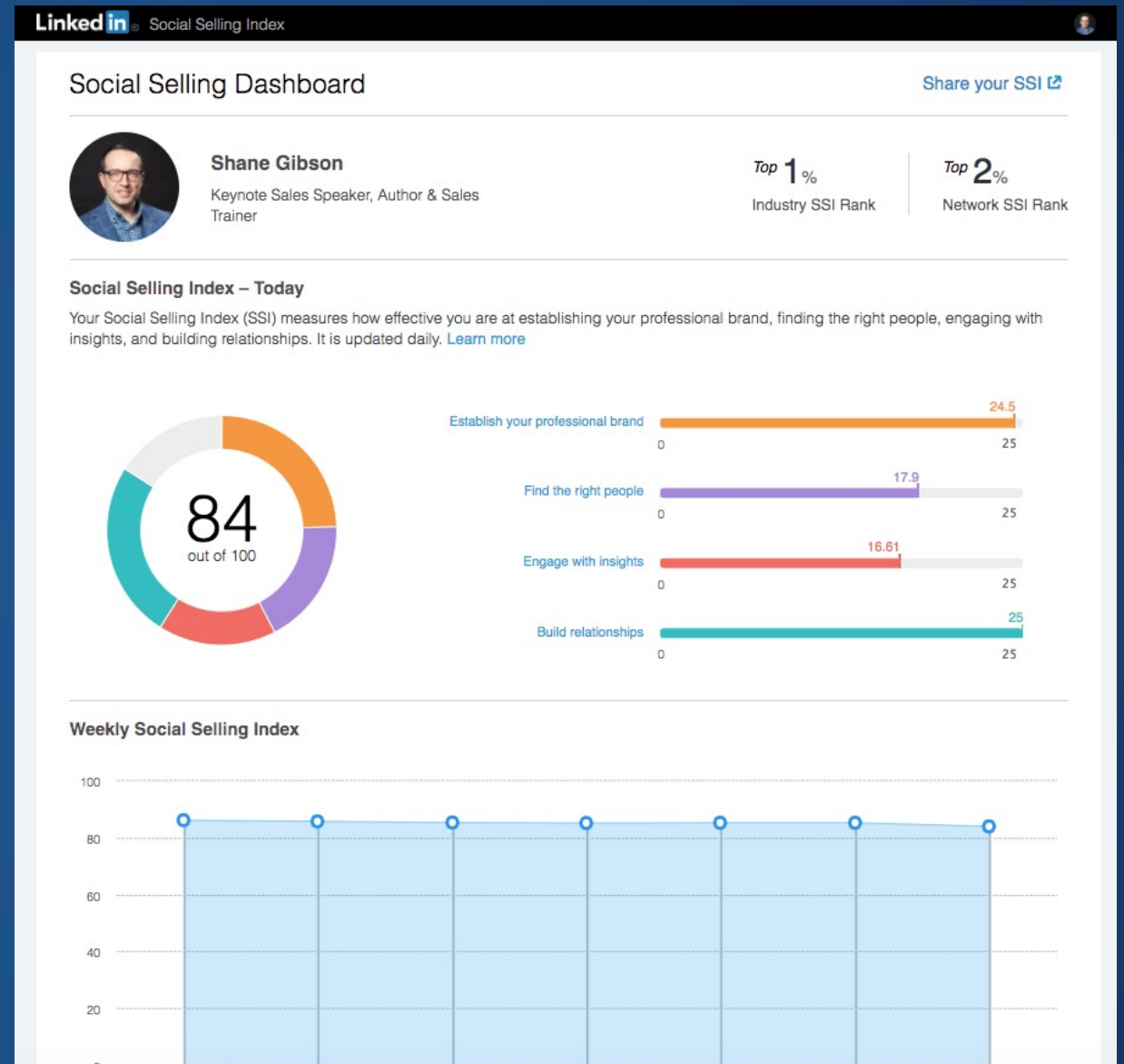


78% of social sellers outsell peers who don't use social media.

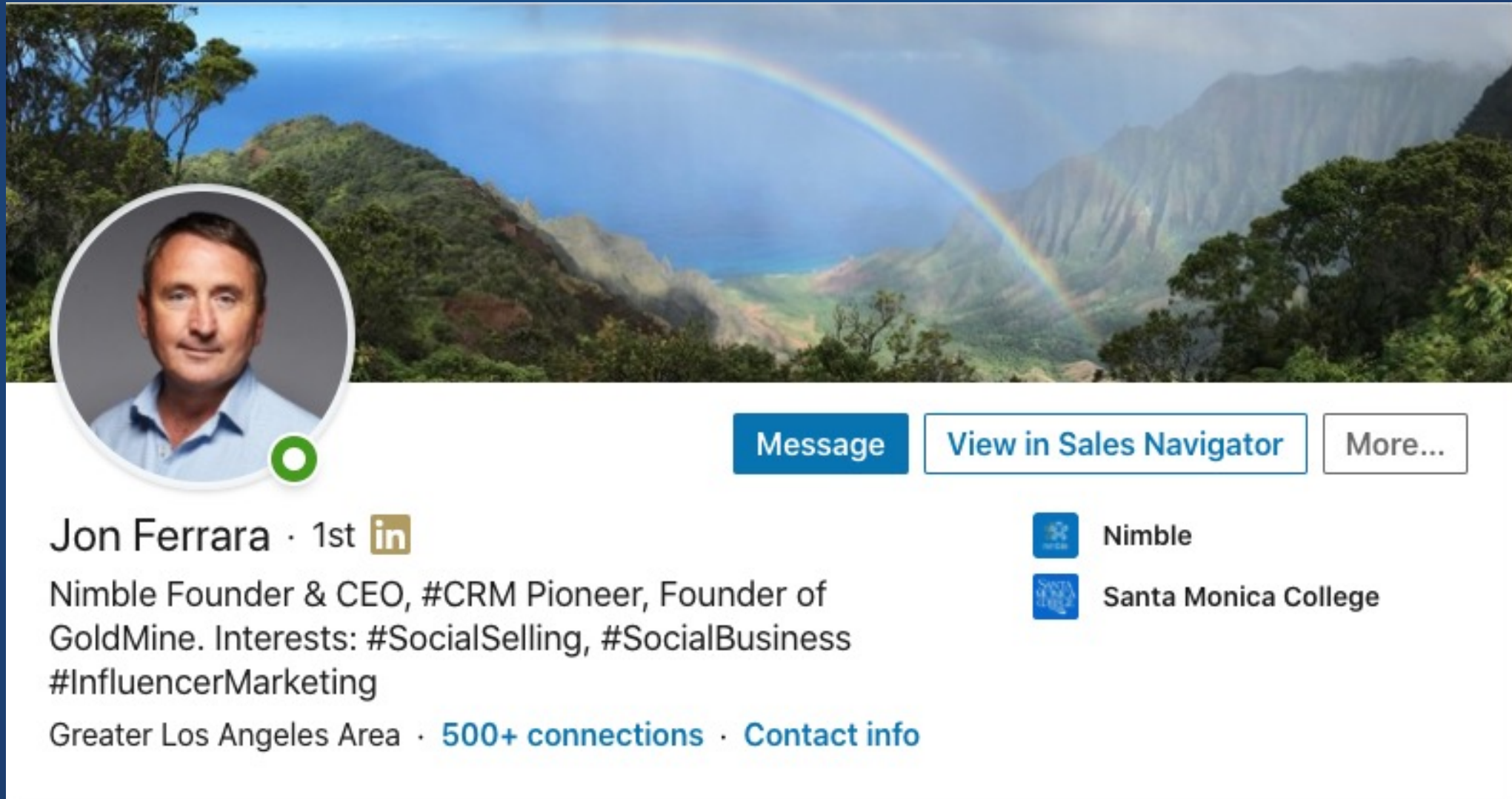
"Social selling is taking out the pitching component of sales. You're creating conversations about your product and services which organically can produce sales conversations."

— **Paul Sowada, SSI 89 | Market Development Manager, Binocular**


A 13-point LinkedIn profile checklist



1) Title





The image shows a LinkedIn profile for Jon Ferrara. The background banner is a scenic view of a mountain range with a vibrant rainbow arching across the sky. On the left side of the banner is a circular profile picture of Jon Ferrara, a man with short brown hair wearing a light blue button-down shirt. Below the profile picture is a green 'Online' status indicator. To the right of the profile picture are three buttons: 'Message' in a solid blue box, 'View in Sales Navigator' in a white box with a blue border, and 'More...' in a white box with a grey border. Below the profile picture, the name 'Jon Ferrara' is followed by '1st' and the LinkedIn logo. The bio text reads: 'Nimble Founder & CEO, #CRM Pioneer, Founder of GoldMine. Interests: #SocialSelling, #SocialBusiness #InfluencerMarketing'. Below the bio, it says 'Greater Los Angeles Area · 500+ connections · Contact info'. To the right of the bio, there are two affiliation cards: one for 'Nimble' with a blue square icon, and one for 'Santa Monica College' with a blue square icon.

Jon Ferrara · 1st 

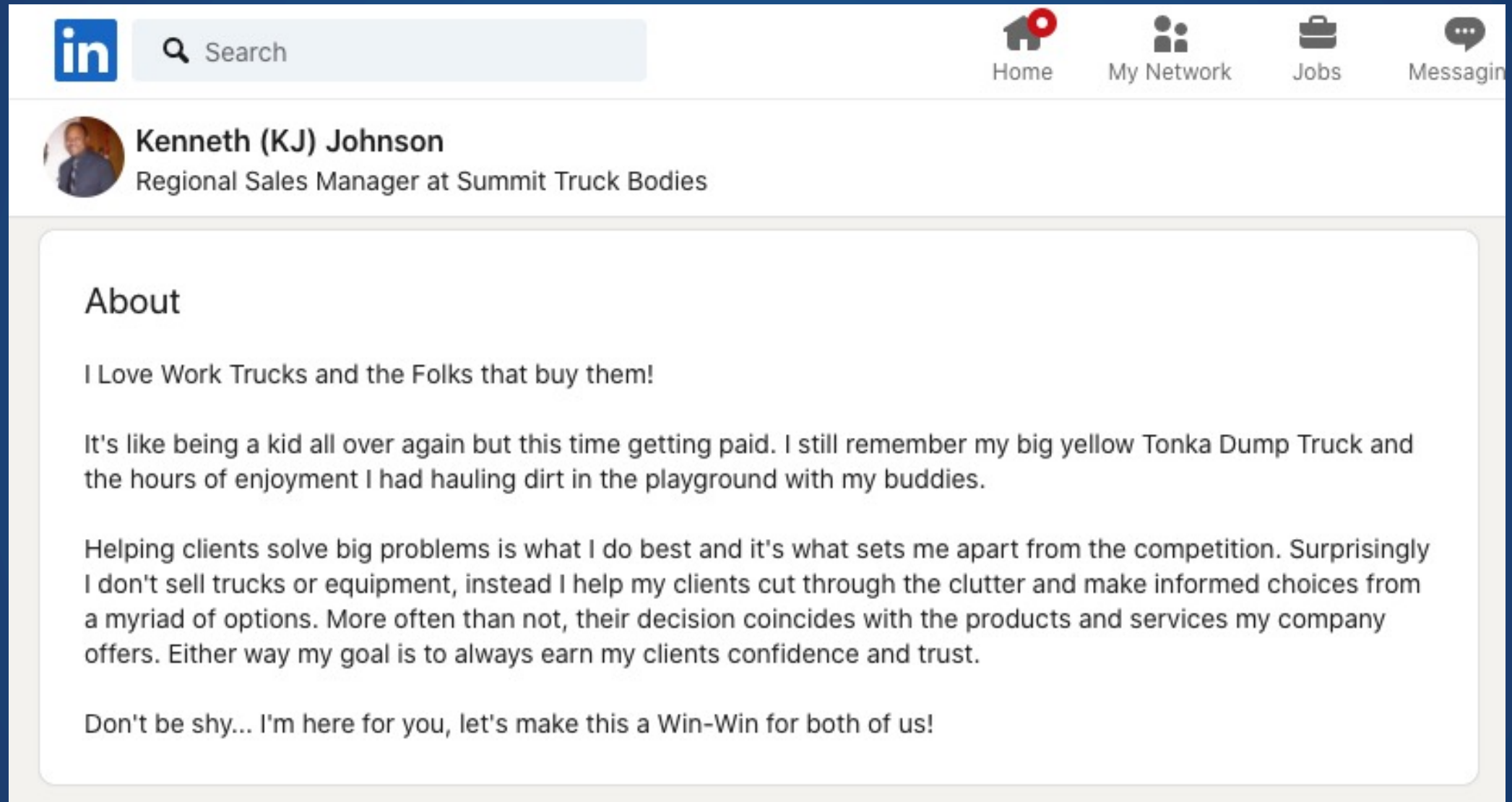
Nimble Founder & CEO, #CRM Pioneer, Founder of GoldMine. Interests: #SocialSelling, #SocialBusiness #InfluencerMarketing

Greater Los Angeles Area · [500+ connections](#) · [Contact info](#)

 Nimble


 Santa Monica College

2) Complete Summary



in Search

Home My Network Jobs Messaging

 **Kenneth (KJ) Johnson**
Regional Sales Manager at Summit Truck Bodies

About


I Love Work Trucks and the Folks that buy them!

It's like being a kid all over again but this time getting paid. I still remember my big yellow Tonka Dump Truck and the hours of enjoyment I had hauling dirt in the playground with my buddies.

Helping clients solve big problems is what I do best and it's what sets me apart from the competition. Surprisingly I don't sell trucks or equipment, instead I help my clients cut through the clutter and make informed choices from a myriad of options. More often than not, their decision coincides with the products and services my company offers. Either way my goal is to always earn my clients confidence and trust.

Don't be shy... I'm here for you, let's make this a Win-Win for both of us!


3) Positions Connected to Company Pages



Lead Facilitator (British Columbia Region) The Trade Accelerator Program (TAP)

World Trade Centre Vancouver · Contract
Jun 2018 – Present · 1 yr 11 mos
Vancouver, Canada Area

As facilitator for the World Trade Centre Vancouver's Trade Accelerator Program (TAP) I work with a talented team of export leaders and World Trade Centre staff to deliver an in-depth multi-day program that helps Canadian companies expand internationally. Graduates from the program have realized an average of a 23% increase in export revenues within a year ...[see more](#)







Co-Founder, Sales Trainer and On-Line Facilitator

Professional Sales Academy
Sep 2001 – Present · 18 yrs 8 mos
Vancouver, Canada Area

The PSA (salesacademy.ca) was founded in 2001 by Shane Gibson and offers online and on-site sales performance training programs.

Sales Training Topics include: ...[see more](#)



Edit experience



Title *

Lead Facilitator (British Columbia Region) The Trade Accelerator Program (TAP)

Employment type

Contract

Company *

World Trade Centre Winnipeg



World Trade Centre Winnipeg
International Trade and Development



World Trade Centre Vancouver
Education Management



World Trade Organization
International Trade and Development



World Trademark Review
Information Services



World Trade Institute (WTI)
Education Management



World Trade Center Miami

Share with network



On

If enabled, your network may be informed of job changes, education changes, and work anniversaries. [Learn how these are shared and when](#)

Delete

Save

4) Outcome Based Position Descriptions

Experience



Regional Sales Manager

Summit Truck Bodies

Feb 2014 – Present · 7 yrs 3 mos

Texas



Regional Sales Representative

Summit Truck Body Inc

Jan 2014 – Present · 7 yrs 4 mos

Texas and Oklahoma

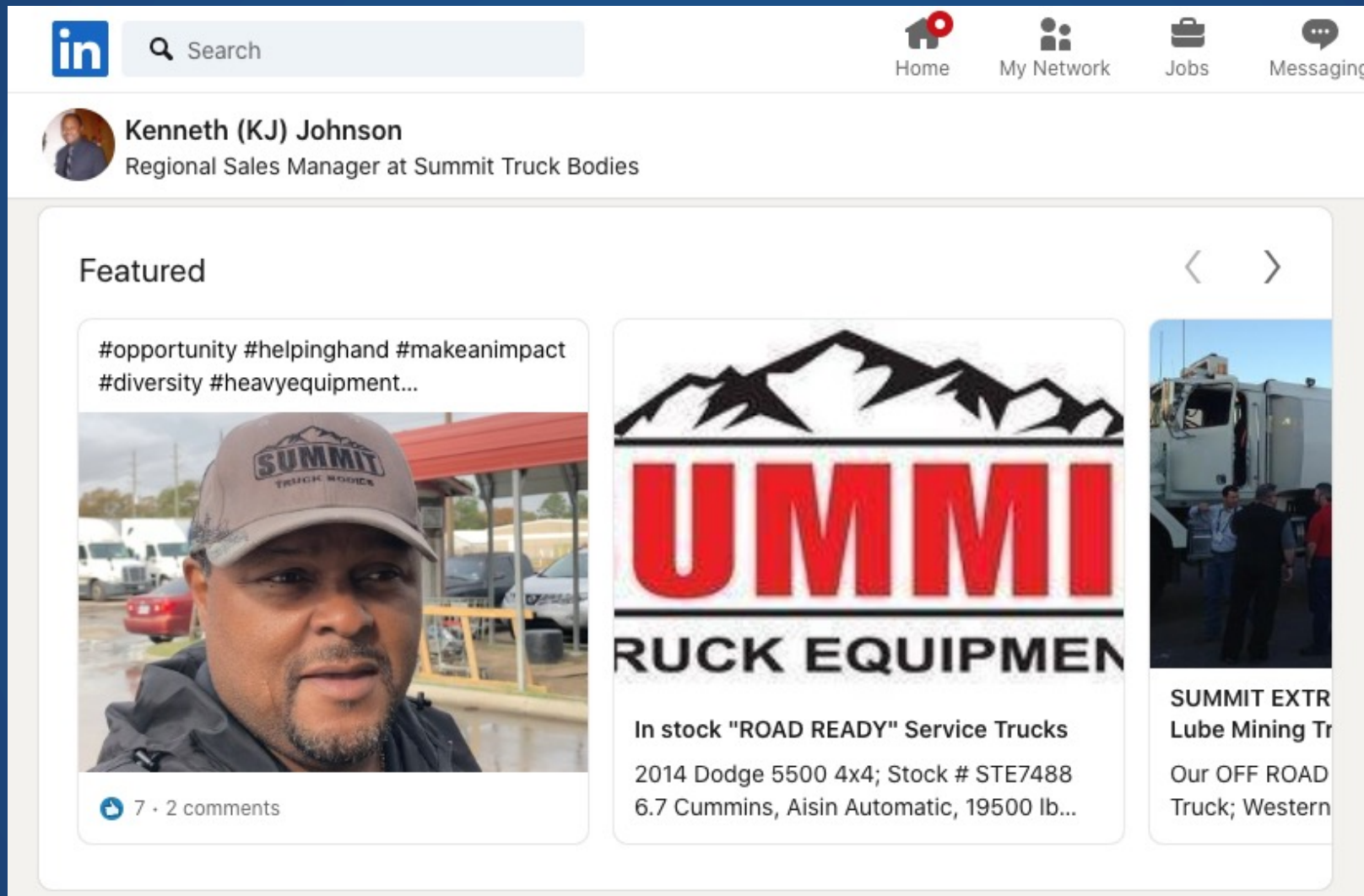
Summit Truck Bodies supplies service bodies to the field service industry, delivering the peace of mind that comes from confidence and reliability. Each one of our bodies is designed and built to your specifications to ensure complete satisfaction, with guaranteed usability and longevity. Our proven body mount system ensures body rigidity, strength and safety. Service packs and frames that we have sold are, in many cases, later transferred to chassis after chassis, outlasting them with superior durability and strength. When you buy a Summit Truck Body, you are getting factory direct, so the savings are passed on to you.

I want the opportunity to put my experience to work for you. We provide the truck that BEST meets your needs. Currently stocking: Ford, Dodge, Freightliner, Kenworth, Westernstar and Peterbilt chassis's


[see less](#)





5) Well curated “Featured” Section



6) Fully Complete Work History

 Search

Home My Network Jobs Messaging





Message View in Sales Navigator More...

Jon Holtby · 1st

Senior Field Sales Manager, Canadian Rockies (AB & BC) at Citrix

Vancouver, Canada Area · 500+ connections · [Contact info](#)

 Citrix

 Simon Fraser University

Experience



Senior Field Sales Manager, Canadian Rockies (AB & BC)

Citrix

Jun 2018 – Present · 1 yr 11 mos
Vancouver, Canada Area

Thrilled to announce that I have joined Citrix, with responsibility for working with our Commercial clients and valued Cloud, Alliance, and Certified Business Partners in Alberta and British Columbia,

As the Baby Boomer generation starts entering the retirement era, it's obvious that there will be a massive turnover in the Canadian workforce. I'm looking forward to helping business leaders enhance their employee technology on-boarding experience, paving a secure path forward for the digital native workforce that will be taking the reigns.



Citrix Digital
Workspaces Make the...



Senior Sales Specialist - IBM Hybrid Cloud Services

IBM

Mar 2018 – Jun 2018 · 4 mos
Vancouver, Canada Area

Enterprises want to take advantage of the agility, security, speed and flexibility of hybrid cloud — but with that comes increased IT complexity. IBM Hybrid Cloud Services provide an effective way to build, run and integrate cloud with your traditional infrastructure. You can accelerate time to value and reduce the cost of cloud migration, as well as reduce the overall ci...[see more](#)

President

SIGO Services

May 2013 – January 2014 (9 months) | Metro Vancouver, BC, Canada

President and Co-Founder of a "Cloud-First" Managed Services Provider in Metro-Vancouver, BC. Focused on helping Small to Medium sized businesses use technology strategically in order to achieve their own business success.

SIGO Services merged with Softlanding, a leading Microsoft partner in Vancouver, BC, in January 2013. Visit www.softlanding.ca for more information.



Vice President, Business Development

DTM Systems Corp.

July 2011 – April 2013 (1 year 10 months) | Vancouver, BC

~ 1 recommendation



Ric Liang

IT Leader, Cloud & Infrastructure Services

Jon was instrumental in moving us from a physical to virtual infrastructure several years ago. He designed the appropriate solution for us and arranged for skilled resources to help us through the process. Since then he's continued to work with us... [View](#)



Client Manager

DTM Systems

February 2002 – July 2011 (9 years 6 months)

DTM is Innovative Thinking.

Integrating business and technology, for 30 years DTM Systems Corporation has been providing technology solutions to public and private sector companies, institutions, and organizations of all sizes in Western Canada — with offices in Vancouver & Calgary.

With an extensive portfolio of products and services, including financial management, virtualization, and IT consulting, DTM delivers innovative solutions that help customers realize their full business potential.

<http://www.dtm.ca>

~ 4 recommendations, including:



Beau Bradley

Are you up for the 90-Day Challenge?

Jon goes the extra mile when dealing with his clients. He is very personable and is very easy to work with. He makes his... [View](#)



GARRY STEVENS

Partner Business Manager, Enterpri...

Jon is very enthusiastic about his profession and has taken some high level courses to allow him to be a knowledgeable... [View](#)

[2 more recommendations](#)



7) Professional Profile Photo

“...members who **include a photo** receive up to 21x more profile views and up to 36x more messages.”

– Blog.LinkedIn.com

7) Professional Profile Photo

Yes!




OF THE FUTURE
Inspiring A Mindset of Passion,
Innovation and Growth

[Message](#) [View in Sales Navigator](#) [More...](#)

Brigette Hyacinth · 1st
Author of Leading the Workforce of the Future ♦ Keynote Speaker ♦
Trinidad and Tobago · [500+ connections](#) · [Contact info](#)

<https://bridgettehyacinth.com>
Advocis Financial Council of Canada



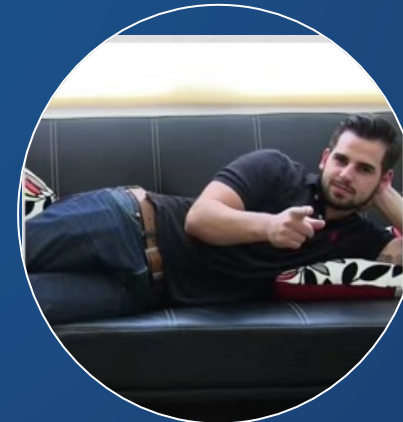
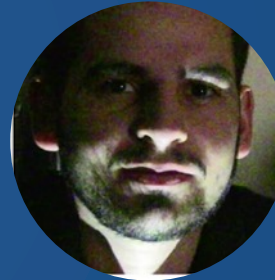
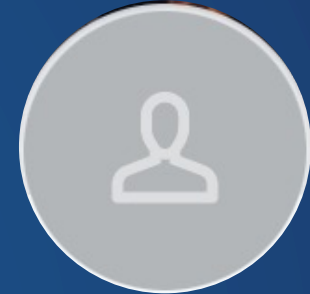
OF THE FUTURE
Inspiring A Mindset of Passion,
Innovation and Growth

[Message](#) [View in Sales Navigator](#) [More...](#)

Jon Holtby · 1st
Senior Field Sales Manager, Canadian Rockies (AB & BC) at Citrix
Vancouver, Canada Area · [500+ connections](#) · [Contact info](#)

Citrix
Simon Fraser University

No!



@ShaneGibson

Virtual Sales Strategies for High ROI

SalesAcademy.ca

8) Uses Rich Media

Experience



Regional Sales Manager

Summit Truck Bodies
Feb 2014 – Present · 7 yrs 3 mos
Texas



Regional Sales Representative

Summit Truck Body Inc
Jan 2014 – Present · 7 yrs 4 mos
Texas and Oklahoma

Summit Truck Bodies supplies service bodies to the field service industry, delivering the peace of mind that comes from confidence and reliability. Each one of our bodies is designed and built to your specifications to ensure complete satisfaction, with guaranteed usability and longevity. Our proven body mount system ensures body rigidity, strength and safety. Service packs and frames that we have sold are, in many cases, later transferred to chassis after chassis, outlasting them with superior durability and strength. When you buy a Summit Truck Body, you are getting factory direct, so the savings are passed on to you.

I want the opportunity to put my experience to work for you. We provide the truck that BEST meets your needs. Currently stocking: Ford, Dodge, Freightliner, Kenworth, Westernstar and Peterbilt chassis's

[see less](#)

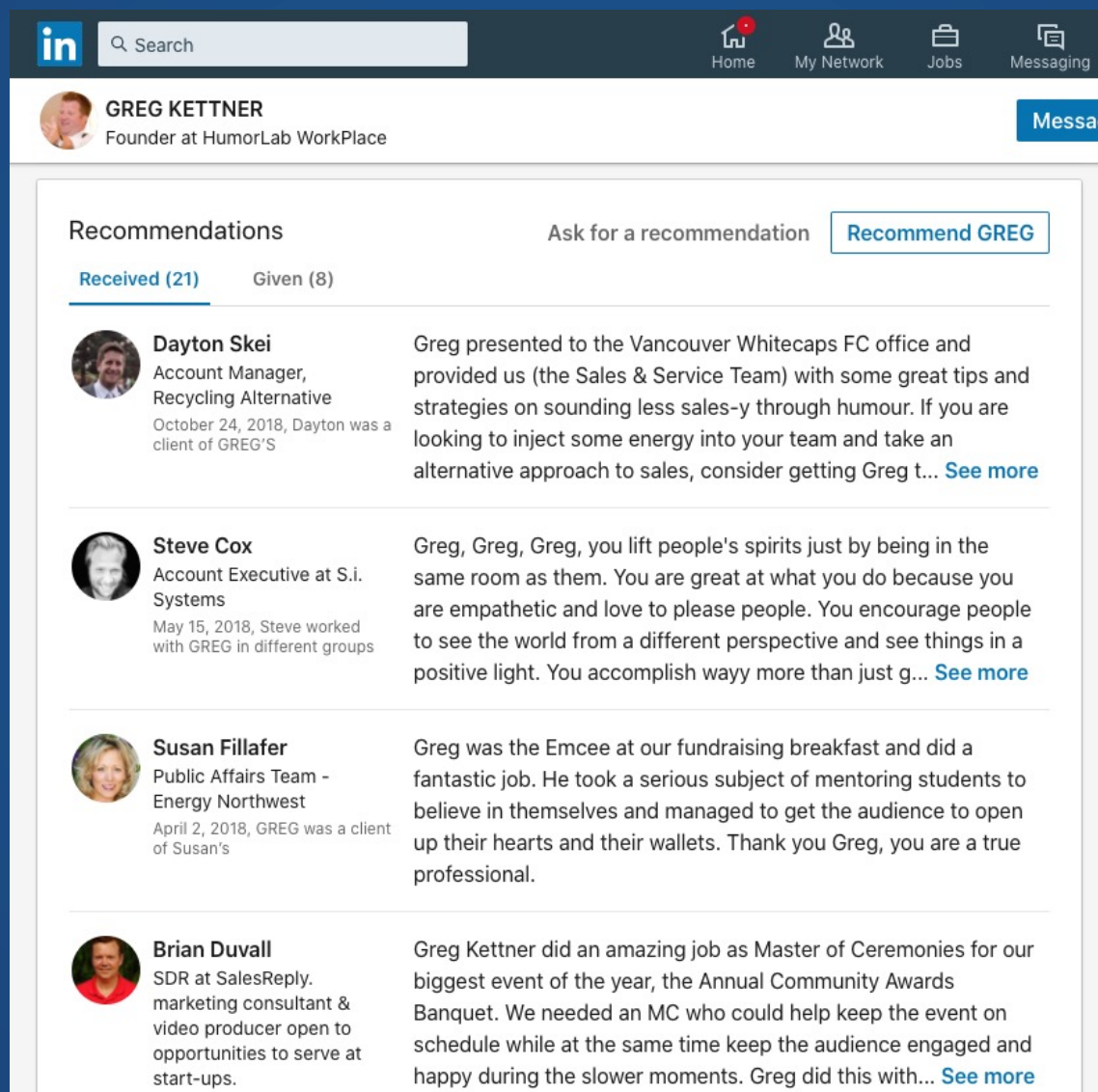


[Previous](#) [Next](#)

ly in blue with a 10K Crane, Our most popular non CDL truck body

lar model, the 8 Series can handle any job. Its rugged 11' foot body supports up to 10,000 lbs. It also has a crane support for your safety. Constructed of 10 gauge galvanized steel, it provides years of trouble-free service. The standard service pack height is 6'6".

8) Numerous Recommendations



The screenshot shows the LinkedIn profile of Greg Kettner, Founder at HumorLab WorkPlace. The 'Recommendations' section is active, showing 21 received and 8 given recommendations. Four recommendations are visible, each from a different professional contact, praising Greg's humor, empathy, and professional skills.

Recommendations [Ask for a recommendation](#) [Recommend GREG](#)

[Received \(21\)](#) [Given \(8\)](#)

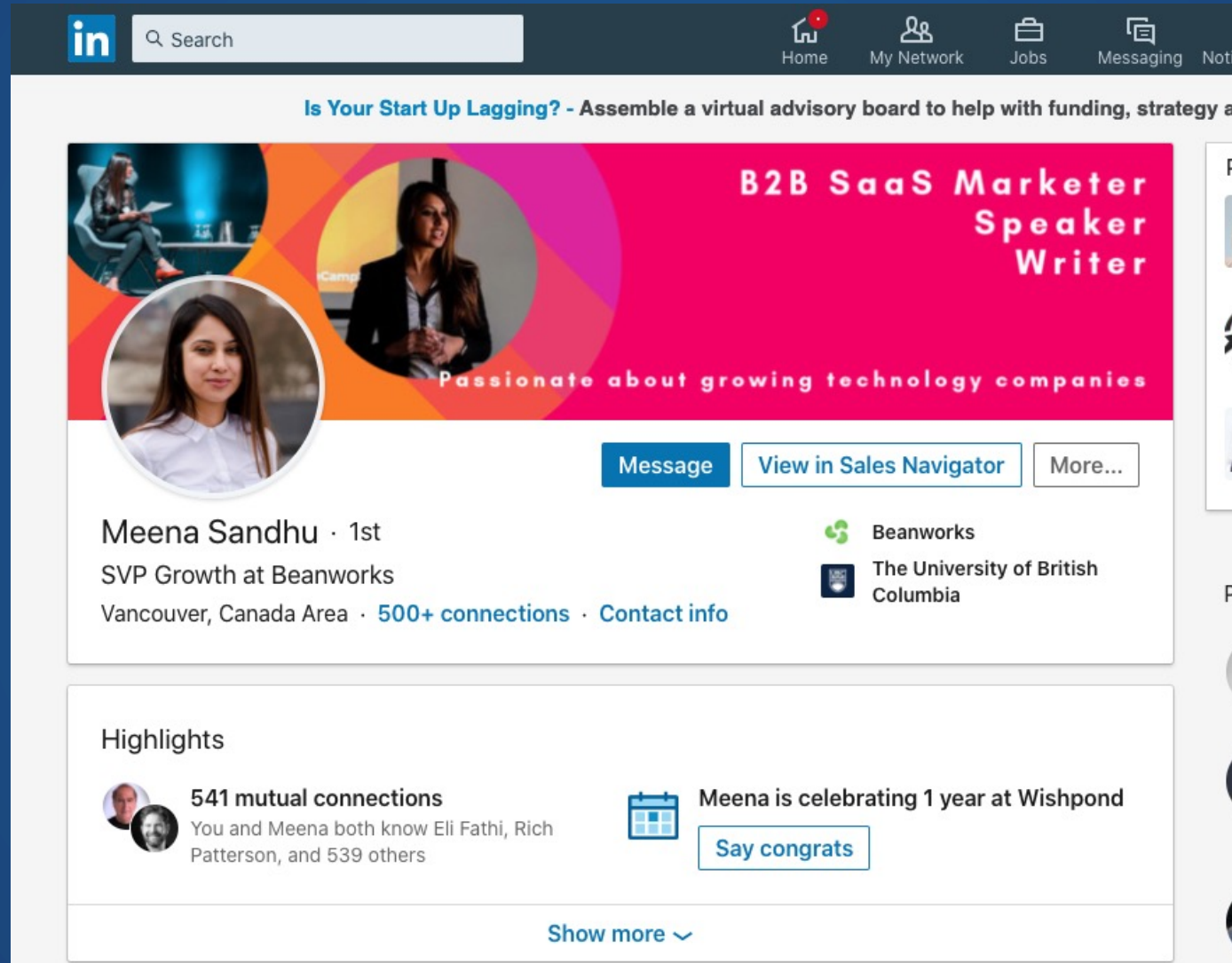
Dayton Skei
Account Manager,
Recycling Alternative
October 24, 2018, Dayton was a client of GREG'S
Greg presented to the Vancouver Whitecaps FC office and provided us (the Sales & Service Team) with some great tips and strategies on sounding less sales-y through humour. If you are looking to inject some energy into your team and take an alternative approach to sales, consider getting Greg t... [See more](#)

Steve Cox
Account Executive at S.i. Systems
May 15, 2018, Steve worked with GREG in different groups
Greg, Greg, Greg, you lift people's spirits just by being in the same room as them. You are great at what you do because you are empathetic and love to please people. You encourage people to see the world from a different perspective and see things in a positive light. You accomplish wayy more than just g... [See more](#)

Susan Fillafer
Public Affairs Team - Energy Northwest
April 2, 2018, GREG was a client of Susan's
Greg was the Emcee at our fundraising breakfast and did a fantastic job. He took a serious subject of mentoring students to believe in themselves and managed to get the audience to open up their hearts and their wallets. Thank you Greg, you are a true professional.

Brian Duvall
SDR at SalesReply.
marketing consultant & video producer open to opportunities to serve at start-ups.
Greg Kettner did an amazing job as Master of Ceremonies for our biggest event of the year, the Annual Community Awards Banquet. We needed an MC who could help keep the event on schedule while at the same time keep the audience engaged and happy during the slower moments. Greg did this with... [See more](#)

9) Significant Number of Connections



The image shows a LinkedIn profile for Meena Sandhu. The header includes the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, Messaging, and Notifications. Below the header is a banner for 'B2B SaaS Marketer Speaker Writer' with the text 'Passionate about growing technology companies'. The profile picture is a circular portrait of Meena Sandhu. To the right of the profile picture are buttons for 'Message', 'View in Sales Navigator', and 'More...'. Below the profile picture, the name 'Meena Sandhu' is followed by '1st SVP Growth at Beanworks' and 'Vancouver, Canada Area'. To the right of this information are logos for 'Beanworks' and 'The University of British Columbia'. Below the profile information is a 'Highlights' section. The first highlight shows '541 mutual connections' with a note that 'You and Meena both know Eli Fathi, Rich Patterson, and 539 others'. The second highlight shows a calendar icon and the text 'Meena is celebrating 1 year at Wishpond' with a 'Say congrats' button. At the bottom of the highlights section is a 'Show more' link with a downward arrow.

in Search

Home My Network Jobs Messaging Notifi

Is Your Start Up Lagging? - Assemble a virtual advisory board to help with funding, strategy and

**B2B SaaS Marketer
Speaker
Writer**



Passionate about growing technology companies


Message View in Sales Navigator More...

Meena Sandhu · 1st
SVP Growth at Beanworks
Vancouver, Canada Area · [500+ connections](#) · [Contact info](#)

Beanworks
The University of British Columbia

Highlights

  **541 mutual connections**
You and Meena both know Eli Fathi, Rich Patterson, and 539 others

 Meena is celebrating 1 year at Wishpond
[Say congrats](#)

[Show more](#) ▾

10) LinkedIn Articles Published

The screenshot shows a LinkedIn profile for Julian Lee, a Channel News Publisher and Partner Community Builder. The profile includes a bio, a 'Message' button, and a follower count of 11,961. Two articles are displayed below the profile:

- The Rise of Virtual Events**
Julian Lee on LinkedIn
January 26, 2021
The article features a video thumbnail showing a virtual meeting grid. The text below the video reads: "CHANNEL MARKETING REDEFINED".
- "DIVERSITY MATTERS IN THE TECH INDUSTRY"**
The article features a photo of a diverse group of women in business attire. The text below the photo reads: "DIVERSITY MATTERS IN THE TECH INDUSTRY".

Both articles are published by eCN (Channel News) and include social media links for LinkedIn, Twitter, Facebook, and the website www.technoplanet.com.

11) Regularly Updates

The screenshot shows the LinkedIn homepage interface. At the top is the navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Sales Nav. Below the navigation bar is a search bar and a sidebar with sections for Recent, Groups, Events, and Followed Hashtags. The main content area features a post from Nikki Hill, Principal at The Earncliffe Strategy Group, announcing the United Way Period Promise campaign. The post includes a photo of two people holding a red bin filled with supplies and a caption stating that the campaign is launching on May 6. To the right of the post is an advertisement for Chinook Therapeutics, encouraging users to explore relevant opportunities.

Recent

- NANO World Premiere
- Linked:Vancouver
- MSPs Thriving in a Digital-Fi...
- Channel Manager Summit 2...
- Digital & Social Sales Fast T...

Groups

- Linked:Vancouver
- Canadian Professional Sales...
- Harvard Business Review Di...
- Show more

Events

- MSPs Thriving in a Digital-Fi...
- NANO World Premiere
- Scaling Your Cyber Security...
- Show more

Followed Hashtags

- # ecommerce
- # salesleadership
- # salestraining
- Show more

Discover more

Nikki Hill (she/her) • 1st
Principal at The Earncliffe Strategy Group
5d •

We kick off the annual campaign on May 6 - and our goal is to collect and raise more than ever before. Join us in the work to eradicate period poverty.

United Way of the Lower Mainland
1,943 followers
5d •

+ Follow

United Way's [#PeriodPromise](#) Campaign, presented by [Pacific Blue Cross](#), is gearing up to reduce period poverty!

...see more

Periods Don't Stop for Pandemics; Period Promise Campaign Launching May 6 - United Way
uwlm.ca • 3 min read

5

Like Comment Share Send

Be the first to comment on this

Ad

Get the latest jobs and industry news

Shane, explore relevant opportunities with **Chinook Therapeutics**

Follow

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Privacy & Terms Ad Choices
Advertising Business Services
Get the LinkedIn app More

LinkedIn LinkedIn Corporation © 2021

Home

My Network

Jobs

Messaging

Notifications

Me

Work

Sales Nav

James Howey
 Leader. Innovator. Passion for Aviation. Global experience in business development, client management, strategy.

Followers 3,675

✓ Following

James Howey celebrates this

Jamie Angus-Milton • 2nd
 Partner at Uniglobe Carefree Travel
 1d •

My dad was famous for volunteering my sisters and I to help out around town when we were kids. Mowing lawns, babysitting, helping older people garden, etc...he called it character building and said it was good for us. I didn't see more

12

About

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Ad Choices

Advertising

Business Services

Get the LinkedIn app

More

LinkedIn LinkedIn Corporation © 2020

Home

My Network

Jobs

Messaging

Air Canada: Ready for Takeoff
 youtube.com

106 • 23 Comments

Like
 Comment
 Share

James Howey • 1st
 Leader. Innovator. Passion for Aviation. Global experience in business dev...
 1w • Edited •

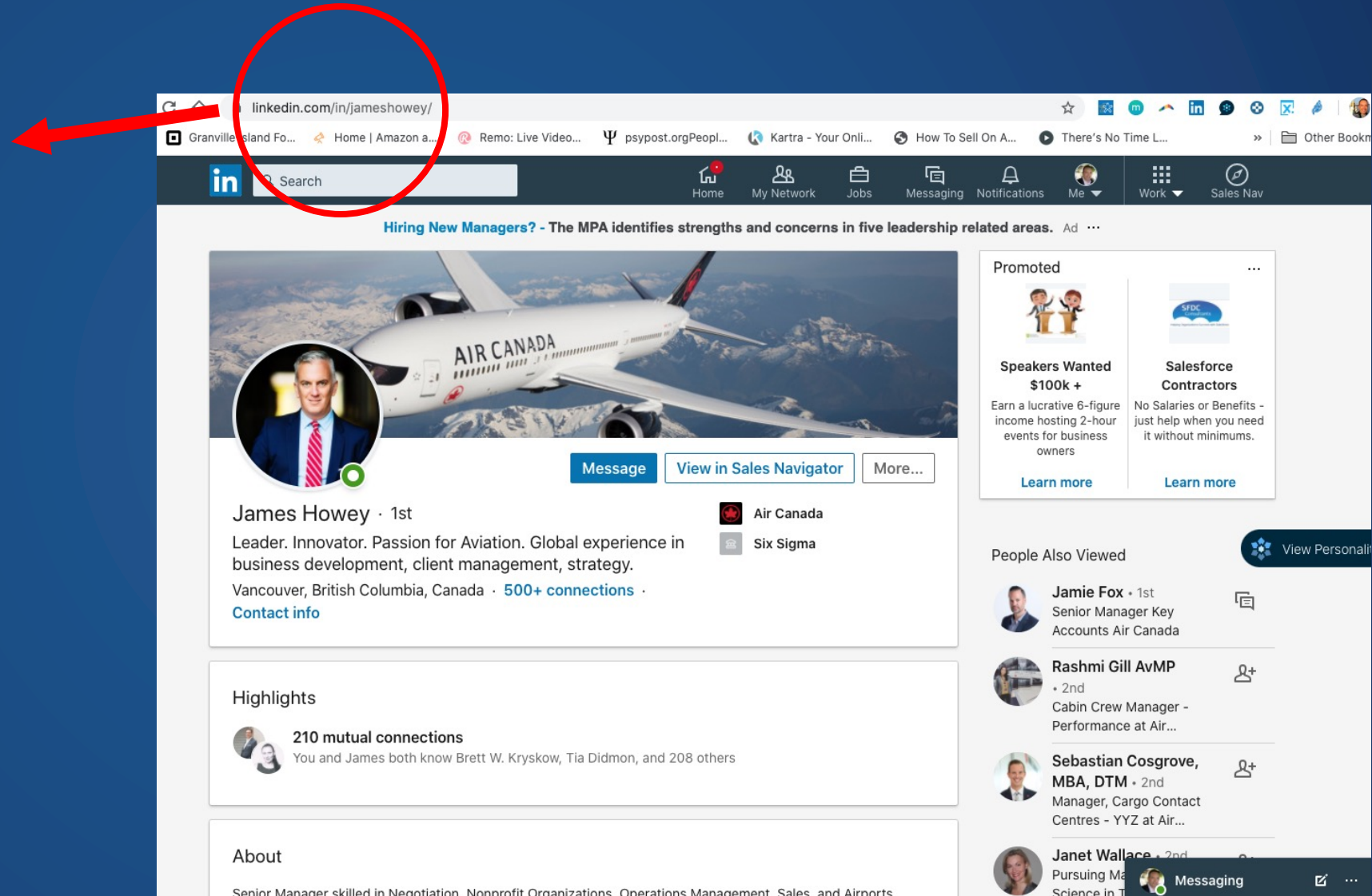
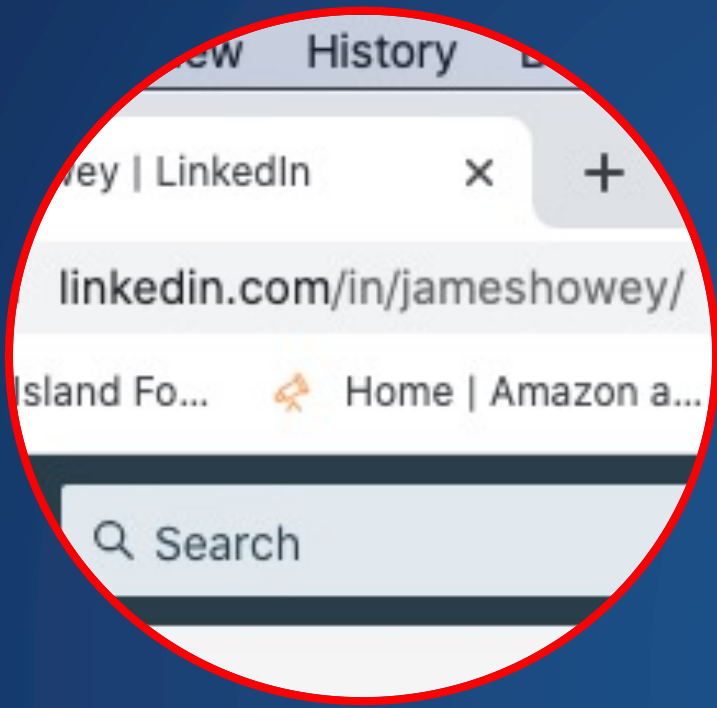
I'm looking forward to sitting in on the first of [#GVBOT](#) 's Business Reinvention Series with special guest Craig Wright, Senior Vice President & Chief Economist, RBC Royal Bank. You can also register at the link below. [#RBC](#) [#economicoutlook](#) [#Canada](#)

Business Reinvention Series: From recession to recovery - what to expect and why
 boardoftrade.com • 1 min read

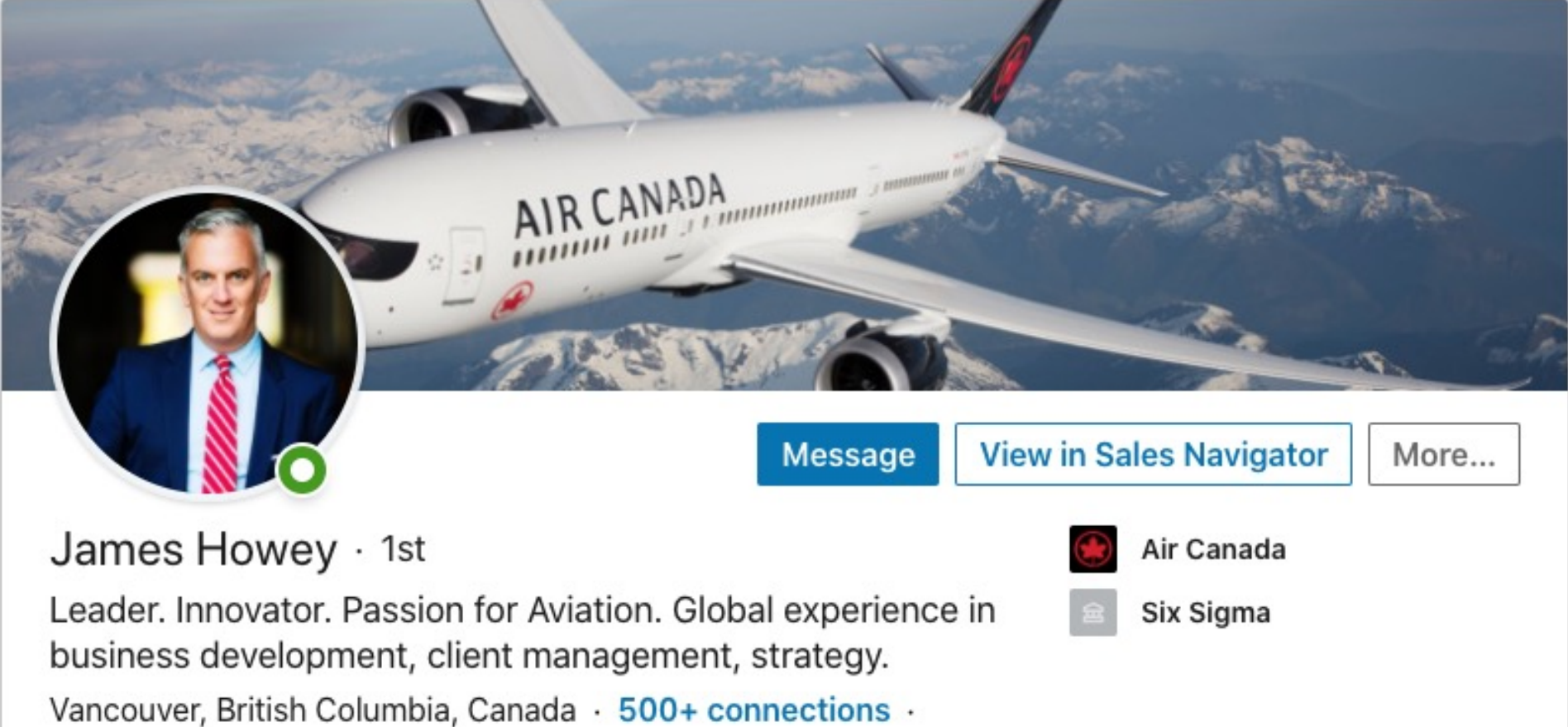
19

Like
 Comment
 Share

12) Custom Url!



13) Custom Header





The image shows a LinkedIn profile for James Howey. The background of the header is a photograph of an Air Canada airplane flying over a mountain range. On the left side of the header is a circular profile picture of James Howey, a man with grey hair wearing a blue suit and a red and white striped tie. Below the profile picture is a green 'Online' status indicator. To the right of the profile picture are three buttons: 'Message' (blue), 'View in Sales Navigator' (white with blue border), and 'More...' (white with grey border). Below the header image, the name 'James Howey' is followed by '· 1st'. The bio reads: 'Leader. Innovator. Passion for Aviation. Global experience in business development, client management, strategy.' Below the bio is the location 'Vancouver, British Columbia, Canada' and '500+ connections'. To the right of the bio are two icons: the Air Canada logo (a red maple leaf) and the Six Sigma logo (a grey icon of a building with columns).

James Howey · 1st

Leader. Innovator. Passion for Aviation. Global experience in business development, client management, strategy.

Vancouver, British Columbia, Canada · [500+ connections](#) ·

 Air Canada

 Six Sigma




[Message](#)

[View in Sales Navigator](#)

[More...](#)

Julian Lee · 1st 

Channel News Publisher, Partner Community Builder,
Speaker and President @ TechnoPlanet 

Toronto, Canada Area · 500+ connections · [Contact info](#)



TechnoPlanet



University of Toronto



Connect

Message

More...

Kenneth (KJ) Johnson · 2nd 

Regional Sales Manager at Summit Truck Bodies

New Braunfels, Texas, United States · 500+ connections ·

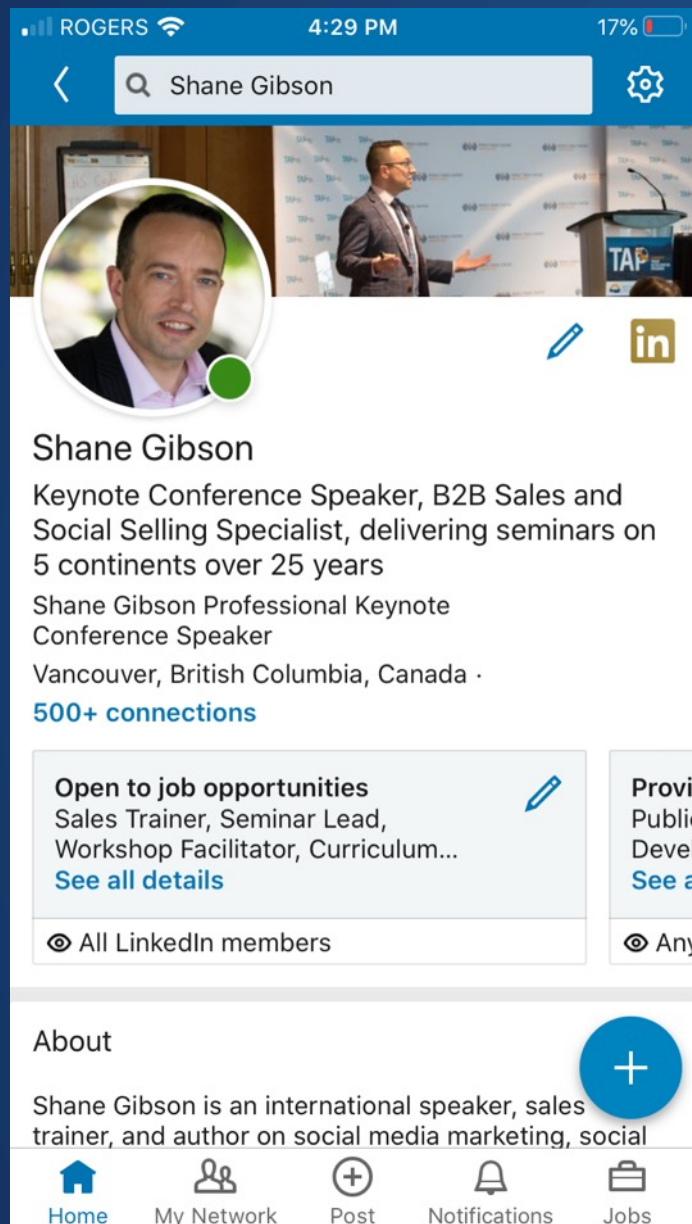
[Contact info](#)



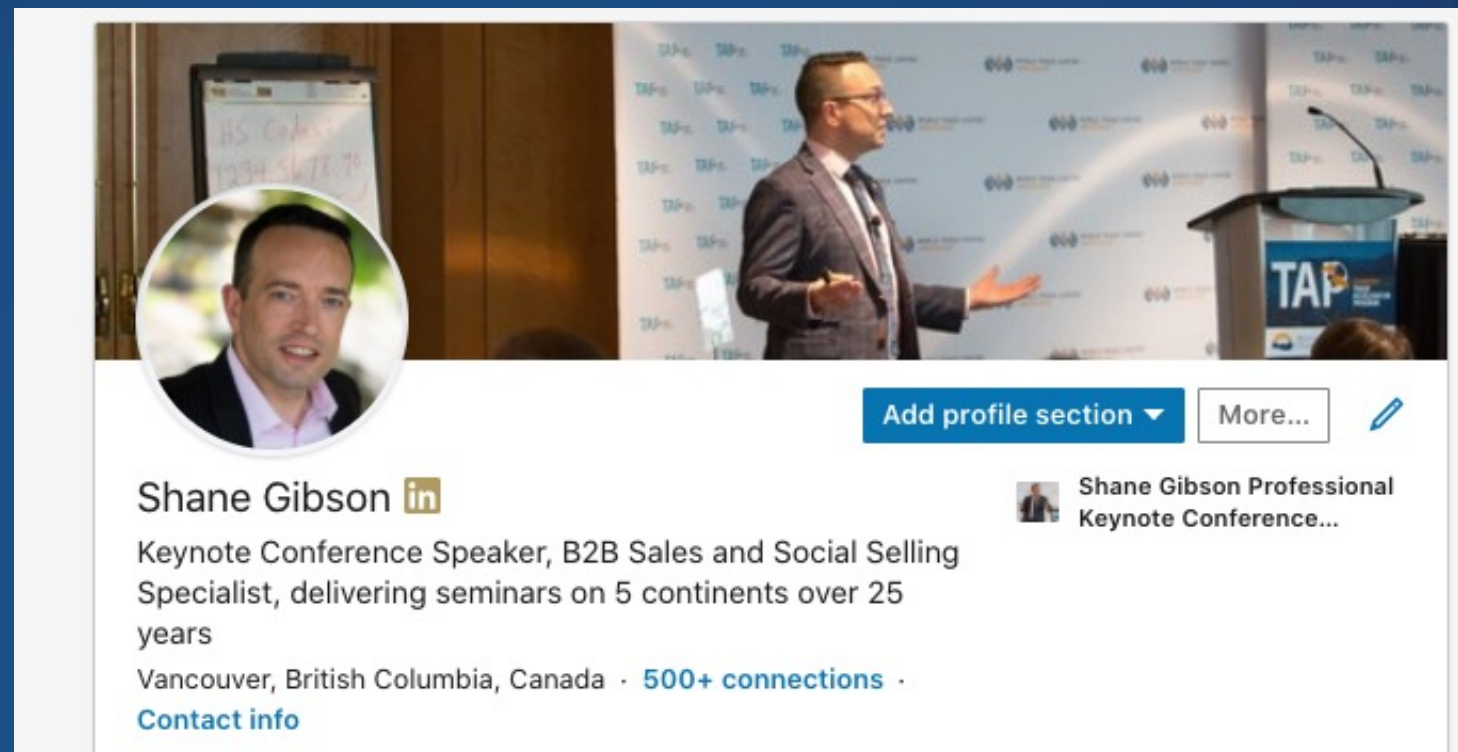
Summit Truck Bodies



Long Beach State University



@ShaneGibson



- Ideal size is 1584 x 396 Pixels
- In mobile your photo covers more of the header

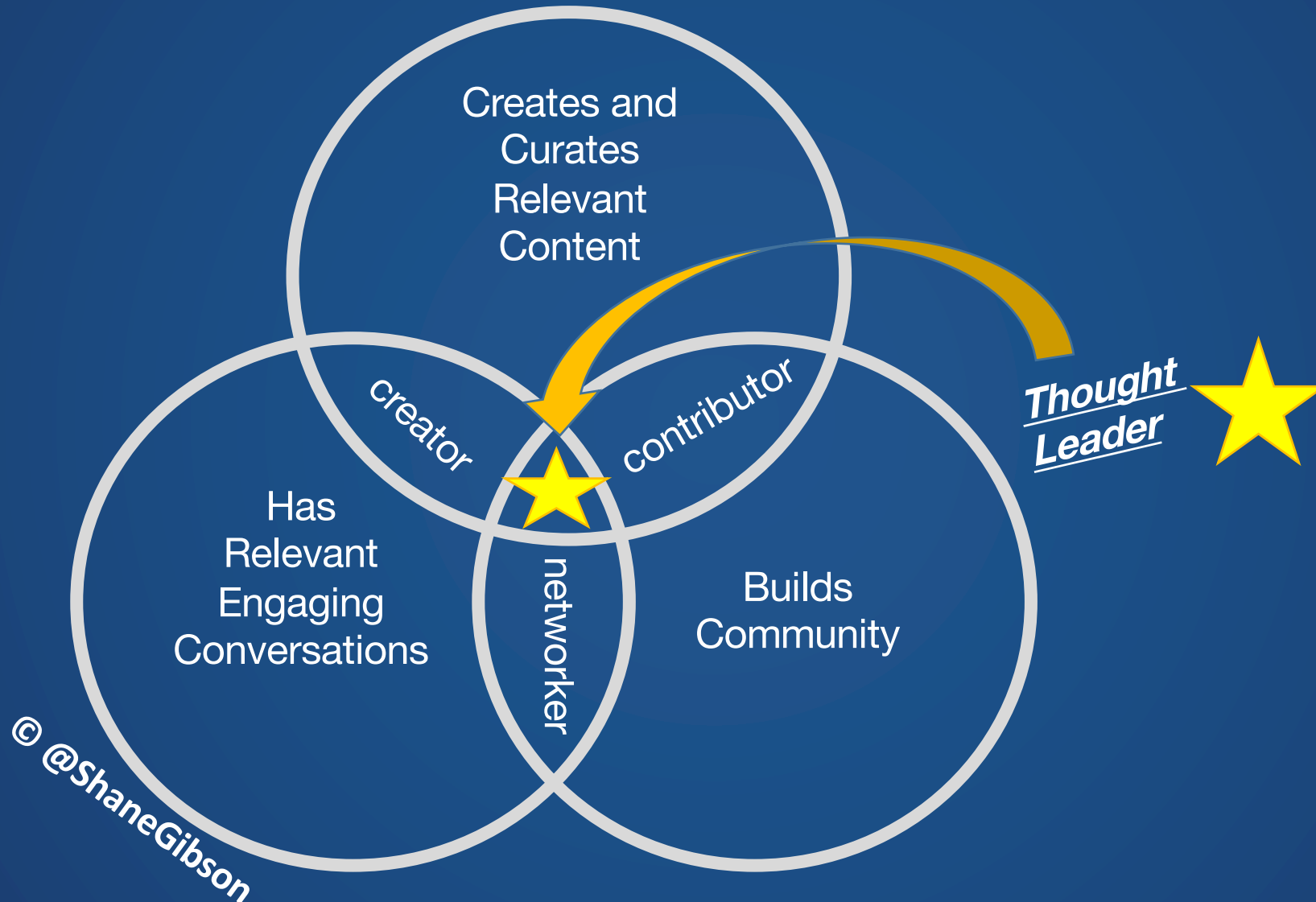
Virtual Sales Strategies for High ROI

SalesAcademy.ca

LinkedIn Profile Review

- Choose one break-out member
- Review their LinkedIn profile
- Identify 5 easy things they can do this week to improve their profile

Thought Leadership



It's not about you

90% connection, contribution and
community, 10% content and commerce.

Good Social Content

- ✓ Is a pill
- ✓ Solves a problem
- ✓ Helps people achieve their dreams/goals
- ✓ Promotes people's dreams/goals/business
- ✓ Connects people
- ✓ Creates community
- ✓ Provides community platforms
- ✓ Transparent

Curation Ideas

- Trending #tags & Industry #tags
- Client content from their social channels
- Industry or regional associations
- CEO Newsletters
- Trending local news
- Voice of customer
- Buzz Sumo
- Your favorite curators and experts

Web Content

SAVE SEARCH
CREATE ALERT

Did you know you can find all the content from a specific author by placing **author:** in front of their name? [Advanced search tips](#)

Filter your results:

24 Hours
All Country TLDs
All Languages
+ More Filters

Content
Analysis

Sort by: Total Engagement
154 Results

<input type="checkbox"/> Select All	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement	
<input type="checkbox"/> CYBER SECURITY SPECIALIZATION : Part 1 May 18, 2020 udemy.com	336	10	0	0	-	0	346	
<input type="checkbox"/> A Guide to Threat Modelling for Developers May 18, 2020 martinfowler.com	6	72	0	0	-	0	78	
<input type="checkbox"/> Porvoo software company urges government to be more cyber secure News Now Finland By News Now Staff - May 18, 2020 newsnowfinland.fi	72	3	0	0	-	0	75	
<input type="checkbox"/> TAKE NOTE: Cyber security, what banks need to know By Nationmedia 2017 - May 18, 2020 ntv.co.ug	68	0	0	0	-	0	68	
<input type="checkbox"/> Interview Preparation Training for Cyber Security Professionals - The Hacktivists May 18, 2020 youtube.com	49	2	0	0	-	0	51	
<input type="checkbox"/> Beware of phishing attacks in the name of Aarogya Setu app, warns India's cyber security agency	28	7	0	0	-	0	35	

LinkedIn interface showing the profile of Shane Gibson (Keynote Conference Speaker, B2B Sales and Social Selling Specialist) and a post by Daniel Disney (Author | LinkedIn & Social Selling Trainer | Keynote Speaker | Helping Sales). The post discusses sales lessons and mentions that over 51% of companies now consider coaching "crucial to their strategy." The interface also displays a sidebar with "My pages" (Shane Gibson Professional Sales Article, Knowledge Brokers International) and a "Recent" section (Canadian Professional Sales Association, Virtual Event Community, Digital & Social Sales Fast Track).

Today's news and views

- Who's hiring in Canada? Top news • 3,869 readers
- Is rush hour a thing of the past? 8h ago • 9,862 readers
- Japan enters into recession 17h ago • 2,652 readers
- Email etiquette in a pandemic 8h ago • 47,533 readers
- How to learn and sell new skills 8h ago • 1,666 readers

Show more



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Tweet



Top 25 Sales Experts
@TheSalesHunter





Matt Heinz @HeinzMarketing · 8h

Here's How to Turn Your Webinars into Pipeline heinzmkt.in/2T6z0RM via [@drift](#)



Here's How to Turn Your Webinars into Pipeline | Drift
Searches for webinars have spiked. But are you getting the most out of this traffic? Turn webinar registrations into pipeline with Webinar Bot....
drift.com

 3



The Sales Heretic™ @DonCooper · 8h

RT [@EliteSalesInst](#): To be at the top of your game, you need to learn from the [#Best](#) in the game! This week's [#SALESletter](#) features great info from [@DonaldCKelly](#), [@DonCooper](#), and more! buff.ly/2yaZxGi



Ryan Holmes <ryan.holmes@invoker.ca>
to shane ▾

[View this email in your browser](#)

What I'm reading
and writing this week



Quick shoutout to [@vancitymurf](#), [@sagalbot](#), [@ECaley](#), [@TimTreacy](#), [@dahowlett](#),
[@andrewjmullins](#) and everyone else who weighed in on last month's [Uber vs. Lyft poll](#)! If
you're wondering: 62.7% of respondents used Uber most frequently, vs. 37.3% for Lyft.

So ... this Bloomberg guy can really meme! It's probably no coincidence that, as he's been
climbing the polls, Michael Bloomberg has also been whipping up a frenzy on social
media. He's putting big money into ads (around [\\$1 million/day on Facebook](#), five times
more than Trump). But what impresses me as someone in this field is how savvy the 78

Content Formula

- Know your audience and nano-tribes
- Monitor, listen and learn
- Create and curate content online and offline that fulfils a need, solves a problem or helps someone achieve a goal.
- Use multiple platforms, profiles and media to expand reach

Nanotribe

- Business owners
- Who lack sales management experience
- Who run tech startups
- Have sales teams of at least 20 people
- That sell large, long sales cycle products and services
- In Toronto, Calgary, Vancouver and Montreal

Nanotribe

- Senior decision makers
- Construction companies or agencies
- With 3-5 active projects in our region
- Projects that are \$30 million +
- Are struggling with managing projects, human resources and trades remotely

Content Ideas

- What are their dreams?
- What are their personal and business goals?
- What's their biggest problem or roadblock?
- What's their biggest fear?
- What could make their life easier?
- What are the top questions they have about my business or industry?
- What are their passions or sources of interest?

Content Ideas

- New developments (cool factor, fun, innovative, community focused, news)
- Your take on local news
- Video (Yours and Others)
- Webinars
- Transcribe Audio/Video

Content Ideas

- FAQ's
- Behind the scenes
- Industry insights / Infographics
- Round-ups (recent news/events)
- Interviews with local / regional influencers
- Customer success stories / content
- How-to's
- Top 10 Lists (People, Rules, Tips, Events, Places)



Shane Gibson

Keynote Conference Speaker, B2B Sales and Social Selling Specialist, deliveri...
4d • 🌐

Likability in sales is not enough to succeed.

Online we can often expect that because people connect with us or I ...see more

LIKABILITY ISN'T ENOUGH FOR SALES SUCCESS



**they're obviously Facebook
connections because they**

👍🔥 76 • 17 Comments • 1,950 Views

👍 Like 💬 Comment ➦ Share



Julian Lee • 1st

Channel News Publisher, Partner Community Builder, Speaker and Preside...
3d • 🌐

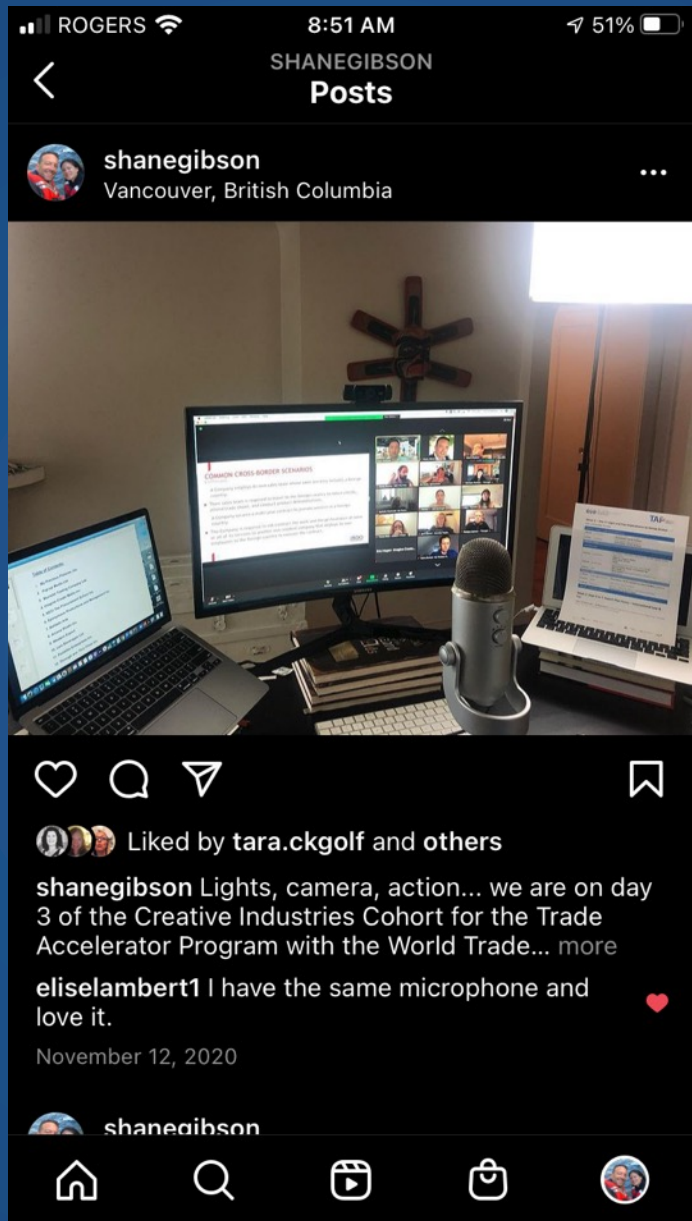
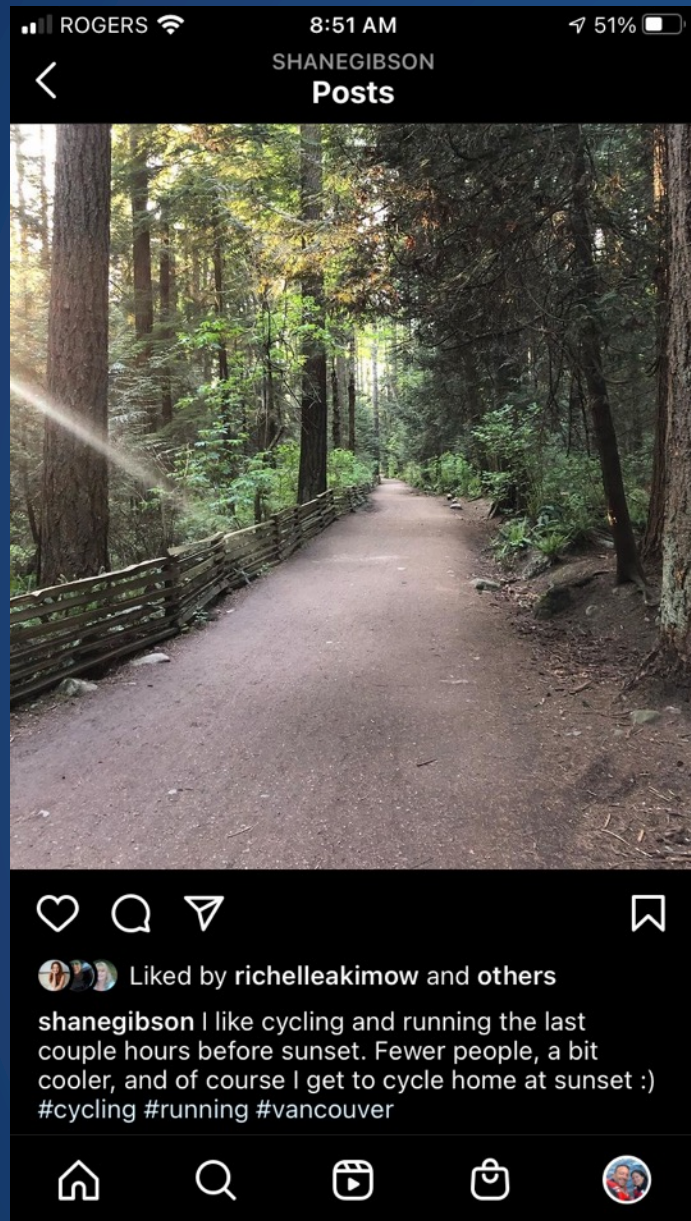
Yep! Another big reason to attend ChannelNEXT Virtual on May 27. It's all about Work From Home solutions! [Marc Wilkens](#) from [Fujitsu Americas](#) will be talking about paperless touch-free business and the document managemen ...see more



👍 4

👍 Like 💬 Comment ➦ Share

Be the first to comment on this



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\$6000 Photo



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Home
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 Jobs
 Messaging
 Notifications
 Me

Robert Morel
Specialists in Compressed Air Management - Saving Energy and the Environment

Followers 125

[Connect](#)

[Message](#)

Robert Morel • 2nd
Specialists in Compressed Air Management - Saving Energy and the Envir...
6d •

Reducing greenhouse gas emissions

More and more people are wondering how they can do their part to help reduce the emission of greenhouse gases into the atmosphere. While change will not happen overnight, here are some steps that you can take against global warming.

Around the plant

- Locate and fix your compressed air leaks.
- Make sure your compressors are operating properly.
- Buy new energy efficient products to replace old technology.
- Use alternative methods in place of compressed air.
- Use point of use boosters instead of running the entire plant at higher pressure.
- Use energy efficient nozzles for blowing applications.
- Implement proper preventive maintenance on compressors and system.
- Shut down compressed air equipment when not in use.
- Select the right compressor for your needs.
- Educate staff on wasting compressed air.

If you are looking for a professional company to analyze your compressed air system and save you money and reduce your carbon footprint, contact Impact RM at www.impactrm.com

Specialists in Compressed Air Management
impactrm.com • 1 min read
Impact RM's main focus is compressed air management consultation and energy...

Compressed A
8,845 members

We know Com
6,297 members

Compressed A
4,979 members

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Sandy Thasitis • 2nd
Director, Equipment Supply Chain at Finning
1w • Edited •



Today, Greeks all over the world celebrate the Greek Revolution.

When I was young our Greek community would gather and march downtown city of Edmonton to city hall where we would raise the flag, take a moment of silence, and pay our tributes. The newspaper clipping/photo (attached) is me from 1987 proudly waving the flag taking part in one of these celebrations.

Due to covid, celebrations look different this year but Iconic landmarks in all corners of the world will be illuminated in blue and white in honor of the Greek people and their struggle for freedom 200 years ago.
In Edmonton, the high level bridge will also be lit Blue and White.

Proud to share this moment of history and proud of my heritage today and everyday.

[#proud](#) [#yeg](#) [#greek](#) [#heritage](#) [#history](#) [#diversity](#) [#inclusion](#)



127 • 12 comments

Reactions



Like Comment Share Send



Add a comment...



Most relevant ▼



Norman Trottier • 2nd

1w •

Heavy equipment industry Digital Product owner. Specializing in quotin...

So awesome that you are confident in sharing your heritage and the things that are important to you because of it. In todays society there is so much fear to expose our heritage and the fact that our families have an immigrant story as well as history that we bring with us. I am always in awe of how well you handle that and celebrate your origin : ...see more

Like • 4 | Reply



Vineet Verghese • 1st
Manager Business Markets - Tri Cities, New Westminster & Ridge Meadows
5h • Edited •

The Unsung Heroes: Celebrating some incredible women that my Mom has the pleasure of working with.

#RehobothHome #motivationmonday #grateful #proudson #volun ...see more



The Unsung Heroes

Vineet Verghese on LinkedIn

About 10 years ago, my mom retired and moved back to Chennai (India) from Dubai (U.A.E.)...



8 • 2 Comments

 Like

 Comment

 Share



Vineet Verghese @Vineet_Verghese · Feb 15

Last week, Stephen Kamachi of RBC Dominion Securities invited several of our local market leaders and me to attend a talk by our HR Business Partner for NB, SK & NW ON, Laurie Cox, on the topic of 'Millennials In The Workplace'. Th...lnkd.in/gg2eSyi



Misunderstood generations: what Millennials and Gen Z actually think... Millennials and Gen Z have heard a lot about their work ethic and attitudes. Turns out they disagree with most of it. You might think ... zapier.com









@ShaneGibson

Virtual Sales Strategies for High ROI

SalesAcademy.ca

Social Selling Calendar Template

Team Member:

Month:

Market(s):

Overall Theme & Goals for the Month:

Tool / Media	Week 1	✓	Week 2	✓	Week 3	✓	Week 4	✓
Instagram								
Twitter								
Facebook								
LinkedIn								
Video								
Audio Podcast								
Website / Blog								
Listening tools and terms								
Webinars								

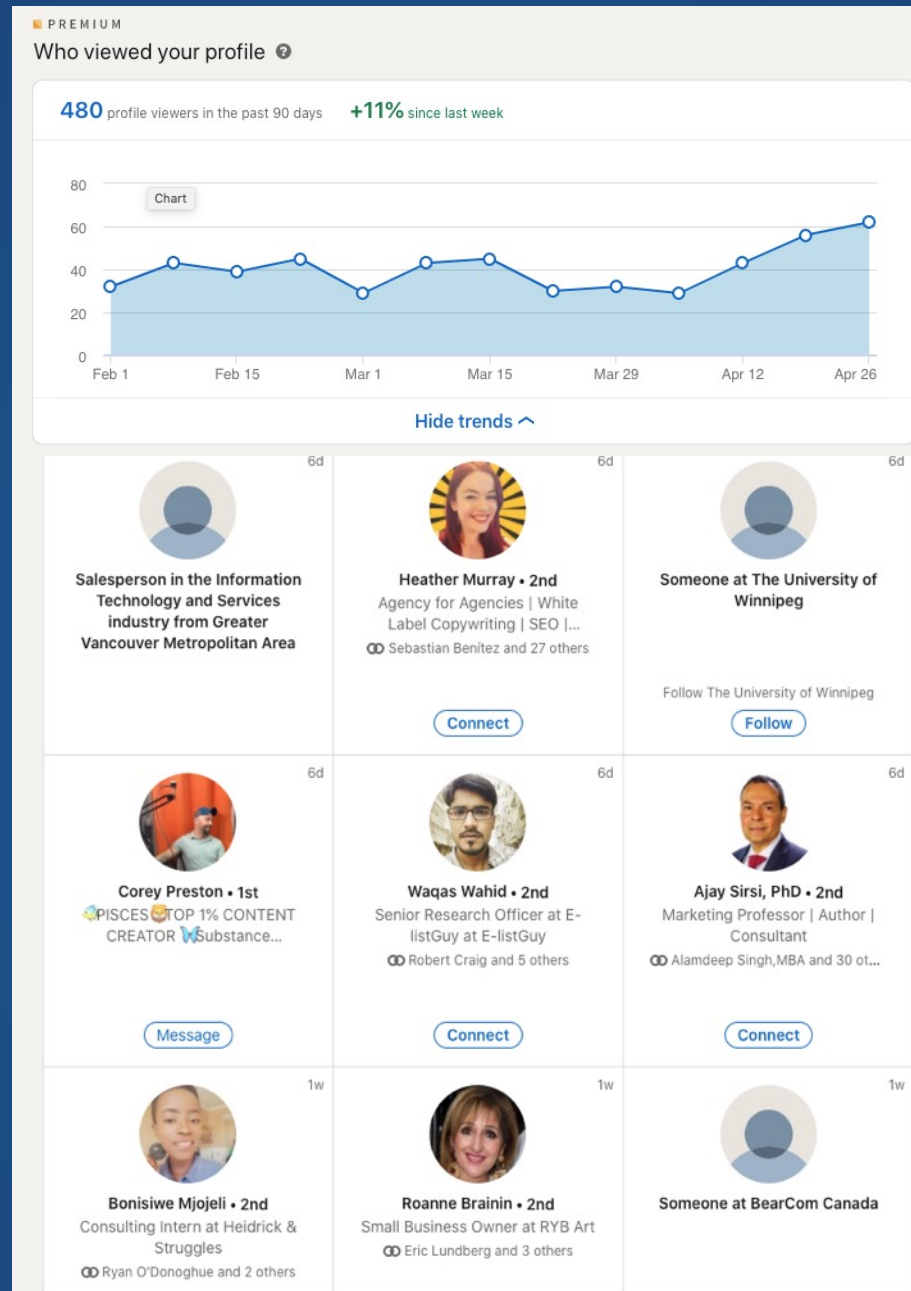
Social Media Calendar Template by Shane Gibson <http://closingbigger.net>

Proactive Prospecting

**It's not inbound versus
outbound it's
context-bound.**

Making connections

- Existing contacts
- Cross promote on social networks
- From conversations on LinkedIn posts
- LinkedIn group members
- Past webinar attendees
- From offline networks
- People who engage with your content or profile
- People you engage on their content (posts, tweets, stories, videos)



Cold outreach (soft-sell)

- Greeting
- Observation / acknowledgement (context)
- Request to connect (don't close)
- Thank-you
- Follow-up with help or a question (non-pitch)
- Suggest a call or Zoom meeting

Connecting


- Hi Fred
- I read your post about the long-term impacts of XYZ project and it was eye-opening.
- I wanted to connect and learn more about the initiative. I was thinking there may be some ways in the future for us to support you on this project.
- Looking forward to learning more. Have a great day – Dave Smith

2nd touch

- Hi Fred
- I noticed the recent article in the Province about the project. I had a couple ideas on how we might be able to help you address the challenge of _____.
- Wait for reply
- Suggest a quick call or web meeting.

Harrison Kelly


Active now



Harrison Kelly · 1st

SEO & Content Consultant | Podcast Host | Networking Fanatic

TODAY

 Harrison Kelly · 9:47 AM

Shane,

Thanks for accepting my invitation to connect! How are things holding up on your end through all of this craziness?


Looking forward to getting to know you better.

Thanks,

Harrison

Harrison Kelly

Active now



Harrison Kelly · 9:47 AM


Shane,

Thanks for accepting my invitation to connect! How are things holding up on your end through all of this craziness?

Looking forward to getting to know you better.

Thanks,

Harrison

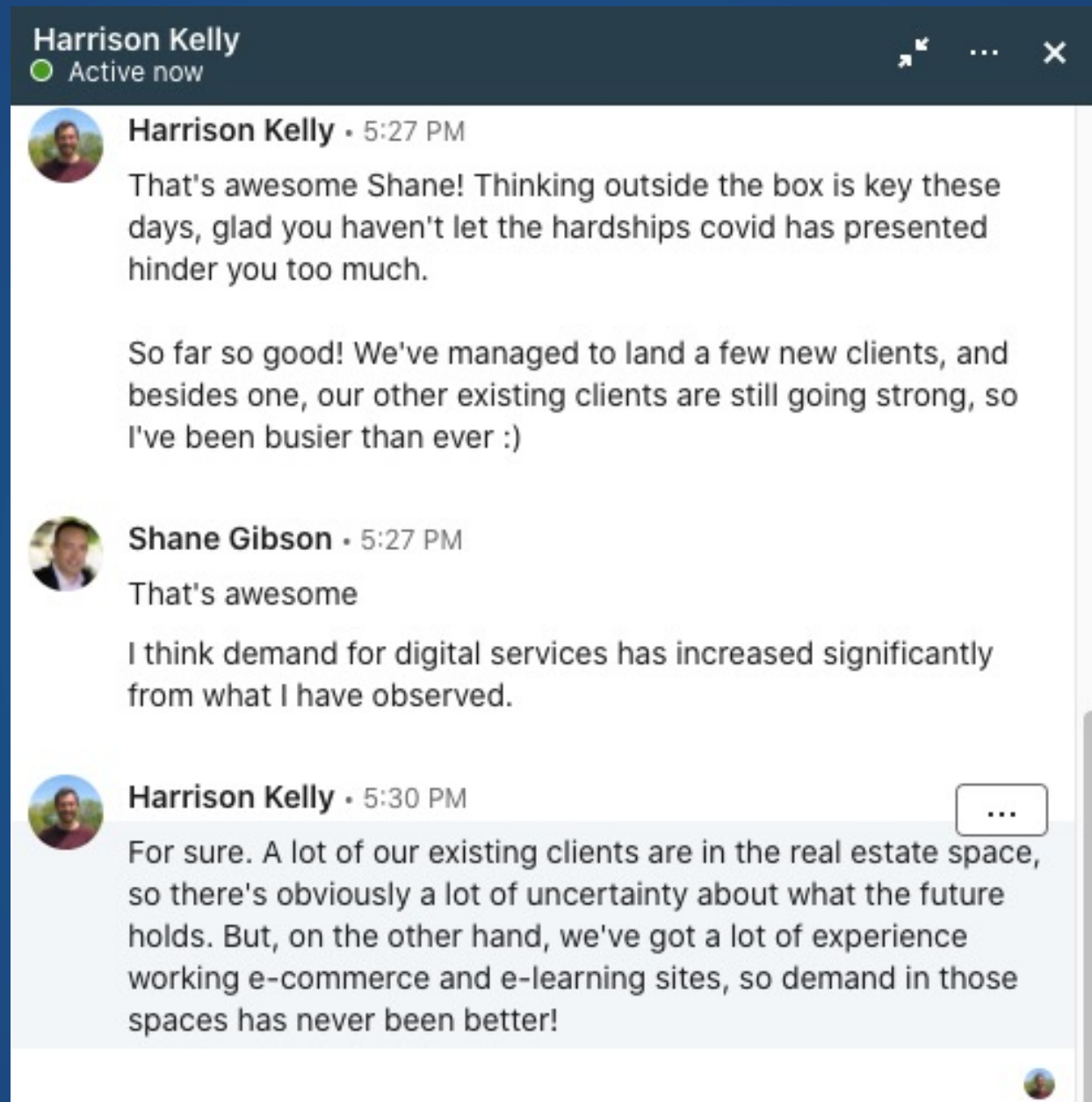
 Shane Gibson · 5:06 PM

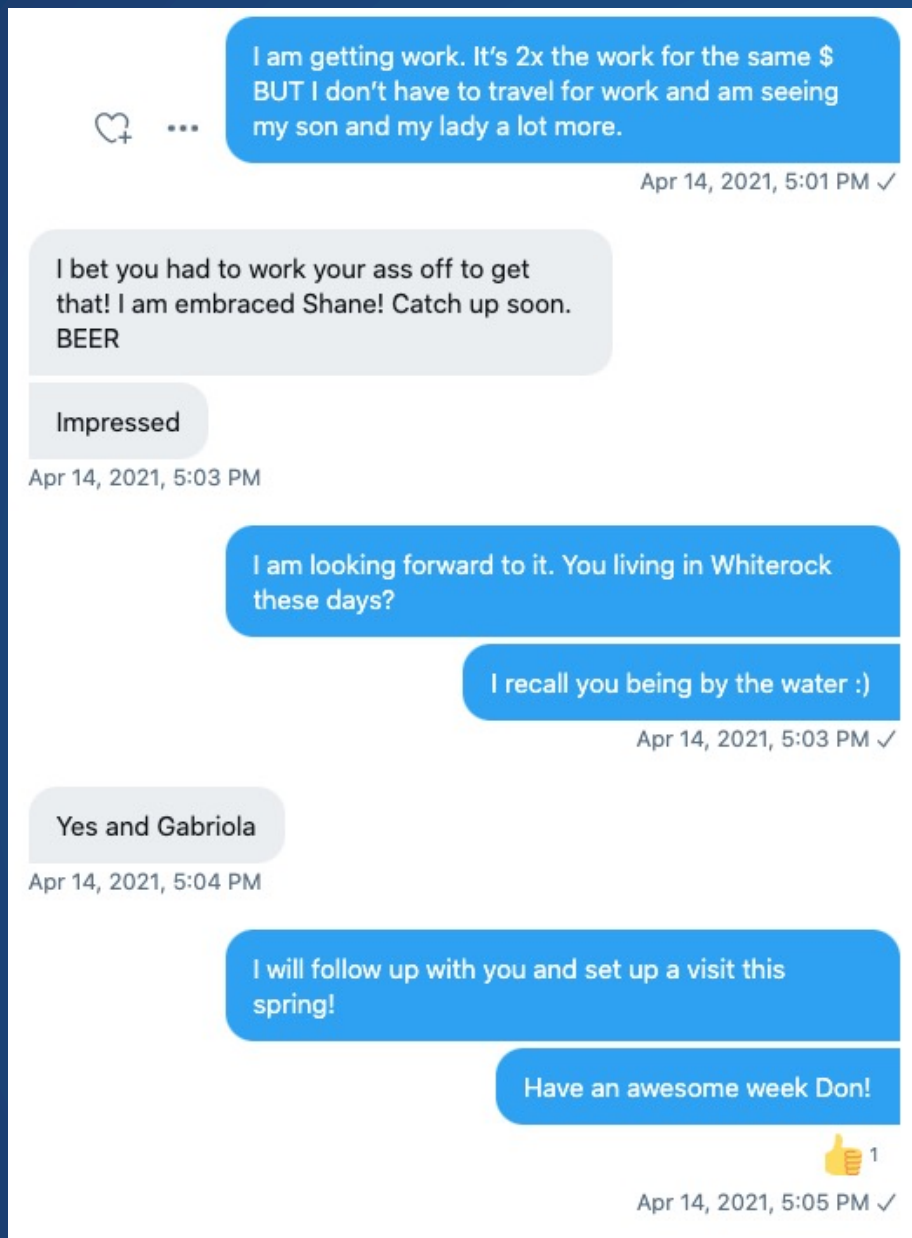
Hi Harrison!

Things are going well for me! We have launched several online programs and conferences and they're rocking :) How are things for you in the SEO business?

Cheers,

Shane





@ShaneGibson

Virtual Sales Strategies for High ROI



SalesAcademy.ca

“90% of corporate decisions makers won’t respond to cold outreach”



Donna Alexander,
Global Program Manager
LinkedIn

Sales Navigator



+18% more pipeline when using Sales Navigator to find customers



+7% higher win-rate when using Sales Navigator to close deals



+33% larger deal sizes when using Sales Navigator to connect with decision makers



All filters

Lead results

Account results

Save search

Keywords

Filters

Clear (6)

Custom Lists +

Past Lead and Account Activity +

Geography Region ▾

Included:

Vancouver, British Columbia, ... ✕

Relationship +

Company +

Industry

Included:

Computer Software ✕

Financial Services ✕

Information Technology and ... ✕

17

Total results

2

Changed jobs in past 90 days

4

Posted on LinkedIn in past 30 days

8

Share experiences with you



Select all

Save to list

Tag



David Stratton 2nd

Vice President, Commercial - Travel Solution Sales at PROS

4 years 1 month in role and company

Vancouver, British Columbia, Canada

Past role

Vice President Sales at CounterPath (2014–2015)

Show more ▾



26 shared connections

Save



Add tag



Daniel Mitchell 2nd

Vice President Sales and Business Development at iATS Payments

3 years 8 months in role and company

Greater Vancouver Metropolitan Area

Past role

VP Sales at Scoop® MAE Mobile Enterprise Platform (2015–2016)

Managing Director, Sales at QuickMobile (2014–2015)

Director, Inside Sales at Vivonet (2004–2009)

Show fewer ^



39 shared connections

Save



Add tag

Search for leads and accounts

All filters



Mike Amadio 2nd

Director of Strategic Alliances

Greater Toronto Area Metropolitan Area 500+ connections 9 shared connections

Save Message

- Current Director of Strategic Partnerships and Alliances at Cognizant • 10 mos
- Previous Business Development Executive at Avanade • 3 yrs 10 mos
- Applications Sales Manager at Oracle • 2 yrs 2 mos
- University of Windsor • 1997–1999

Reports to: Add manager

Highlights

What you share in common 9 shared connections You and Mike Amadio both know Sara Gillians (she/her), Jill Rowley and 7 others

Your best path in Romain Mercier Both worked at Oracle

Romain Mercier

This is the very beginning of your conversation with Romain

Type your message here...

Send

Romain Mercier • 1st Oracle Data Cloud - BlueKai DMP - NAA West. at Oracle Vancouver, British Columbia, Canada

Mobile • 2 days ago

61 shared connections

In the same groups BCAMA Harvard Business Review

Shared 4 articles

Shane Gibson
Keynote Conference Speaker, B2B Sales and Social Selling Specialist, O...
1w • 🌐

Poll: Salespeople, sales leaders: Now that you have pivoted to remote and virtual sales tools and processes what are your plans for the future?

#linkedinpoll #sales #salesleadership

Remote work/sales is presently the dominant mode for most salespeople. Once the economy/community has reopened how will you approach sales?

You can see how people vote. [Learn more](#)

Continue with this mode	23%
Only in person if necessary	41%
Pivot back to in-person	25%
Other (comment below)	10%

162 votes • Poll closed

16 • 20 Comments

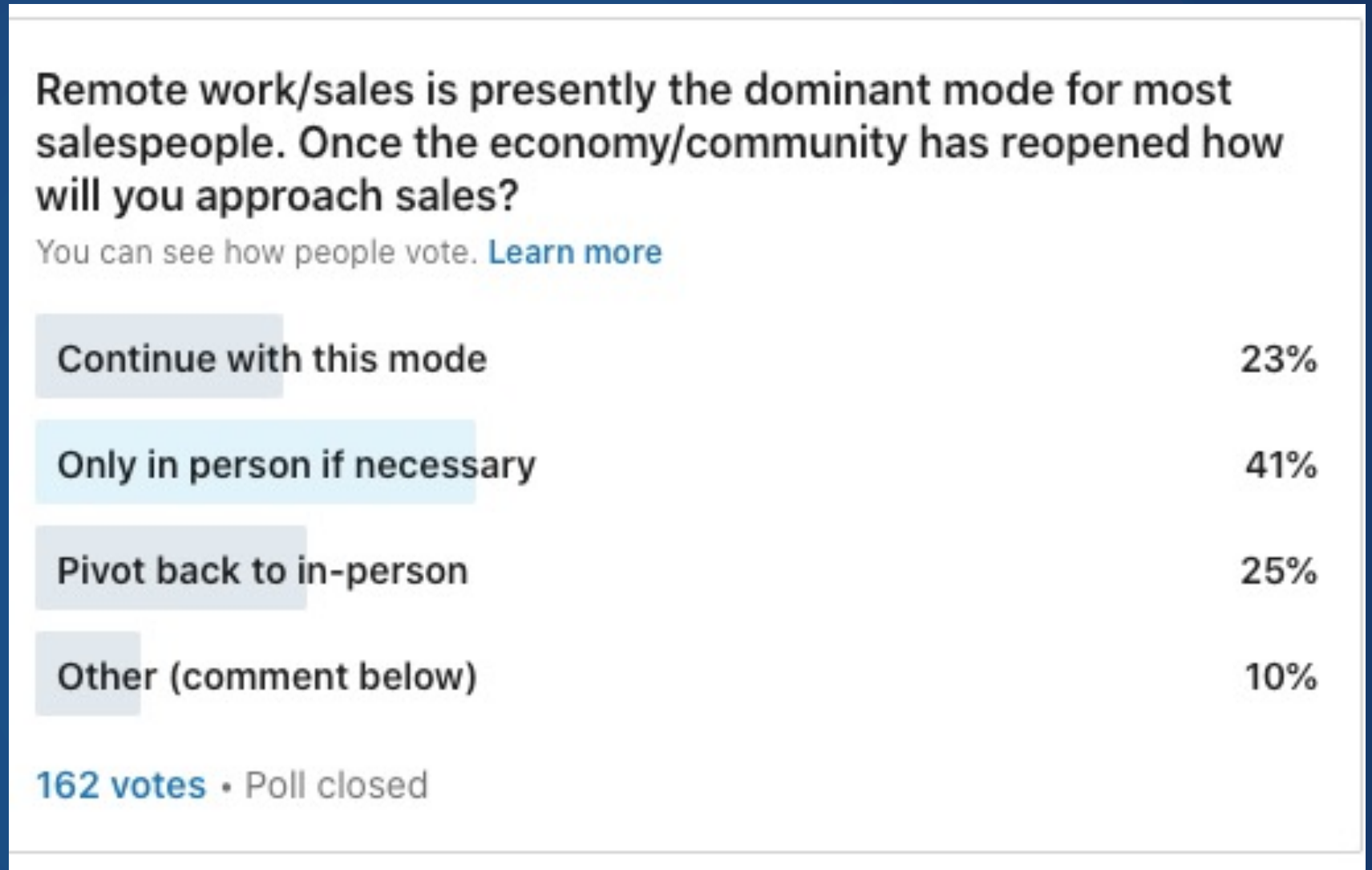
👍 Like 💬 Comment ➦ Share Most Relevant ▼

Add a comment... 📷

Steven Rosen, MBA • 1st
Helping Sales Executives Transform Their Managers, Salespeople ...
1w ...
Great questions [Shane Gibson](#)! That is a question that most sales leaders are grappling with. What do you think?
👍 1 Like 💬 1 Reply

Shane Gibson [Author](#)
Keynote Conference Speaker, B2B Sales and Social Selling...
1w ...
I'm going to wait to comment in case my options skews the poll! 😊
👍 💬

Paul Watts, CSL CSE • 1st
Helping Companies to Increase Revenue through Professional Sale...
1w ...
Combination of the two.
👍 3 Likes 💬 1 Reply



Votes 38 67 41 16 ×

Continue with this mode Only in person if necessary Pivot back to in-person Other (comment below)

- Chris I Ayoub • 2nd**
Over 3 decades of Pharma management & sales experience
- Bary Leece II • 2nd**
Manager at Great Canadian Oil Change - Chilliwack Vedder Rd.
- Umesh Majhi • 2nd**
Product Management Leader & Mentor, Looking for opportunities in Bengaluru
- Tom Chen • 1st**
Finances Security Advisor
- Alessandro Cioffi • 1st**
Finance at Humber College

Votes 38 67 41 16 ×

Continue with this mode Only in person if necessary Pivot back to in-person Other (comment below)

- Adesua Ewalefoh • 2nd**
Agency Manager at Leadway Assurance comp. Ltd
- Brad Gills • 2nd**
Account Manager, Rockwell Automation
- Jodi Takhar • 2nd**
Counsellor, Facilitator, Interventionist, Best Selling Author at Families Do Recover
- Canopy**
193 followers
- Stephan Grimm • 1st**
Helping Businesses in the Transport & Logistics Industry utilizing IoT solutions to drive growth and profitability

Votes 38 67 41 16 ×

Continue with this mode Only in person if necessary Pivot back to in-person Other (comment below)

- Dawn Watson • 2nd**
New Home Sales Consultant at Pulte Group, Inc.
- Jeremy Ketchum • 2nd**
Sales And Marketing Manager at Oscar Wilson Engine And Parts
- Jack Rohan • 2nd**
Business Development Manager at GardaWorld
- Stacie Causey • 1st**
Community relations Marketing Proofing Training Advocacy: autism, foster care, veterans
- Susie Draycott • 2nd**
Channel Account Manager

CRM

“Use Customer Relations Management tools like Nimble CRM, Dynamics or Sales Navigator. If used successfully your CRM tells you exactly where you are on your road to success. It also enables you to collaborate with your team and manage an infinitely larger number of relationships than previously possible.”



Iain Black

President and CEO at [Maximizer CRM](#)



President and CEO, The Vancouver Board of Trade. Former MLA, cabinet minister, and technology industry executive.

[Add Note](#)[Log Activity](#)[Schedule](#)[Message](#)[Add Deal](#)

Shared with everyone ▾

Anyone on your account can view & edit



Stay in touch reminder: Not set ▾

Last Contacted: 11/24/20



Unassigned

Contact Own

[Weekly](#)[Monthly](#)[Quarterly](#)[Annually](#)[Custom period](#)

CONTACT INFO



Personal Email

iainblack@maximizer.com



Work Address

[Vancouver, British Columbia](#)

[👤 Search for Contact Info](#)

ALL

NOTES

MESSAGES

ACTIVITIES

DEALS

Upcoming Activities

May 31

12:00 AM



CRM Sponsorship

\$20,000

30%



Shane Gibson

Past Activities

11/24/20

9:00 PM



Re: Maximizer Business Growth P...



Shane Gibson, Iain Black 3

Hi Iain, I think I could have followed up as well! The good news is I now have a full book you can check-out.

...

06/08/20

1:18 PM



Canceled: Shane and Maximizer S...



Michael McCarthy, Chris Barry, Shane Gibson, Speaker and Author, Rick Larson and 2 others 1

Hi Shane, Thanks for your suggestions of June 8 or 9 for an initial meeting. I've invited both Chris Barry...

05/25/20

8:40 AM

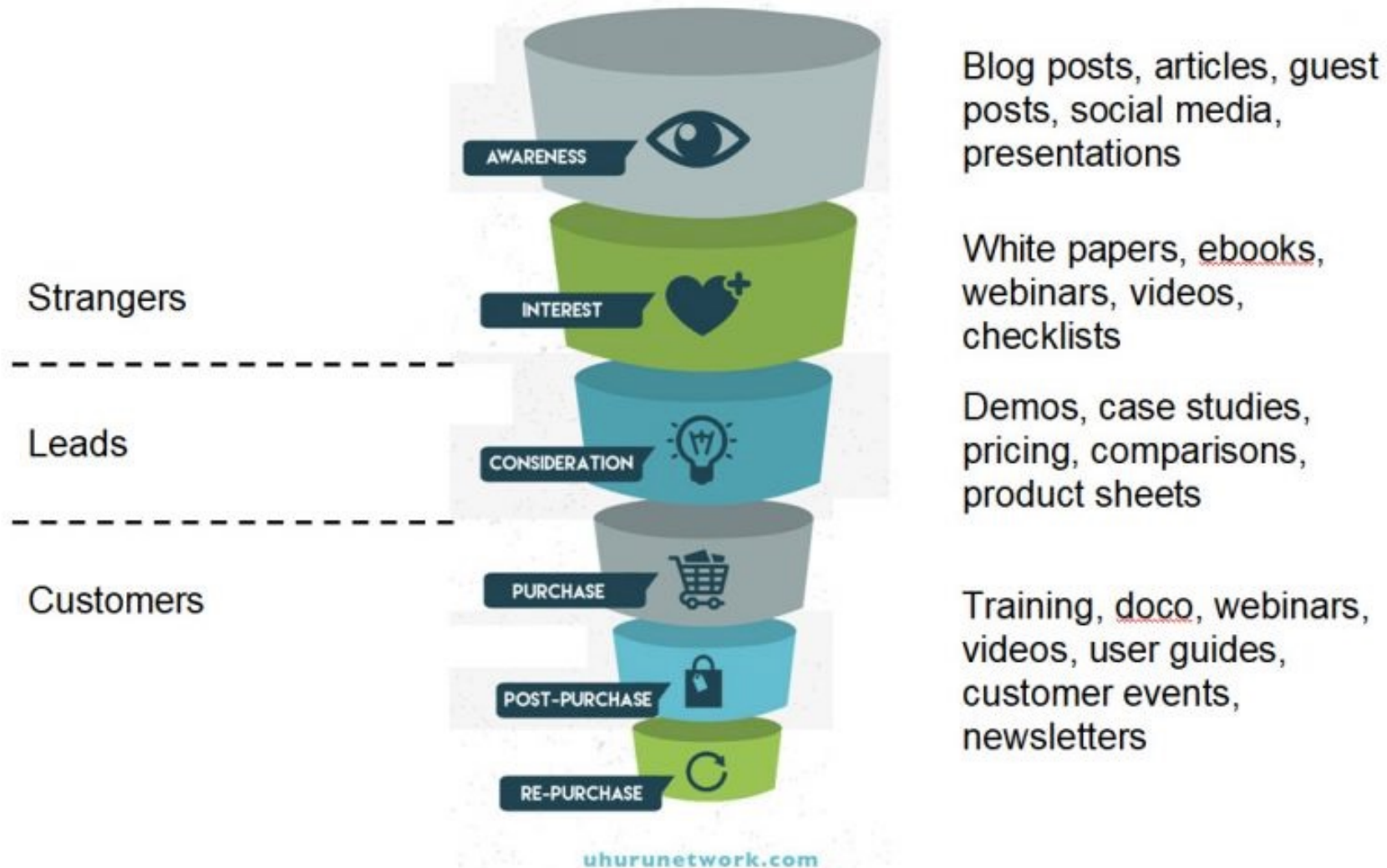


Re: Introductions: Shane and Maxi...



Michael McCarthy, Chris Barry, Rick Larson, Shane

Map Content to the Buyer's Journey



Credit:
Mary Ade
[Highspot](#)

12 Social Selling Daily KPI's

1. Check for signals
2. Visit “top client / top prospect” profiles for opportunities.
3. Look for trigger/life events
4. Thank / follow-back / connect
5. Add offline connections and cross-platform connections
6. Curate or create 1-2 pieces of great content daily.
7. Ask for introductions
8. Do something community focused – give back
9. Engage with key influencers
10. Send content to key accounts for lead nurturing
11. Pro-actively reach out to new prospects with context daily
12. Get Sociable! Daily

Homework / Action Steps



Google

Google yourself, identify what you need to improve your social graph. Set a goal for what profiles you want ranking in the top 10.



Get Discoverable

Activate key social media profiles.

Amp up your social profiles.

Find ways to contribute and engage online that gets you noticed by your key nanotribes.



Curate and Create

Put a curation and creation plan together.

Keep in manageable and laser focused on helping and resonating with your nanotribes.



Build Community

Take time daily to expand your reach/network.

Create and share content that brings people together.

Take time to have conversations that build rapport and genuine connection.