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TIPS TO OPTIMIZE YOUR LINKEDIN PROFILE FOR SELLING



BE SPECIFIC ABOUT YOUR VALUE PROP



A great way to do this is through your LinkedIn **Headline**

Your headline is prime real estate, clearly articulate **how you help your customers** and the types of clients or companies you serve

This helps visitors understand your expertise and whether you can meet their needs

Tyler Walker   (He/Him) · 2nd

SaaS Account Executive | Sports Marketing & Brand Strategist |
National Racing Champion | DEI in Motorsports | Jollof Rice
Enthusiast | Connector



ENHANCE YOUR ABOUT SECTION



Use the **About** section to provide a detailed overview of your skills and experiences

Ensure it reflects how you assist others, making it easier for potential connections to see your value

*Do **NOT** just list your job title*

About

A client focused and goal oriented Sales Manager with experience in many fields. I prioritize helping clients find solutions to their security concerns, allowing for risk mitigation BEFORE a potential breach.

Canary Trap is a North American leader in offensive security testing. Founded by ethical hackers and security experts who share in the common goal of protecting your business from becoming a victim of the next cyber-attack. By combining human expertise with artificial and threat intelligence, Canary Trap aims to identify, enumerate, and resolve any security vulnerabilities that could be exploited by determined adversaries.

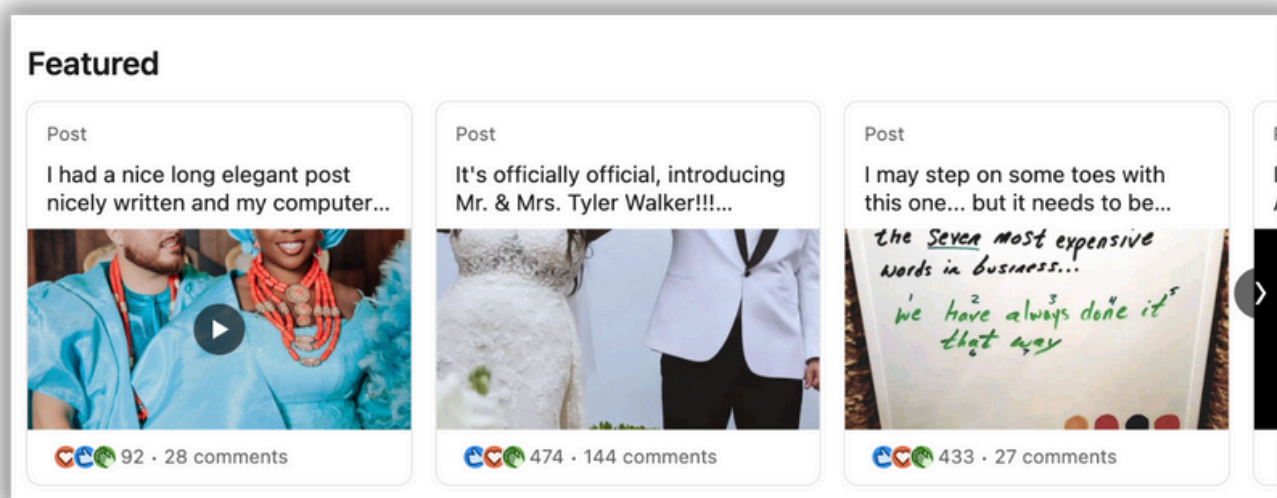


UTILIZE FEATURED LINKS



Take advantage of the **Featured** section to showcase important links such as **articles, projects, or presentations**

This not only enhances your profile's visual appeal but also pre-sells your services by providing easy access to your work





ADD PERSONALITY



Incorporate personal elements into your profile, such as ***hobbies or interests***

This can make your profile more relatable and engaging, helping you connect with others on a personal level, and find common ground with new connections

Also, an avid Equestrian and animal lover, with a passion for Retired Racehorses and Showjumping



Top skills

Sales Management • Sales • Communication • Outside Sales • Cold Calling





LEVERAGE RECOMMENDATIONS




Positive testimonials can significantly enhance your credibility and attract the right audience to your profile

For example, a recommendation from an old boss or manager:

Recommendations

Received Given

 **Mary Shirley** · 3rd
International Ethics and Compliance Executive Valuing Kindness and Sending the Elevator Back Down | Adjunct Professor | Author | Keynote Speaker | Living Your Best Compliance Life Columnist
November 17, 2023, Mary worked with Tyler but they were at different companies

Tyler is deeply skilled in building connection with stakeholders of all varieties. He leverages his interpersonal skills to create authentic connection and deploys a keen sense of curiosity, along with authenticity to build and maintain those relationships. I recommend Tyler as a knowledgeable sales professional to engage with on the latest in Ethics and Compliance solutions for the modern Compliance Officer.

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SALES
SHOW**

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