



# LinkedIn 6 Step Process for High-Ticket Sales

This process is designed to help you make high-ticket sales via LinkedIn, especially if you are in a high-trust, relationship-based business.

It's based on nurturing contacts through a process where they ***“know, like and trust you and ultimately buy from you, if they are the right fit.”***

## The 6 step LinkedIn process for making high-ticket sales

At each stage, you simply want to advance the relationship to the next step.

- **#1. Find prospects**

First you must identifying ideal clients in your network using a LinkedIn search.

- **#2: They must know you**

*Connect or reconnect* with your contacts, so they know you or remember who you are.

- **#3: They must like you**

Send a friendly message or do something generous.

- **#4: They must trust you**

Offer them something valuable like a PDF or an endorsement or recommendation.

- **#5: They must express interest**

If they seem like an ideal client, ask them if they are interested in help.

- **#6: They buy from you**

If you feel you can help the person, transition to a sales conversation.

**Please note:** Relationships are the lifeblood of most businesses and cannot be outsourced to a VA, message bot or even automated. Afterall you don't send robot to a business function or send a VA to your business meetings for you.

This 6 step process only requires the free version of LinkedIn too (...there's no need to spam people with InMail). My philosophy is that we are better off educating and nurturing people in our existing networks rather than interrupted strangers with adverts or spam.

My approach is based on common sense and fundamental relationship building skills. Yes it does require thought, effort and personal touch but if you simply follow the process the rewards will be there in spades!



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## Feel free to connect

For more tips, templates and videos please feel free to connect with me, **Adam Franklin** on LinkedIn:

[www.linkedin.com/in/adamfranklin](https://www.linkedin.com/in/adamfranklin)

If you'd like a hand with your LinkedIn marketing strategy please let me know and I can explain how I can help.

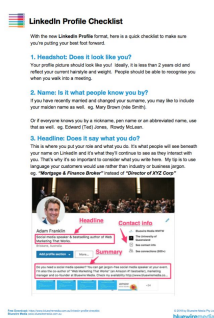
You may also like these free templates (email opt-in required)...

## LinkedIn 10 Minute Daily Plan



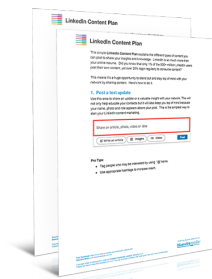
[www.bluewiremedia.com.au/linkedin-daily-marketing-plan](https://www.bluewiremedia.com.au/linkedin-daily-marketing-plan)

## LinkedIn Profile Checklist



[www.bluewiremedia.com.au/linkedin-profile-checklist](https://www.bluewiremedia.com.au/linkedin-profile-checklist)

## LinkedIn Content Plan



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