LinkedIn® Levers Tool

Use this checklist for ideas to consider when using LinkedIn to research specific contacts and their company.

Researching the client:	
Do you have any mutual connections with the client?	
How many connections does the client have?	
Which college attended and degree attained?	
What is the client's hometown and current city?	
Where did the client work previously?	
How much time did the client spend at previous jobs?	
Which companies and groups does the client follow?	
What type of info does the client post/share? Which influencers does he follow?	
What activities and interests does the client list?	
To which industry groups does the client belong?	
Does the client endorse others? Is he endorsed often and for what?	
Has the client been recommended by anyone? If so, by whom?	
Does the client support any charities or initiatives?	
Researching the company:	
How does the company present itself in its profile? Are there any key themes?	
What competitors are identified in the company's "also viewed" section?	
Do you have any connections with former employees?	
Is the company currently hiring full-time employees? In what areas?	
What key products/services does the company highlight in its profile?	
Can you identify any connections after scrolling through the company's employee list?	

Sandler Training by Praxis Growth Advisors, Inc.

praxis.sandler.com • Boston • 781-499-2030