



Dux-Soup
Smarter lead generation



Selling Made Social doubles sales funnel with Dux-Soup LinkedIn automation



Selling Made Social's Tyron Giuliani is a seasoned business coach, entrepreneur, and all-round LinkedIn expert. Using Dux-Soup, he has developed unique and repeatable LinkedIn automation strategies to create a proven success

model. This delivers better sales outcomes by increasing connection rates to as much as 67% and doubling the top of the sales funnel - creating real relationships that convert into active leads and sales.

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Custom LinkedIn strategies

Tyron has been using LinkedIn for over 16 years and is a recognised LinkedIn master. He was instrumental in growing and then participating in floating an executive recruitment company on the Tokyo Stock Exchange. Tyron also set up Tokyo's #1 boutique wedding business and today develops custom LinkedIn strategies for B2B companies, he explains:

“Working in recruitment taught me a lot about how to use LinkedIn more effectively. I put in place the right workflows so that consultants cut the time spent prospecting on LinkedIn by 80%. What Dux-Soup does is give the ability to automate and streamline our outreach to the right people and to do that at an appropriate scale. You then use the time saved to be more creative with your engagement. This automate-creativity strategy has paid off time and time again and is the key to working smarter on LinkedIn for better sales outcomes.”

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Optimising Linked outreach

Tyron's practical advice for anyone looking to automate lead generation strategies is to start with your LinkedIn profile, he adds:

“The LinkedIn profile needs to be optimised for conversion rather than look like a run of the mill resumé. It works as a mini website within LinkedIn which effectively puts your key services or products in the shop window.

I use a neat growth hack that allows people to add an extra 90 characters to their profile headline. This enables you to say so much more and do it in a more creative way. This contributes to higher conversion rates for people that look at your profile.

The combination of Dux-Soup and Sales Navigator allows me to screen and filter the target audience so that it closely matches our ideal customer profile. Another cool hack involves targeting high intent people who are active members of the LinkedIn community.

It is so important to zero in on the people that we should be investing time in and eliminate those time wasters and non-responsive targets from the sales funnel. By focusing on active users – think micro influencers with high engagement – you are tapping into an awesome audience that are likely to be more receptive to the right outreach.”

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Reclaim your day

Lead generation is a tough gig. As Tyron states, “In the competitive world of recruitment, Dux-Soup excels at helping us find new customers. It works equally well for finding prospective candidates to put forward whenever we have a new brief.

I coach a lot of solopreneurs in 76 different industries at last count, and for these business owners the maths behind using Dux-Soup is compelling. Their time is valued in the hundreds of dollars per hour whereas manual LinkedIn work is, something like a five bucks an hour activity, so why wouldn't you automate?

I like to manually create the initial connection message and then use Dux-Soup to take care of the time-consuming on-going messaging outreach. This enables me to reclaim the day and spend time on being more creative with the actual messaging. You don't need to be targeting thousands of people in order to get convertible sales leads. In many cases, the opposite is true, by remaining niche and targeted, you can run manageable campaigns with a personal touch.

Tracking and testing show that a blank LinkedIn connection message gives you a response rate of around 20-30%. If your message is salesy and doesn't communicate real value, the rate drops below this – so a bad message is worse than no message at all!

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Based on my years of experience, I created a messaging framework that more than doubles the success rate and I consistently get over 65% acceptances and sometimes a couple of percentage points more.”

Nurturing an opt-in list

Picking the right time and platform to engage with prospects is important, Tyron comments, “If I can determine that the prospect is receptive to a call or meeting then brilliant, if not, another aspect of Dux-Soup that delivers fantastic value is in automating the nurturing stage of the sales cycle. As soon as a connection request is accepted, I'll start on my proprietary messaging framework which has been refined over many years.

This is a set of non-prescriptive messages sent via Dux-Soup that builds the relationship with the prospect. We use a range of messages including a 'pattern interrupt' which is based on the latest neuro linguistic programming (NLP) thinking, to seize the prospect's attention.

Let's be clear. I am not looking to 'sell' in these initial messages. People can smell a sales approach a mile off. I prefer to look for unity and empathy – how can I show that I have solved the industry or business challenges they are likely to be facing, what do I have in common that I can share, or what resources can I offer that will be of value? I'll also ask their permission to send them content – that way I have an opt-in list on LinkedIn.

I send 2-3 messages per month to top tier prospects. This approach rocks and I have a near 100% open rate – who can resist looking when they see that red circle in LinkedIn that says, 'you have mail'? It beats regular email hands down.”

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Worth its weight in gold

With Dux-Soup, Tyron has found a great LinkedIn automation tool that complements his unique social selling program and says: “Dux-Soup is worth its weight in gold. Over the years, I have run LinkedIn lead generation campaigns that helped to generate \$22m+ in sales. And Dux-Soup has been a key part of that in the last 5 years.

Time and again, I have personally delivered and coached others into doubling the top of the sales funnel by building a truly optimised profile that acts as a high conversion landing page, and then using Dux to drive our connection and nurturing strategy. These techniques can be coached to anyone including people with zero previous experience of LinkedIn.

If I can help someone to be more efficient, they can get better LinkedIn results than using manual outreach plus they will save 1-2 hours per day on average. Add that up over a whole year and you could be automating the equivalent of 30-60 business days. You can't get better than that.”

Staying safe on LinkedIn

“There is no magic formula for staying safe on LinkedIn. You just have to follow the best practice guidelines to avoid people hitting ‘I don't know this person’ and ‘ignore’ when they get your connection message. Following my own advice has meant I have never had any warnings from LinkedIn, so be as targeted as possible and don't send spammy messages!

Take connection requests. I've seen that the majority of acceptances come in the first seven days - so withdraw all connection requests that are over a week old. And here is the absolute key: post quality content daily, engage with your LinkedIn audience, comment on relevant posts, all of which will improve your social selling index (SSI).

A high SSI of 90 out of 100 is attainable and appears to increase your volume limits on LinkedIn. Don't go mad and send thousands of messages or connections! By being targeted, I've never had an issue with the volumes I want to send,” continues Tyron.

Reaching a revenue generating outcome

Summing up the value that LinkedIn automation brings, Tyron concludes, “The beauty of Dux-Soup is that it cuts down the time you need to spend before you get to revenue generating outcomes. That's why I recommend it as the ideal LinkedIn automation tool. Another thing I really like is how easy it is to use. This means I can train my customers to get the same high degree of success as I do from their lead generation activities.

The team behind Dux-Soup deserve special mention. They clearly listen to customer feedback and you can see that reflected in how new features are developed. What can I say about how good the support team is other than ‘wow’ and that they often go above and beyond the call of duty.”

Will van der Sanden, Founder of Dux-Soup adds, “The work that Tyron is doing on social selling is genuinely innovative and he thoroughly deserves the accolade of being a true authority on LinkedIn guru or Jedi Master! He uses Dux-Soup to automate vital LinkedIn outreach, connection and follow-up tasks in order that he can spend time on the engagement side of lead generation and closing deals. That's exactly why Dux-Soup exists and it's clearly working extremely well for him and his clients.”



Will van der Sanden

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