

Briggs Equipment guide to using



Why use it?

- ✓ Build and maintain relationships with your customers, colleagues and suppliers.
- ✓ Increase awareness of you as a point of contact.
- ✓ Help us increase the profile and perception as Briggs – the people behind the business.

Anatomy of a professional profile

About you

LinkedIn is your online business card, and is there to represent you when you're not around. Many customers will value your background and the expertise you bring as a result of that. You could include information such as:

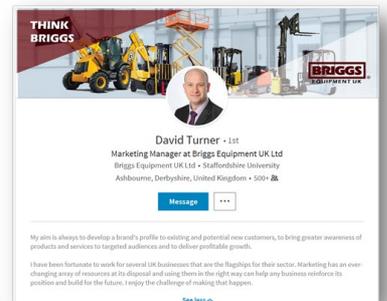
- ✓ Industries you have worked in and for how long. Perhaps you have worked across different areas of the business so can bring all of that knowledge and expertise to helping the customer.
- ✓ Your personal values in business or what makes you the trusted contact over someone else.
- ✓ What you wish to achieve working at Briggs. Consider that this should be a customer-facing statement where possible.

Your role at Briggs

- ✓ Associate them with official company pages wherever possible (for Briggs always choose Briggs Equipment UK as choosing the US page is a common mistake).
- ✓ Make sure your end dates are all accurate for previous roles. This is particularly important because work anniversaries trigger automatic notifications to your network offering them the chance to congratulate you. This becomes very confusing if your network receives notifications of work anniversaries relating to past roles and companies.

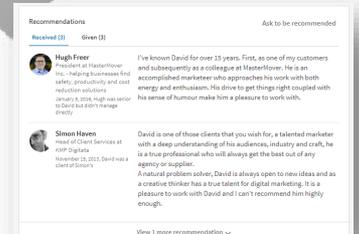
Profile picture

- ✓ Clear professional looking headshot on a neutral background, with you looking natural, not face-on to the camera like a mug shot. You are welcome to come into the office and we will take one for you if you don't have one or struggle to take a good quality shot.
- X Avoid selfies or pictures taken on holidays or nights out.

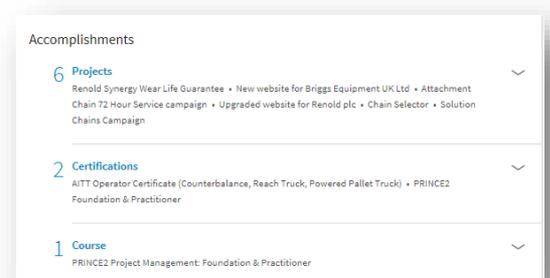


Your credibility

- ✓ Recommendations from current customers allows potential customers see that you have helped provide a great service to others and builds trust.



- ✓ Key accomplishments: Have you done anything you are particularly proud of? Are you qualified in your area of expertise?



Connecting with customers and general etiquette

- ✓ Try to leave a personalised message when you connect with existing or potential customers.
- ✓ You can ask your contacts for introductions to people in their network, this mutual recommendation naturally puts you in good stead with the person you are trying to connect with.
- ✓ Keep posts and comments on other people's posts of a professional nature, remember your connections can see your comments.

Posting and sharing content

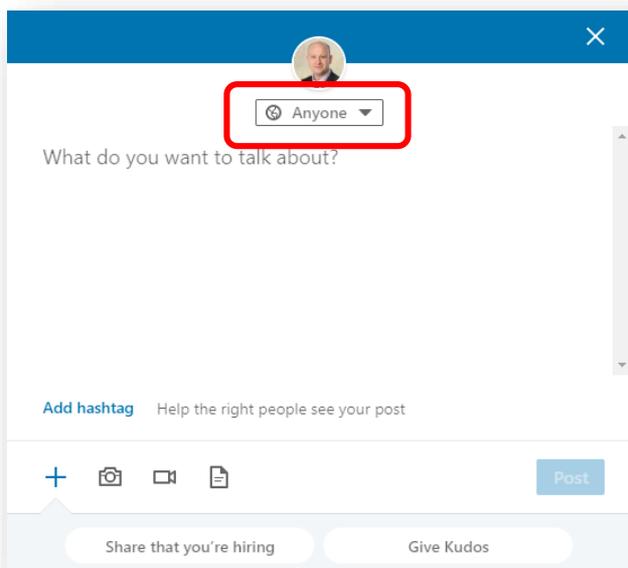
We are encouraging members of the teams to share our content posted on our company page. This will work particularly well if it is relevant to you or your customers, for example, advisory articles about truck care and pre checks.

- ✓ You can send in customer success pictures and stories that Marketing will publish on our social media channels. Why not share these if they are your stories. Just email them to david.turner1@briggsequipment.co.uk
- ✓ Like our company page if you haven't already: www.linkedin.com/company/briggs-equipment-uk-ltd/
- ✓ If you like and share our posts it will help us to get more exposure to a larger audience. If you share and of that content, you could also add your own comment to make it a bit more personal, particularly if it is something you have been involved in.

Creating your own content

You can add posts that are relevant to you. Some examples of subjects are as follows:

- ✓ If you have been involved in some fundraising for any of the charities we support, why not post and let people know what you are doing in advance, and then after to let people know how much you have raised. This helps to raise awareness of the charity amongst your contacts too and could help you achieve your fundraising goals.
- ✓ If you have contributed to a customer success story, why not shout about it? Let other potential customers know that we can meet their needs too. (Also let Marketing know as we can generate even greater profile for this news elsewhere)
- ✓ Do you have any advice that you would give to customers and potential customers?



Top tips for creating content:

- ✓ Think about what images you might want to post with your story, engagement will be better with photos or video included.
- ✓ You can tag your contacts and businesses within the post using the @ and then typing their name. If you tag people they are likely to interact or share the post.
- ✓ Think about the audience, do you want it to be shareable outside of your immediate connections?

For further help or advice using LinkedIn, contact David Turner on david.turner1@briggsequipment.co.uk or 07595 213792.