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B2B Sales Pro Playbook:

Win More Opportunities with LinkedIn's Job & Talent Algorithms

What's Really Happening Under the Hood (Plain English)

LinkedIn matches people to roles using three big signals:

1. **Relevance** – your headline, titles, skills, keywords, location, and career story match the job.
2. **Graph Proximity** – who you know in/around the company, and who engages with you.
3. **Fresh Activity** – recent, high-quality actions (views, comments, posts, applications, referrals).

A larger network helps **only if it's relevant and active**. You win by aligning all three signals.

Outcomes to Aim For (Define Success)

- 3–5 warm conversations with hiring leaders or recruiters per week
- 10–20 qualified roles surfaced weekly via alerts + direct sourcing
- ≥50% of applications via referral or warm intro
- 30–60% increase in “Search Appearances” and “Profile Views” in 30 days
- 1–2 executive conversations created weekly from thought-leadership posts

Profile That Gets Found (and Chosen)

Headline (value-forward):

“Enterprise Sales Leader | Shorten Cycles + Grow Deal Size | AI-Powered, Buyers-First, Multi-Threading Specialist”

About Summary (narrative + numbers):

- 3–5 sentences that name your ICP, deal sizes, sales motions, and outcomes

- 3 bulleted wins with metrics (ACV, cycle time, win rate, expansion)
- 1 sentence about what you're pursuing next and why

Experience:

- Title lines that mirror target roles (e.g., "Regional VP, Enterprise New Logo (Healthcare)")
- 3–5 bullets per role with outcomes (Who, What, Impact). Lead with numbers.

Skills & Keywords:

- Pin top 3 skills. Add the exact skills in target JDs (MEDDIC, Command of the Message, Challenger, Salesforce, Gong, Sales Navigator, ABM, multi-threading, executive presence, value engineering, AI in sales).
- Re-order skills so the most strategic appear first. Ask 5–10 peers for endorsements.

Location & Open-to-Work:

- Set realistic locations; add "open to remote." Quietly enable "Open to Work" for recruiters if appropriate.

Network That Surfaces You (Deep Sales)

Prioritize relevance over volume. Build concentric rings:

1. **Ring 1 – Hiring power:** VPs, CROs, Directors in your ICP
2. **Ring 2 – Influencers:** adjacent leaders (RevOps, Marketing, CS), recruiters, HRBPs
3. **Ring 3 – Practitioners:** AEs, SEs, CSMs at target firms (future referrers)

Cadence (15–20 mins/day):

- Send 3–5 targeted invites with a one-line "why now" (see scripts below)
- Leave 3 quality comments on target leaders' posts (buyers-first insights)
- DM 1 warm contact/week asking for a 10-minute "insight" chat (not a favor)

Activity That Signals "Alive & Relevant"

Weekly rhythm (45–60 mins total):

- Post 1 short insight post tied to pipeline impact (cycle time, win rate, executive alignment)
- Comment on 10 posts (leaders at target companies; add a stat or a question)
- Share 1 "win teardown" or "deal lesson" with a clear takeaway
- Add 3–5 net-new relevant connections

Pro Tip: Quality > volume. The algorithm rewards saves, comments, and dwell time.

Jobs → Warm Intros → Interviews (System)

1. **Source**
 - Create 3–5 job alerts (title + industry + location).
 - Use Sales Navigator (or standard search) to map leadership at each posting.
 2. **Triangulate** (Deep Sales)
 - Identify the VP/CRO, the likely hiring manager, and 1–2 cross-functional leaders.
 - Check who you're 1st/2nd degree from.
 3. **Warm Intro First** (Buyers-First)
 - Ask for context before the favor: "What's the charter? What will make this hire successful in 6–12 months?"
 - Then request a referral/forward.
 4. **Apply Last**
 - Tailor resume + headline to JD keywords.
 - Submit **after** a warm touch when possible.
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AI-Powered Edge (Fast & Focused)

Use a copilot (e.g., ChatGPT) with G.I.F.T. prompts:

G – Goal: "Optimize my headline for VP Enterprise Sales roles in cybersecurity."

I – Audience: "CROs and in-house recruiters who care about cycle time, win rate, ACV."

F – Format: "Give me 5 headline options under 220 characters + 10 keywords."

T – Tone: "Confident, metrics-driven, buyers-first."

Other quick wins:

- Paste 3 target JDs → extract shared keywords → update profile/skills
 - Convert your deal wins into 1-line bullets with metrics
 - Draft concise outreach notes and referral asks (below)
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Short Scripts (Steal These)

Targeted Connection (mutual interest):

"Admire your work driving enterprise growth at Acme. I help teams shorten cycles and expand ACV with AI-powered discovery and multi-threading. Would love to connect and learn what's working for you this quarter."

Context First → Referral Ask:

“Hi Priya—saw the RVP opening in your group. What’s the 6–12 month charter for success? If my background fits, would you be open to forwarding my profile to the hiring team?”

Hiring Manager Value Ping (no ask yet):

“Congrats on the expansion into payer accounts. If helpful, I can share a 2-page teardown on how we cut enterprise cycles 23% by re-sequencing exec alignment + value proof. If useful, happy to send.”

Recruiter Note (bulleted fit):

“Open to RVP/VP Enterprise roles (SaaS, cyber).

- New logo + expansion, \$500k–\$2M ACV
 - Cut cycles 20–30%, multi-threaded 5–7 execs/deal
 - Led 10–30 AE teams; coaching system tied to leading indicators
- If aligned, glad to compare notes.”
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30-Day Sprint Plan (Do This Exactly)

Week 1 – Foundation

- Rebuild headline, About, and top 15 skills from target JDs
- Collect 3 fresh recommendations (boss, peer, customer)
- Create 5 job alerts; list 30 target companies

Week 2 – Relevance & Reach

- Publish 2 insight posts: “How we cut cycle time X%” and “Executive alignment checklist”
- Add 25 targeted connections (Rings 1–3)
- Warm message 5 insiders at 5 posted roles (context questions)

Week 3 – Proof & Pipeline

- Post a “win teardown” with numbers and a buyer takeaway
- Ask 3 warm contacts for referral/forward on 3 strongest fits
- Book 3–5 insight calls (10–15 min, buyers-first questions)

Week 4 – Conversion

- Apply to 8–10 roles (tailored)
 - Send 5 value follow-ups (brief POVs tied to the role’s charter)
 - Inspect metrics; adjust keywords, network list, and content
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Metrics That Matter (Scorecard)

- **Search Appearances (weekly):** +30–60%
 - **Profile Views (weekly):** +30–50%
 - **Warm Conversations (weekly):** 3–5
 - **Referral-led Applications:** ≥50% of total
 - **Response Rate on DMs:** Aim for 20–30% (improves with context-first)
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Common Pitfalls (Skip These)

- “Spray-and-pray” applications with no warm touch
 - Generic headlines (“Experienced Sales Professional”)
 - Posting without engaging others (no comments, no DMs)
 - Over-indexing on network size vs. **relevance**
 - Neglecting location/remote filters and skill alignment
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One-Page Checklist (Print This)

Profile & Relevance

- Headline states value + target role + motion
- About = narrative + 3 metric wins + “what’s next”
- Experience bullets = numbers first, buyer outcomes
- 15–30 skills mirror target JDs; top 3 pinned
- Location/remote set; Open-to-Work (if appropriate)
- 3 current recommendations (boss, peer, customer)

Network & Activity

- 30 target firms + 3–5 alerts created
- 25–50 relevant adds/month (Rings 1–3)
- 1 post/week; 10 meaningful comments/week
- 5 warm context DMs/week to insiders
- 3 insight calls/week booked

Jobs & Referrals

- For each role: mapped CRO/VP + cross-function + recruiter
- Sent context-first note before asking for referral
- Tailored resume + profile keywords to the JD
- Application after warm touch when possible
- Sent 1 brief POV/value follow-up per opportunity

AI-Powered Moves

- Extracted common JD keywords → updated profile
- Drafted 5 headline options + skill list
- Converted deal stories to quant bullets
- Generated 3 outreach templates tailored to ICP

Review & Iterate (weekly)

- Track views, searches, DM response, warm convos
 - Tune headline/skills based on traction
 - Refresh target list; prune low-yield activities
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Coaching Prompts (Use in 1:1s or Self-Reflection)

- Which buyers would endorse you today—and why?
 - Where does your headline fail to signal your superpower in 7 seconds?
 - What proof can you post this week that reduces a hiring leader's risk?
 - Which 5 people, if they vouched for you, would change your pipeline?
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Call to Action

Choose **one** target role today. Map the three leaders around it, send one context-first note, and post one insight that demonstrates how you shorten cycles or increase ACV. Then repeat tomorrow.