



Otter.ai

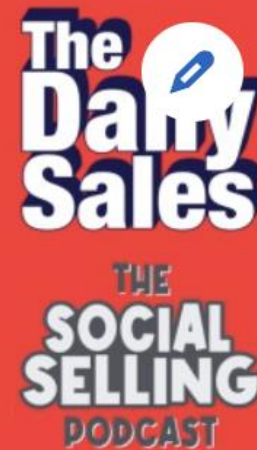
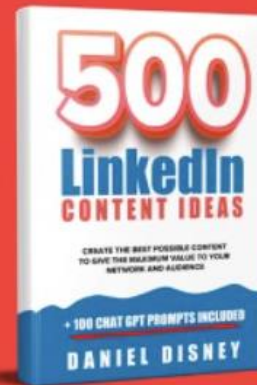
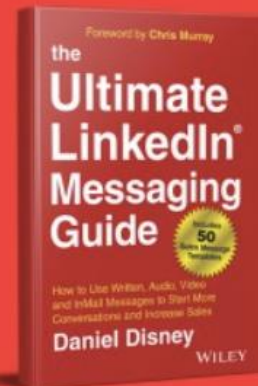
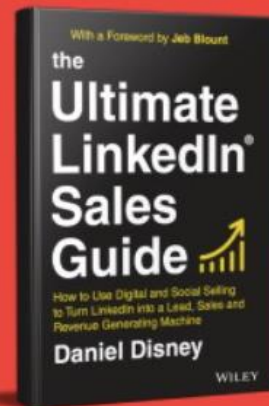
WEBINARS

Turning
LinkedIn
Engagement
into Sales
Conversations

Daniel Disney

The KING[👑] of Social Selling

Over 1million followers on **LinkedIn**



KEYNOTE SPEAKER - 4 X SALES AUTHOR - LINKEDIN & SALES NAV TRAINER - INVESTOR



Daniel Disney ✓



CEO @ The Daily Sales (LinkedIn's BIGGEST Sales Community)
LinkedIn Influencer (Over 1 Million Followers) - Keynote & SKO
Speaker - 4 X Best Selling Author - LinkedIn, Social Selling & Sales
Navigator Trainer

in Top Voice

London, England, United Kingdom · [Contact info](#)

163,882 followers · **500+ connections**



Daniel Disney -
Speaker/Trainer/Author

Sales · United Kingdom

#1



Sales · Worldwide

#7



Top 1%

Top 25%

Top 50%



Top 1%

Top 25%

Top 50%

The BIGGEST Community For B2B Sales

Powered By

pipedrive

Oll
Otter.ai



zoominfo

REPVUE

**The
Daily
Sales**



The Daily Sales

Entertaining, Motivating, Educating and Inspiring
Salespeople all over the world!

Media Production • London, London • 1M followers •
0-1 employees

 Israa & 9,290 other connections follow this page

 Message

 Following



Sign up 

Featured

Post



The Daily Sales

1,136,617 followers

[Sign up](#)

1mo • 

We've seen the same pattern destroy sales
careers:

[...more](#)

No results?
Keep working.
Bad results?
Keep working.
Great results?
Keep working.

   3,690 • 67 comments • 514 reposts



Siya
siya@awesome.com

Home

My Conversations

Groups

General

Marketing

8

Product design



Sales

Support

Direct Messages

Steven

Charlie

James

Folders

Ideas

Note

Search

Record



Edit

Weekly Team Meeting



Ralph Duncan

Good Morning,. Welcome to this week's team meeting. First off, I'd like to congratulate everyone. All of our efforts and hard work has paid off. We reached our goal and sold \$10 Million in the last quarter of 2021. Congratulations!



Ralph Duncan

We also closed a big deal in Canada last week. Everything's looking good. Hyun-Jae, how's our client in Japan?



Su Hyun-Jae

We're experiencing little hiccups Ralph. The last time I talked to the Marketing Team they are coming up with solutions on how to solve this problem. They are looking in to rebranding our Japan client. But I have to follow them up on that.

Mitchell should get the details about an upcoming launch this Thursday.



Ralph Duncan

O

Meeting Gems™

+ Add a note





**Try Otter.ai free
here**

LinkedIn is a **GOLDMINE
of sales opportunities that
99% of people miss out
on...**

**Generating engagement is the
first step, CONVERTING that
engagement is the next step and
where real social selling
happens**

Turning Engagement Into CONVERSATIONS

**The BIGGEST key
to successful
LinkedIn
messaging is...**

HYPER- **Personalisation**

**The more you make
it about **THEM**, the
better chance you'll
get a reply**

How to **HYPER**-personalise

- Read through their LinkedIn profile
- Read through their LinkedIn activity
- Read through their company LinkedIn page & activity
- Read through other people in the company
- Read their website
- Read through their other social channels
- Read through their extra content (podcasts/webinars/news)

Different ways to message

WRITTEN – Text based messages on LinkedIn desktop and mobile

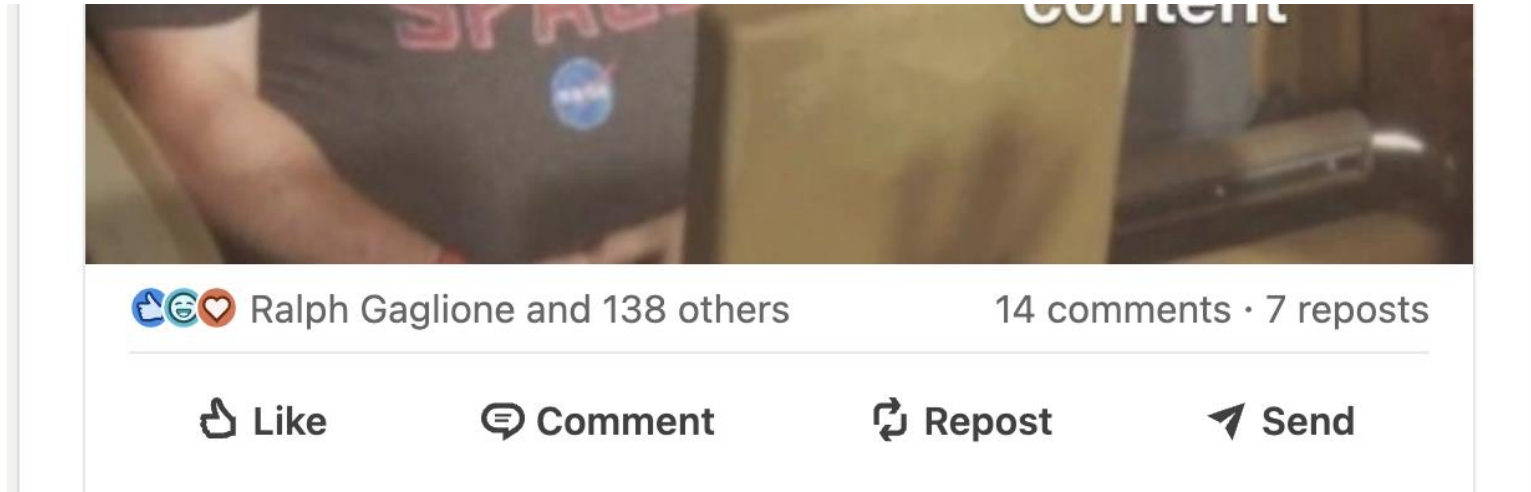
AUDIO VOICE NOTES – Short audio messages sent via mobile

VIDEO – Short video messages sent via desktop or mobile

Finding Message Opportunities

- Check your profile views and message potential ICP's
- Check your content engagement (likes/comments/shares)
- Use searches to find prospective customers
- Message people from previous cold calling or email campaigns
- Message referrals
- Message cold call no-answers

Content Engagement



You can see everyone who has REACTED,
COMMENTED and REPOSTED



Daniel Disney

CEO @ The Daily Sales
(LinkedIn's BIGGEST Sales
Community) LinkedIn
Influencer (Over 1 Million
Followers) - Keynote &
SKO Speaker - 4 X Best
Selling Author - LinkedIn,
Social Selling & Sales
Navigator Trainer

Followers **165,412**

Drafts **223**

Reactions



All 139



68



66



2



2

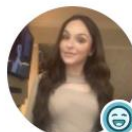


1



Jonathan Cole · 1st

[Global Head of Business Development @ API Global](#)



Farrah Welch-Turner (Assoc CIPD) · 1st

People | Talent | Culture



Ryan Walsh · 1st

Founder and CEO at RepVue | Former public SaaS CRO | Still sell EVERY DAY | Follow me for daily insights about anything you'd ever want to know about a career in sales.



Ketna Mistry · 1st

Fractional CMO & Keynote Speaker | Humanising Marketing to Connect People, Purpose & Growth



Hannah Bratterud · 1st

🌱 Helping courageous people find place and purpose 🌱 Co-Host of Magic in the Room Leadership Podcast 🌱 Principal at Purpose & Performance Group Montana 🌱 Real Estate Advisor at Engel & Völkers Big Sky

Because you're making these 5 mistakes... ...more



Bryan Charlton · 1st

Sales Leader @ Otter.ai | Helping companies realize the AI dream and leading a new client G2M team

Irvine, California, United States · [Contact info](#)

500+ connections



Lori Richardson, John Barrows, and 24 other mutual connections

 **Message**

Save in Sales Navigator

More

 Sales Navigator

Sales insights

Key signals



Past colleague from Otter.ai

New message



Bryan Charlton 



Bryan Charlton · 1st

Sales Leader @ Otter.ai | Helping companies realize the AI dream and leading a new client G2M team

Hey Bryan,

Thank you for engaging on my post today! I'm glad you liked the meme! I actually took a little look at your sales teams presence on LinkedIn and was wondering if your marketing department is holding them back from creating content here?

Kind Regards,
Dan



Send



Use **THEIR** Content

- If your prospect or their company posts something interesting, use THAT as the conversation starter.
- Reference as much from the content as well, don't be too generic.
- If you're struggling to know what to say, use AI to analyse the post and come up with ideas or talking points.



Bryan Charlton  · 1st

Sales Leader @ Otter.ai | Helping companies realize the AI dream and leading a new client G2M team

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 **Message**

Save in Sales Navigator

More



Otter.ai



**University of California,
Irvine - The Paul Merage...**

Hi Michael,

I really enjoyed your post today, the tips were really spot on and I shared it internally with my team.

How has 2025 been for you so far?

**Kind Regards,
Dan**

Hi Michael,

I loved your post on LinkedIn today with your home office setup! I wanted to ask quickly, which microphone is it that you use? I'm struggling to find a good one.

Kind Regards,

Dan

Hi Michael,

I'm writing an article on LinkedIn which will have insights from YOUR INDUSTRY experts. I'd love to include your insights in it, would you be able to answer just a few quick questions?

Kind Regards,

Dan

Finding Buying Signals From Your AUDIENCE

LINKEDIN INTENT SIGNALS

- **See when people are/were online**
- **Look at when they share content**
- **Look at who they comment on**
- **Company page content can help**
- **Look at other employee's content**
- **Comment for visibility and reminder**

**VIDEO POST –
VIDEO MESSAGE –
CLOSED SALE**

Case Study



Search

Home

My Network

Jobs

Messaging

Noti

PREMIUM

Who's viewed your profile ?

Past 28 days ▾

Interesting viewers ▾

Company ▾

All filters

Reset

4,204

Profile views

▼ 3% previous

1600

800

0

☐

Can help you get a job

☐

Senior Leader with your job function

☐

Works at a company you follow

☐

Senior Leader in your industry

Cancel

Show results

Nov 17

Nov 24

Show more analytics ▾

Sort by most recent ▾

Profile Views – Sales Leads

- Check them daily if you can
- You can also filter by date range, industry and location.
- It's one of the best conversation starters.
- Message anyone who matches your ICP.
- Keep messages short and sweet.
- Works best the sooner you message them.



Bryan Charlton · 1st

Sales Leader @ Otter.ai | Helping companies realize the AI dream and leading a new client G2M team

Irvine, California, United States · [Contact info](#)

500+ connections



Lori Richardson, John Barrows, and 24 other mutual co

 **Message**

Save in Sales Navigator

More

 Sales Navigator

Sales insights

Key signals



Past colleague from Otter.ai

New message



Bryan Charlton 



Bryan Charlton · 1st

Sales Leader @ Otter.ai | Helping companies realize the AI dream and leading a new client G2M team

Hey Bryan,

Thank you for checking out my profile today, are you looking for some Social Selling training for your team?

Kind Regards,
Dan



Send





Transcription



Posts ▾

Sort by ▾

Date posted ▾

Content type ▾

From member ▾

All filters



Samantha Lee-Bapty • 2nd

Transcription Services, Closed Captioning Services, Subt...

1w • 🌐

[+ Follow](#) ...

💡 What is transcription, really?

Most people think transcription is just typing out what was said. ...more



👍 7

1 comment

Ad ...

Start automating for free



You're much more than busywork

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[LinkedIn](#) LinkedIn Corporation © 2025

Relevant Posts/Content

- Content can be full of signals from prospects
- The creator could be a customer (maybe interested)
- The engagers could be customers (maybe interested)
- The content itself could be a buying signal



going to speak about being budget conscientious and all that.
It's more bang for your buck. Yeah?

Check if Goodyear will lend us a blimp. Reassure them we have air blimp experience.*



15

2 reposts



Like



Comment



Repost



Send



Otter.ai

30,258 followers

1w • Edited •



Congrats to [Otter.ai](#)'s own [Colin Netal](#) and [Michael Lion](#) for being recognized as top GTM AI leaders 🎉👏!



Common Room

25,902 followers

1w •

+ Follow

Congrats to the winners of our inaugural GTM AI Leader Awards 🎉



[Colin Netal](#) and [Michael Lion](#) of [Otter.ai](#) ...more



Company Page Content

- Company page content can contain intent signals
- The engagement can also highlight opportunities
- Look and post engagement and page followers
- Look at which employees are engaging (most engaged users for messaging)
- You may also find competitors engaging

Build Social Selling WORKFLOWS

**There are many ways to
prospect and **FIND** or
CREATE opportunities
on LinkedIn**



THE COMMON LINKEDIN WORKFLOW

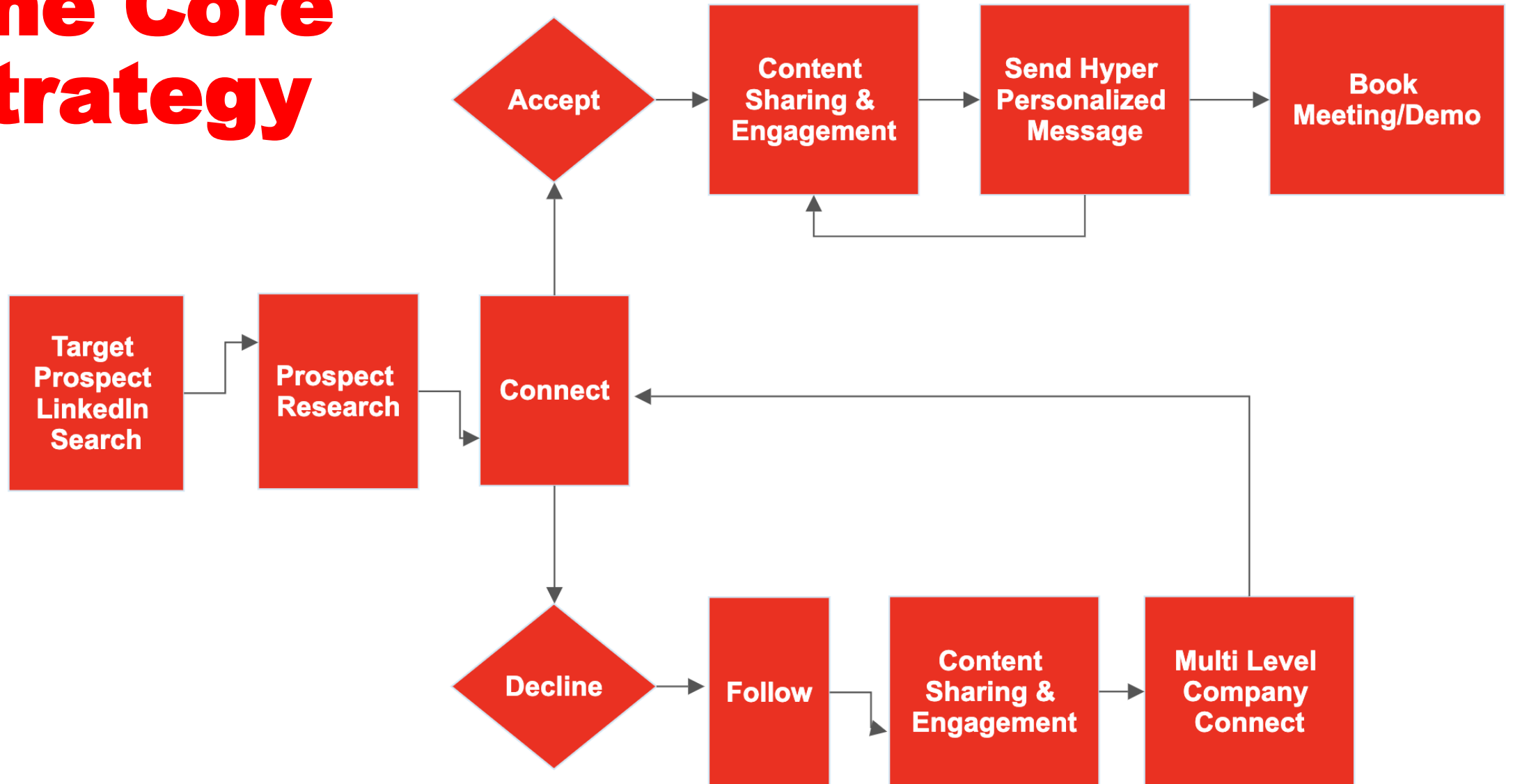
WORKFLOW 1



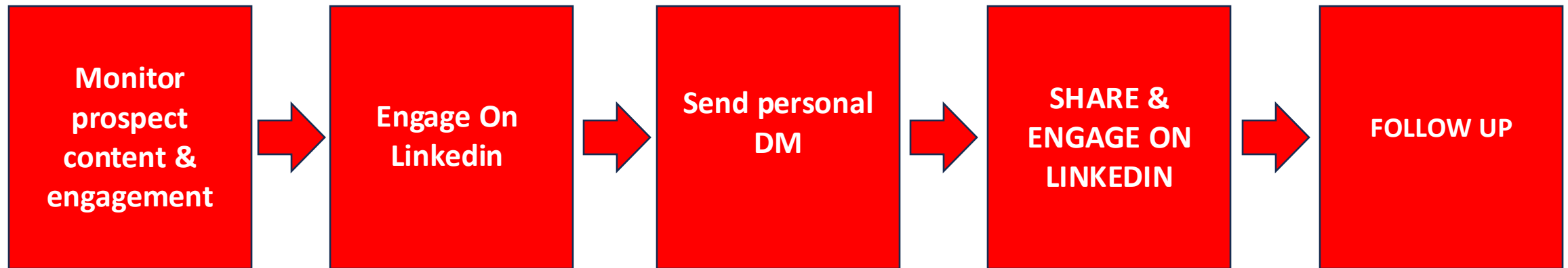
THE COMMON WORKFLOW

- **Always have a value giving plan**
- **Connect with multiple people**
- **Always do good research**
- **Give value with content & comment**
- **Consistency is key**

The Core Strategy



Engagement Workflow



Engagement Workflow

- Always be value giving, in content, engagement & messaging
- Hyper personalize any and every message you send
- Make sure messages are super relevant
- Use all forms of messaging
- Use the BELL icon to be the first to see their content

THE LINKEDIN EVENT WORKFLOW

WORKFLOW 2



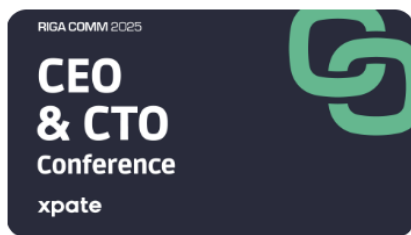


CEO



Events ▾

146 results



CEO & CTO Talks

Today, 8:00 AM BST

📍 RIGA COMM, Kipsalas St. 8, Rīga, LV, 1048 • By RIGA COMM

Executive Insights: Leading Digital Transformation from Strategy to Code 🏢 At Riga Comm 2025
CEO & CTO Talks gain invaluable perspectives from six to eight forward-thinking CEOs and CTOs as...

👤 23 attendees



Ask Me Anything cu Ștefan Vâju, CEO TelePaws

Today, 11:00 AM BST

📍 Strada Episcop Ioan Bob 12, Cluj-Napoca, Cluj, RO, 400014 • By Fundația...

Vrei să afli cum se construiește un startup? Te întrebi ce pași face un antreprenor ca să transforme o idee într-o afacere cu impact real? Noi credem că cea mai bună metodă să afli este să vorbești direct ...

👤 2 attendees



THE EVENT WORKFLOW

- **Search for industry events**
- **Attend & network in the feed**
- **Connect with others attending**
- **Message to discuss the event**
- **Navigate the conversation**

THE CEO/VP WORKFLOW

WORKFLOW 3



THE CEO/VP WORKFLOW

- **Get straight to the point**
- **Show high value ROI**
- **Multi-connect with others**
- **Be professional and presentable**
- **Respect their time**

NURTURING LEADS

- **Consistently give value through content & comments**
- **Build your personal brand**
- **Be credible and professional**
- **Follow up through messages**

CLOSING SALES WITH SOCIAL

- **Share objection handling content**
- **Use messages to follow up on emails**
- **Talk about the cost of NOT buying**
- **Show how buying is easy**
- **Map out the post-buying journey**
- **Talk about customer service**
- **Share ROI posts and stories**

LINKEDIN INTENT SIGNALS

- **See when people are/were online**
- **Look at when they share content**
- **Look at who they comment on**
- **Company page content can help**
- **Look at other employee's content**
- **Comment for visibility and reminder**

MY BEST PROSPECTING TIPS

- **Check profile views & message ICP**
- **Share consistent content & build brand**
- **Grow network daily with ICP**
- **Comment daily on industry & influencers**
- **Send messages daily to ICP**
- **Maintain a professional brand**
- **Share ROI examples**

**Close The Sales
Loop With OTTER**

Using Otter for stronger conversations:

- Otter is an incredible tool with access to all conversations recorded in it.
- Every new conversation adds to it.
- Is a powerful coaching tool as well.
- Find insights from other decision makers to bring into new conversations.

 Post to Slack

 Share



AI Chat

Comments



Otter_Otter protects you and your customer (1)



 Daniel Disney  Nov 4 at 10:38 am  39 sec  copy summary

Summary Transcript

Template: General 

Overview



Speaker 1 shared an experience where Otter, a transcription service, helped them verify a conversation with a customer about including specific items in a proposal. The speaker had no recollection of the discussion but used Otter to check the transcript and confirmed with the client that the topic hadn't been covered. This highlighted Otter's utility as a tool that helps remember details, acting as a safeguard for both the user and their customer by preventing misunderstandings and additional costs.

☐



Daniel Disney just now
Draft 3 super engaging follow ups to this conversation



Otter just now
Thought for 5 seconds

Here are 3 super engaging follow-ups to this conversation:

"Memory Lapses Cost Money: How Otter Became My Secret Weapon 🕵️"

Ever forgotten a crucial detail that could cost you a deal? I just prevented a potential misunderstanding by using Otter to verify exactly what was discussed. Imagine having a crystal-clear record of every conversation, eliminating 'he said, she said' moments forever. Want to turn your meetings into rock-solid documentation?"

 Post to Slack

 Share



AI Chat

Comments



Personal Branding Session Discussion

 Daniel Disney  Oct 15 at 5:30 pm  21 min  2 screenshots  copy summary

Summary Transcript

Template: General

Overview

The team discussed the upcoming personal branding session, noting the rapid approach of the event, which is scheduled for October 15. They debated two formats for the session: a panel with Bree as moderator, using five pre-determined questions, or a roundtable where each participant shares unique tips. The panel format was favored for its efficiency and ability to avoid redundancy. The session will be held right before Jay's session on day two. Participants confirmed their availability and discussed logistics, including speaker kits and calendar invites. The final decision on sharing questions ahead of time was left open, with a preference for a conversational approach.



Daniel Disney just now
what are the most important topics to follow up with



Otter just now
Thought for 4 seconds

Here are the most important topics to follow up with:

Session Logistics:

- Confirm the five panel discussion questions for the Personal Branding Session
- Ensure the speaker kits are sent to all participants
- Verify the calendar invite with Streamyard link is distributed

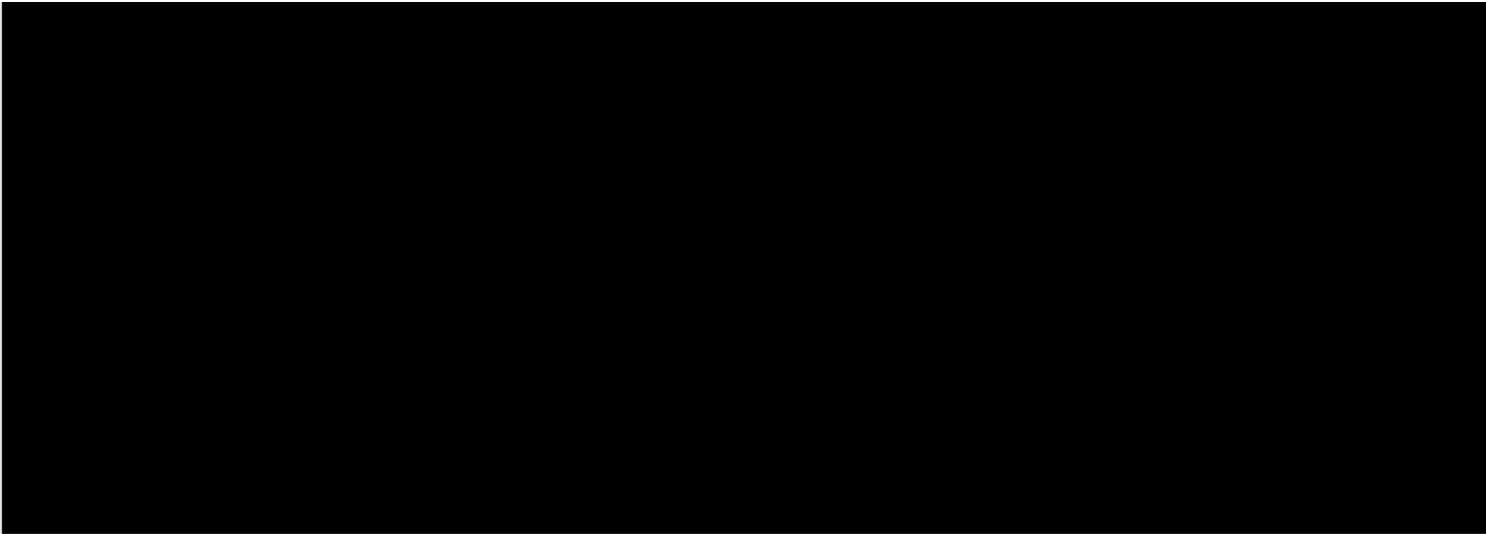
Timing and Coordination:

- Double-check the session time (4:29 PM Eastern Time) works for all panelists
- Confirm Bree's role as moderator

My Otter Prompts:

- What are unique moments discussed during this conversation?
- What is most important to this person right now?
- What did I say that resonated the most?
- What is the best way to follow up with this specific prospect?
- What information from my other calls could be relevant to this particular prospect?

RIGHT NOW SUPER TOP TIPS



 5,667

312 comments · 674 reposts

 ▼

 Like

 Comment

 Repost

 Send

 331,239 impressions

[View analytics](#)

 **Track Post**

**Engagement is LONG TERM now
and builds over days/weeks :**

- Posts used to last 24 hours**
- Engagement builds up to 2 weeks now**
- More engagement can come late**
- Keep track of likes/comments**

**RIGHT
NOW
SUPER
TOP TIPS**

Schedule post



Sat, Oct 11, 10:15 AM British Summer Time, based on your location

Date

10/11/2025

Time

10:15 AM



[View all scheduled posts →](#)

[Back](#)

[Next](#)

**Weekend engagement is at all
all-time **HIGH**, schedule to take
advantage:**

- Schedule content for Saturday/Sunday**
- Test personal & professional content**
- Check engagement on Monday**
- Set OOO message if you have premium**

RIGHT NOW SUPER TOP TIPS

Post analytics

[Download](#) Export

Daniel Disney posted this • 2w



After managing 500+ salespeople over 20 years, I can tell you exactly why this works 📌

...

...show more

Discovery ?

122,905
Impressions

89,782
Members reached

Profile activity ?

Profile viewers from this post

161

Followers gained from this post

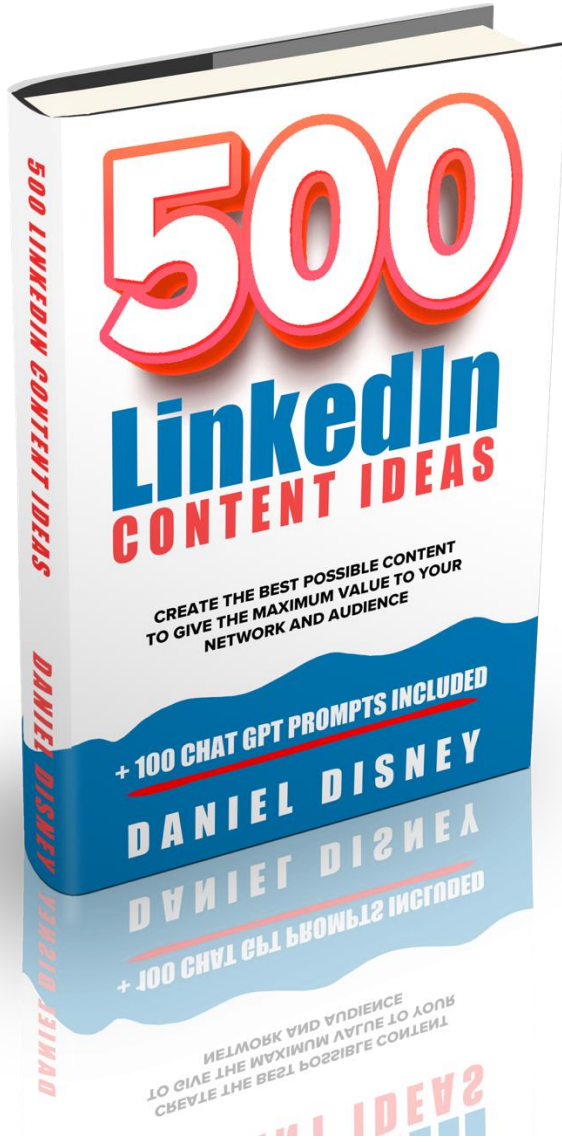
136

New content analytics help you see **HIDDEN ROI from your posts:**

- You can now see how many profile views and followers come from each post**
- Shows which posts have biggest impact**
- Shows you which posts might not land**
- Learn what is and isn't working each month**



**Try Otter.ai free
here**



BONUS
The first 15
people will get a
copy of my latest
book as well!