

# VESTA INDUSTRIAL SOLUTIONS

LinkedIn Scripts with 40%+ Response  
Rate



# Conversation Scripts & Case Studies

## Engagement-Based

- Content Engagement
- Comments → DM
- Influencer's Followers
- Events



# CONTENT ENGAGEMENT



# CONTENT ENGAGEMENT

1. Check who recently liked / commented on your posts
2. Find people matching your ICP
3. Send them a message / connection request

Mr. XXX,

Thanks for your reaction on my post about TOPIC—I appreciate the support.

What did you think of the solution I outlined in the post?

Been in B2B since 2006.

Greetings from [Your Company],

[Your Name here]

Comments → DM



# Comments → DM

- Start Commenting on their posts and try to start a conversation
- DO NOT post a comment on every post of theirs making it obvious.
- Wait until you get a comment where you feel you can give your best reply which will create an impact & make them notice you.
- Doing this 3 to 4 times will help them notice you.

# Influencer's Followers



# Influencer's Followers

- Find a post of a partner / influencer
- Find likers/ commenters matching your ICP
- Send them a message / connection request

Mr. XXX, saw your reaction on [Influencer's] post about account-based marketing KPI's. I love [Influencer's] content, and had fun running the ABM days of him/her.

My light bulb went off when he/she spoke about the expansion KPIs. Which KPIs resonated with you? Asking this as I could see some synergy between us looking at your comments.

Greetings from [Your Company],  
[Your Name here]



# EVENTS



# EVENTS

- Find a relevant upcoming event, and click the “Attend” or the “Register” button
- Find attendees matching your ICP
- Send them a message / connection request

Hello xxx,

Noticed you also plan to attend the ABM 101 Event by XYZ from ABC.

Are you implementing an ABM motion at [YOUR COMPANY]?

I ask because we just made a checklist for three distinct phases of going from 0 to ABM.

Happy to share if you think it would be helpful to your efforts.

In any case, looking forward to seeing you at the event.

[Your Name]

# Proactive social selling

- Apart from the above scripts, you may proactively sell thru Cold DM & Sending requests.
- The following are the three way in which this can be done:
  - Content Distribution
  - Reaching Out / Cold DMs
  - Building Relationships

