

# **Aerospace or Defense Business? Do THIS to Get Your Next Contract**

Many Execs in Defense and Space understand that business is facilitated on networking platforms like LinkedIn and Twitter. But they don't understand the actual FUNCTION that results in a sales appointment. It's partly a numbers game. But understanding the brass tacks of LinkedIn Messaging and setting up a sales call is critical in the Aerospace and Defense industry, as well as other high tech industries.

Outline:

- 1) Messaging Funnel
- 2) How to Set up the Sales Call

## ***#1: Navigating LinkedIn DM***

It's simple, but not easy. In a technical industry with lots of regulations and R&D, delivering the right messages can be confusing and frustrating. Here's the key-CALIBRATION.

Your first message should just be a warm-up. It should establish your credibility and GIVE value, but also be rather light. One way to do this is structure the text in a light way, but then include a link to an industry – related article or video in the footer of the message. This shows you are human, which will increase response rate.

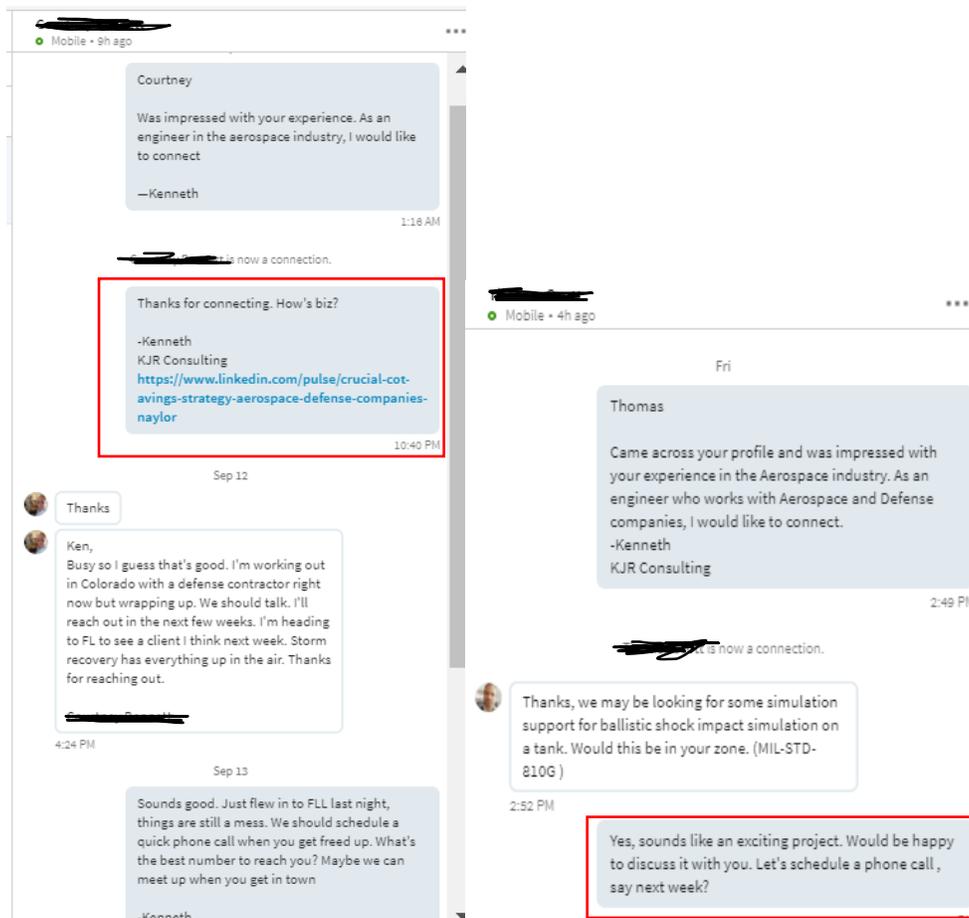
The second message is more focused on the prospect's problems. Now that you have gotten some interest, you can push more into exploring the prospect's Aerospace business challenges you are trying to solve.

Examples:

*-How are you testing your composite components for your air craft?*

*-How are you funding your small satellite launches?*

Here are examples of successful conversations I have had in the LinkedIn Messaging System:



## ***#2: Executing the First Sales Call Appointment***

Okay, great, you moved the conversation far enough to get the number of an Engineering Manager for a UAV startup. But that's it- ITS STILL JUST A NUMBER. The key is confirming very clear date and time. Once you figure out the prospect's schedule, pick a clear date and time. And always mention that you will call them, not vice-versa. Give a clear time constraint of the call, like a quick 10-15 minutes. A tool to make the prospect more

invested is google calendar bookings. Create a phone call event and invite them on your calendar BY EMAIL so it is crystal clear. I have gotten no responses from clients on phone call confirmation in the messaging system, but still was able to reach them because of this booking method. You can also remind them of you the day of the call, by mentioning them in your newsfeed on an article (I will explain this in another post). Using these methods will improve your chances of executing the first call in the Aerospace industry.

**For more information on any of these topics, feel free to reach out to me here on linkedin or at :  
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**Also, see my youtube video for more details:  
<https://youtu.be/4A46H2LpjxQ>**