



LinkedIn Profile Guide for Sales Professionals

Practical steps to set up a sales-ready LinkedIn profile that mirrors your CV and positions you for the right role.

How to Set Up a Sales-Ready LinkedIn Profile

A practical guide from CN Sales Recruitment

Your LinkedIn profile is your shop window. It should mirror your CV, highlighting your skills and achievements so recruiters and employers can quickly see your value. Done well, it gets you noticed for the right roles.

Step 1: Start with the Basics

- Professional photo — approachable, clear, and confident.
- Headline — position yourself for the role you want (e.g. 'Sales Development Representative | New Business | SaaS Sales').
- Location — make sure it reflects where you're looking for work.

Step 2: Make Your Profile Mirror Your CV

Keep your experience consistent with your CV (dates, job titles, employers). Use bullet points to highlight responsibilities, targets, and achievements.

Step 3: Stay in Your Lane

Position yourself around core sales skills: new business, account management, client success, or enterprise sales. Don't try to be everything to everyone — being a specialist is stronger than being a generalist.

Step 4: Optimise the Key Sections

- About Section — 4–5 lines: who you are, what you specialise in, what makes you effective.
- Skills — focus on sales skills relevant to your target role.
- Recommendations — ask managers, colleagues, or clients for endorsements that reflect your achievements.

Step 5: Build Visibility

- Connect with peers, colleagues, and clients from past roles.
- Share or comment on content in your sector to stay visible.
- Follow companies you want to work for — it shows intent.

Common Mistakes to Avoid

- Using buzzwords like 'guru' or 'rockstar'.
- Listing every possible skill under the sun.
- Copy-pasting your CV word-for-word without tailoring.
- Ignoring your profile photo (or worse, leaving it blank).

Quick Do's and Don'ts

Do:

- Mirror your CV and keep it up to date.
- Position yourself for the sales role you want next.
- Keep your achievements front and centre.
- Be professional but approachable.

Don't:

- Try to be 'all things sales' — pick your lane.
- Leave gaps or inconsistencies between CV and LinkedIn.
- Overcomplicate your headline or About section.

Final Thought

Your LinkedIn profile is not your full CV — it's the shop window. Focus on your core sales strengths, present them clearly, and let LinkedIn do the networking for you.