

The webinar will start in just a moment.

**Coffee is brewing,
be right with you...**



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A group of diverse business professionals in a meeting. A woman in a beige sweater is shaking hands with a man in a brown sweater. Other people are visible in the background, some looking at a whiteboard. The scene is brightly lit and professional.

The Pandemic Brand Builder:

LinkedIn

Today's Presenters



Kerri Coby White

KerriJames Co-Founder



Peter Larsen

Senior Business Improvement Specialist

**Your brand is the sum total
of your entire promise to
your customers.**

*-Jolinda Smithson,
CreativeMorningsRVA*



**Your brand isn't what
your company tells
your tribe to feel.**

**It's what your tribe
feels about your
company.**

**The collective
opinion of the value
you communicate.**



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jonathan larsen

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Peter Larsen

Office Technology Sales Professional at Cobb Technologies
|Business Speaker|

Greater Richmond Region · [500+ connections](#) · [Contact info](#)



Cobb Technologies



James Madison University -
College of Business

About



Top performing Sales Professional in the document imaging space. 24 years in the same industry, rooted in RVA.



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KERRI COBY WHITE

Further Together

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Helping Law Firms Grow

Message

More...

Kerri Coby White · 1st

I "do" marketing. But I BELIEVE the right relationships are the foundations of thriving businesses.

Richmond, Virginia, United States · [500+ connections](#) ·

[Contact info](#)



Kerri Coby White | Co-Founder KerriJames



New York University

Highlights

LinkedIn Stats

Launched in 2003

660 Million users (2020)

57% Male, 43% female

2 new members every second!

50% of adults with a college education use LinkedIn

Second most popular B2B marketing platform



Endorsements & Recommendations

Recommendations

Ask for a recommendation [Recommend Peter](#)

[Received \(54\)](#) Given (74)

Debra Willis
Group Healthcare Insurance.
CEOs reduce healthcare costs, eliminate the deductible. Free Review-Let's connect!
January 29, 2019, Debra worked with Peter but at different companies

I recommend Peter Larsen as one of the most positive team players that I have ever met. He exudes positive energy and it is contagious. He listens, problem solves and is very business savvy Peter is an asset to any company, organization or contact he makes. Not afraid to put himself out there and ready to... [See more](#)

Mindy Flanigan
HR Done Differently, for small business.
#hrdonedifferently
#chiefinspirationofficer.
Recruit-Motivate-Coach-Inspire.
December 14, 2018, Mindy worked with Peter but at different companies

Our team of HR Consultants is fresh off training facilitated by Peter and we loved every minute of it. Hard bar to reach maybe, given that he was training HR pros. Well, we might know HR but we sure needed help in understanding LinkedIn, social selling and business networking. Peter did a fantastic job. His presentation ... [See more](#)

[Show more](#)

Accomplishments

3 Honors & Awards
The Face Of Cobb Award • Hole In The Sole Award for sales activity • Gold Award

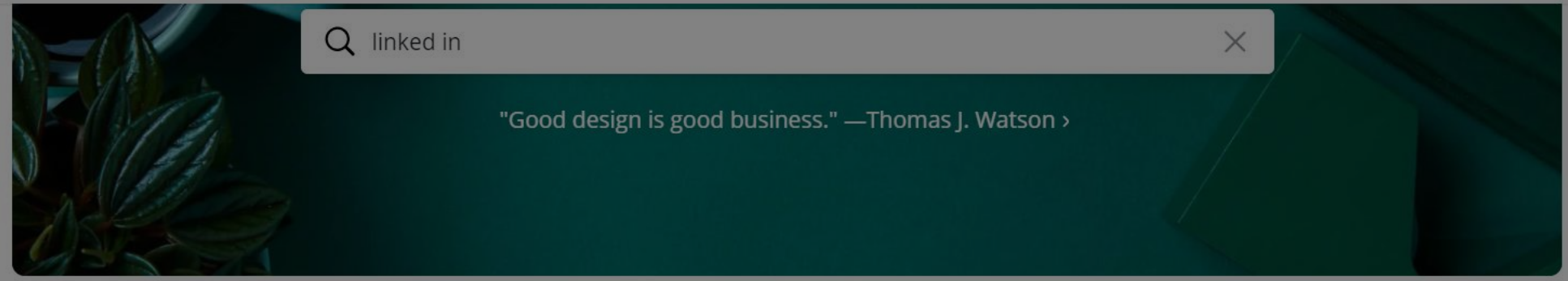
1 Course

Promoted

- Syracuse Newhouse Online**
Change the narrative with an M.S. in Communications. No GRE required.
- Small Business Solutions**
No contracts, Free consultation and we bring business to your website.
- Headhunters are searching**
for executives with your skills. Join the network and be found

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- Create a team
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- Trash



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Your designs

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Templates

Search templates

Uploads

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Animate Effects Filter Adjust Crop Flip

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+ Add a new page

52%

Help ?




Personality insights to accelerate your growth

4,000+ companies use Crystal to win new customers, develop talent, and build teams.



Maximize Customer Loyalty - Develop a method to grow customer loyalty in this Kellogg online program. Ad ...



Message **View in Sales Navigator** **More...**

Peter Larsen · 1st
 Office Technology Sales Professional at Cobb Technologies
 [Business Speaker]
 Greater Richmond Region · 500+ connections · [Contact info](#)

Cobb Technologies
James Madison University - College of Business

Highlights

44 mutual connections
 You and Peter both know Nita Breedlove, Jay Carpenter, and 42 others

Peter is celebrating 12 years at Cobb Technologies
[Say congrats](#)



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About

Top performing Sales Professional in the document imaging space. 24 years in the same industry, rooted in RVA. I help businesses utilize the newest office technology tools in order to improve profitability and provide more...

Ad ...

Kerri Coby, hiring?

Post a job in minutes

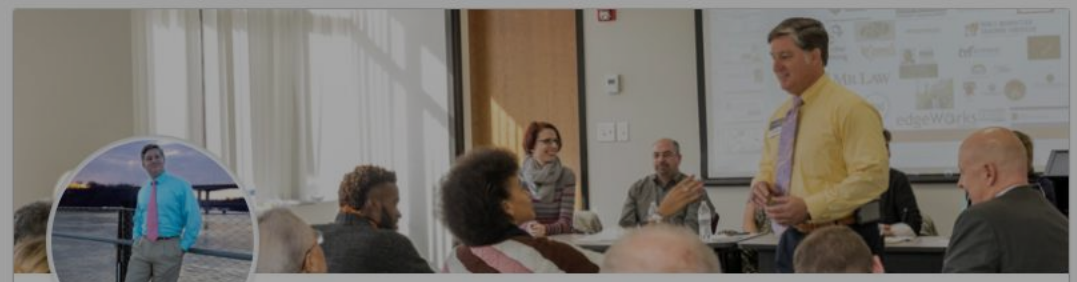
[Start job post](#)

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Manager of Education and Events at Better...
 - Doug Roth** · 2nd
Central Virginia Market

[View Personality](#)



Maximize Customer Loyalty - Develop a method to grow customer loyalty in this Kellogg online program. Ad ...



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- Rachel Foutz · 2nd Manager of Education and Events at Better...
- Doug Roth · 2nd Central Virginia Market

Peter Larsen
Predicted Profile

Peter often likes to get right down to business, preferring to focus on the results.
Quick Tip: Focus on results and facts.

- Type: Captain (D)
- Likes: big ideas
- Avoids: giving up authority
- Tags: Select

view full profile | print | edit

CONVERSATION COACH

I need to...

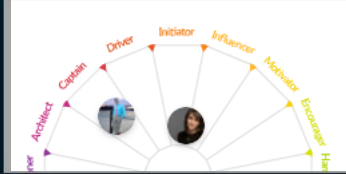
Call Peter

So I can...

Make a sales pitch

GET ADVICE

COMPARISONS



DISC

Print

COMPARISON

INSIGHTS

PLAYBOOKS

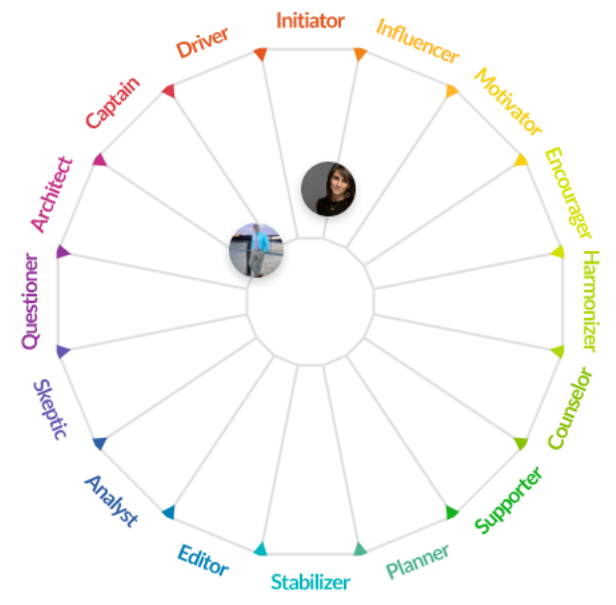
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delete

edit

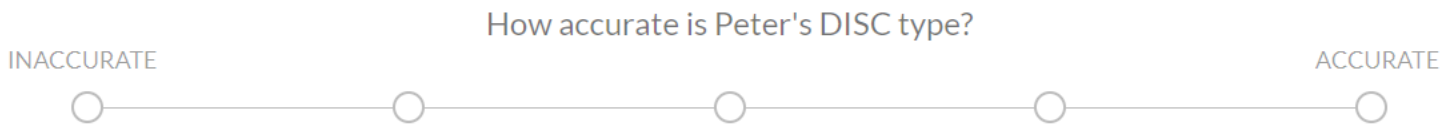
tags



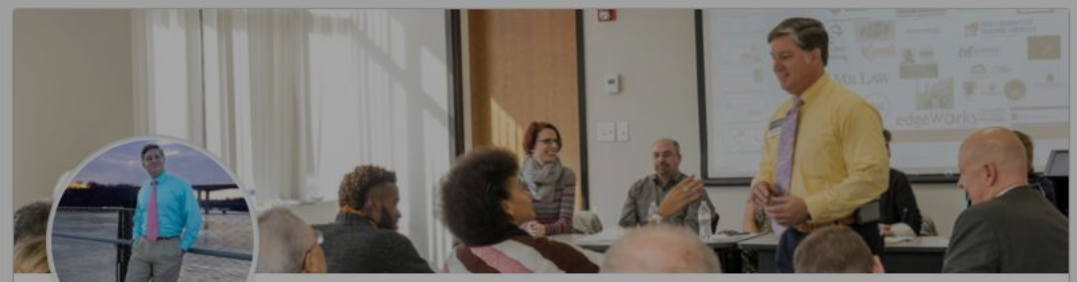
Archetypes | DISC types

DISC Type Captain (D)

Peter is most likely an ambitious and assertive leader. He may vocalize his thoughts and feel comfortable making quick, firm decisions. He may seem intense at times, but his straightforward communication can prevents misunderstandings or confusion.



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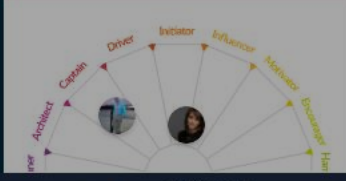
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CONVERSATION COACH

I need to...
Call Peter
So I can...
Make a sales pitch

GET ADVICE

COMPARISONS





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 - Profile information
 - Site preferences**
 - Syncing options
 - Subscriptions & payments
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 - Account management
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- Data privacy
- Advertising data

Have questions?
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Site preferences

Manage your LinkedIn experience

Language Change
Select the language you use on LinkedIn
English

Content language Change
Select a language for translation

Autoplay videos Change
Choose if you want videos to autoplay in your browser
Yes

Show profile photos Change
Choose whether to show or hide profile photos of other members
Everyone

Feed preferences Change
Customize your feed

Viewers of this profile also viewed Change
Choose whether or not this feature appears when people view your profile
No

Unfollowed Change
See who you have unfollowed, and resume following if you'd like

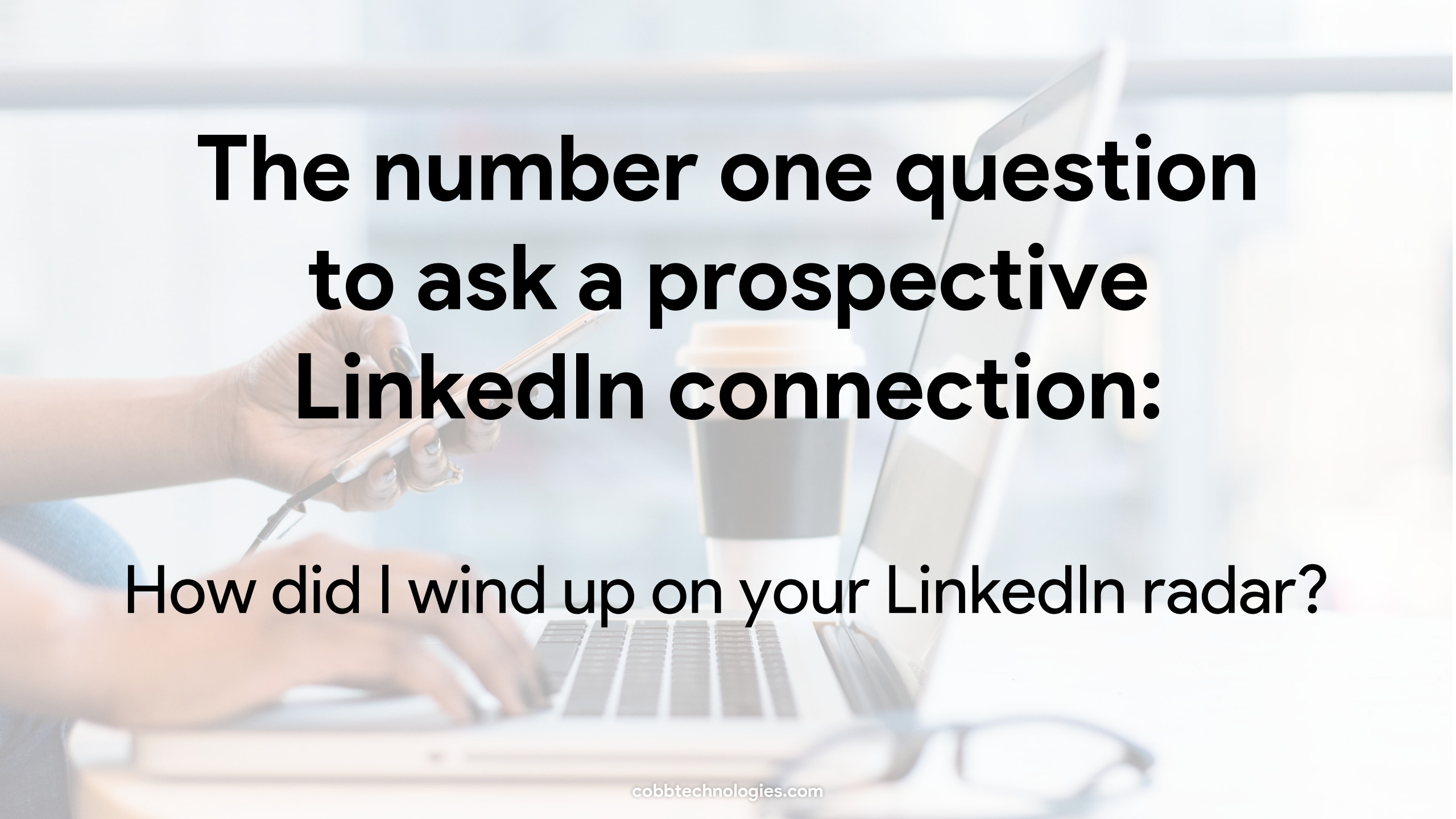
Syncing options

Use information you have to make networking easier



Brands and LinkedIn in a nutshell

- To build your brand, you need to know what a brand is!
- LinkedIn has over 660 million members and grows by 2 new members per second
- Recognizing others is a key way to build your brand in LinkedIn
- Knowing the difference between Endorsements and Recommendations is key to building your brand
- You learned a bit about Canva and Crystal
- Now it's time for your questions!

A blurred background image showing a person's hands typing on a laptop keyboard. A coffee cup and a pair of glasses are also visible on the desk. The overall scene is a professional workspace.

**The number one question
to ask a prospective
LinkedIn connection:**

How did I wind up on your LinkedIn radar?

Thank you for Joining us.

For any other Questions contact us at



coffee@cobbtechnologies.com

ALL YOU
NEED IS
COFFEE