Can You Really Win Clients on LinkedIn? Maverrik Explains What Actually Works

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Businesses are still winning new clients through LinkedIn, but according to social selling training company Maverrik, the companies seeing the strongest results are treating the platform as part of their sales process rather than simply a place to post content.

LinkedIn has become crowded with content, automated outreach and AI-generated sales messages, leaving many business owners and sales teams questioning whether it can still generate genuine new business.

Dean Seddon, founder and CEO of Maverrik and a social selling expert, says the answer is yes.

But he argues there is a significant difference between being active on LinkedIn and having a system for winning clients through it.

“Posting more content isn’t a sales strategy,” said Dean. “LinkedIn works commercially when positioning, content, prospecting and conversations all connect. The objective isn’t more activity. It’s more of the right conversations with the right buyers.”

Maverrik specialises in Social Selling Training, LinkedIn Training and Sales Navigator Training, helping business owners, sales teams and marketing teams use LinkedIn to generate opportunities, build pipeline and win clients.

The company says its approach focuses on commercial outcomes rather than vanity metrics such as follower numbers, impressions or likes.

LinkedIn visibility is only the starting point

One of the most common mistakes businesses make is assuming that regularly publishing LinkedIn content will automatically generate sales.

Content can build trust and visibility, but Maverrik says it needs to be supported by clear positioning and a defined target audience.

When a potential client visits a LinkedIn profile, they should quickly understand who the person helps, what problem they solve and why their expertise is relevant.

Businesses can then use content to reinforce that expertise while targeted prospecting helps them identify and reach potential buyers directly.

Tools such as LinkedIn Sales Navigator can support the process by helping salespeople find relevant companies, decision-makers and prospects.

But Dean says technology alone is not enough.

“Sales Navigator can help you find the right people, but it can’t rescue a bad offer or a bad message,” he said. “The biggest difference comes from knowing who you want to speak to and having a relevant reason to start the conversation.”

Social selling is about pipeline, not popularity

Social selling is the process of using platforms such as LinkedIn to identify potential customers, establish credibility, build relationships and create sales opportunities.

It can include:

- LinkedIn profile positioning
- content and thought leadership
- prospecting
- LinkedIn Sales Navigator

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Maverrik argues that the success of social selling should ultimately be measured by conversations, leads, opportunities and revenue.

This is particularly important for B2B businesses and professional services firms that do not need enormous audiences to grow.

A consultant or business selling a high-value service may only need a small number of new clients each year.

For those businesses, reaching the right decision-makers can be considerably more valuable than generating thousands of views from people unlikely to buy.

LinkedIn outreach remains one of the biggest problems

The growth of automated and AI-generated outreach has also made LinkedIn users increasingly resistant to generic sales messages.

Maverrik says businesses often respond by increasing volume when they should instead improve relevance.

Rather than sending large numbers of identical messages, effective social selling focuses on understanding the buyer, recognising potential need and creating a conversation rather than immediately delivering a sales pitch.

AI can help with research, administration and personalisation, but Dean warns that automating poor outreach only creates poor outreach faster.

The human element remains central to the sales process.

Can LinkedIn really generate clients?

Maverrik says its own customer experiences demonstrate that LinkedIn can produce genuine commercial outcomes.

The company has published examples of clients winning new business after applying its social selling approach, including participants securing new contracts and high-value clients through LinkedIn.

Dean says the key is consistency and treating LinkedIn as a pipeline rather than a source of instant leads.

“Businesses don’t need another social media channel to maintain,” he said. “They need a repeatable way to generate opportunities. LinkedIn can do that when the strategy behind it is right.”

The process typically combines clear positioning, relevant content, targeted prospecting, strong messaging and consistent follow-up.

For businesses that rely heavily on recommendations and referrals, Maverrik says this can also create a more controllable route to market.

About Maverrik

Maverrik is a social selling training company specialising in LinkedIn, Social Selling, LinkedIn Sales Navigator, sales outreach, LinkedIn Company Pages and AI for sales.

Founded by Dean Seddon, Maverrik works with business owners, sales professionals, marketing teams and organisations internationally to help them use LinkedIn as a practical client acquisition and business development channel.

Maverrik delivers Social Selling Training, LinkedIn Training, Sales Navigator Training and live workshops in the UK, US and internationally.

For more information, visit maverrik.io.

Company Contact:

Maverrik

T. 020 3918 5230
E. dh@maverrik.co.uk
W. https://maverrik.io/

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