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• ALL SUPPLIERS • FLAGSHIP SCORECARD

# The Chinese-Supplier LinkedIn Scorecard

*Score your LinkedIn presence against the top 10% of  
suppliers Western buyers actually contact*

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For any Chinese supplier — sourcing agencies, freight forwarders, SaaS, factories.

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## — How to use this

Answer all 12 questions honestly. Each is **0, 1, or 2 points**. Total the score at the end and read your tier. Takes about 2 minutes.

This measures the same things a Western buyer subconsciously weighs when deciding whether you're worth a reply.

## — Section A — First impression (does it look real?)

1. **Professional headshot (not a logo) as your profile photo.** 0 = logo/blank · 1 = casual/low quality · 2 = clear professional headshot

2. **Banner image uses your value prop + one proof.** 0 = default/blank · 1 = a photo · 2 = value prop + metric

3. **Headline names what you do + who for + a proof.** 0 = generic title · 1 = one of the three · 2 = all three

## — Section B — The pitch (does it speak to the buyer?)

4. **First two "About" lines open with the buyer's problem, not your history.** 0 = about you · 1 = mixed · 2 = clearly about them

5. **You have a clear niche, not "we do everything."** 0 = everything · 1 = broad · 2 = specific niche

6. **Specific proof numbers are visible (\$ sourced, output, defect rate, on-time %).** 0 = none · 1 = one vague · 2 = specific + verifiable

## — Section C — Trust (is it safe to bet on you?)

7. **Proof of quality / reliability (QC photos, certs, process, or audit).** 0 = none · 1 = mentioned · 2 = shown

8. **English reads naturally.** 0 = hard to read · 1 = understandable · 2 = clear & confident

9. **References or client types are visible (even anonymized).** 0 = none · 1 = vague claim · 2 = specific types/numbers

## — Section D — Activity & action (are you alive and easy to start with?)

10. **You've posted or commented in the last 30 days.** 0 = nothing in 90 days · 1 = occasional · 2 = consistent

11. **Your content is useful to buyers (not just company news).** 0 = none/self-promo · 1 = some · 2 = genuinely useful

12. **There's a clear, low-friction next step (not just "contact us").** 0 = none · 1 = email listed · 2 = a specific low-pressure offer

## — Your score (out of 24)

| SCORE | TIER      | WHAT IT MEANS                                                 |
|-------|-----------|---------------------------------------------------------------|
| 20–24 | Top 10%   | Buyers trust you at a glance. Pour fuel on outreach volume.   |
| 14–19 | Middle    | Solid but leaking replies. Fix every question you scored 0–1. |
| 8–13  | At risk   | Your profile is likely the bottleneck. High-ROI to fix now.   |
| 0–7   | Invisible | Western buyers can't tell you apart from a scam. Start here.  |

## — Your 3 highest-ROI fixes

Look at your three lowest-scoring questions. Those are, in order, the exact things costing you replies right now. For most suppliers they are: **#3 (headline)**, **#4 (buyer-first About)**, and **#7 (proof of quality)**.



*Want us to score your real profile and rebuild the three lines that cost you the most replies — free? Reply to the email this came from.*