

From intuition to insight:

How tech sellers can connect with buyers

Learn how LinkedIn Sales Solutions unlock the value of virtual selling

LinkedIn Sales Solutions



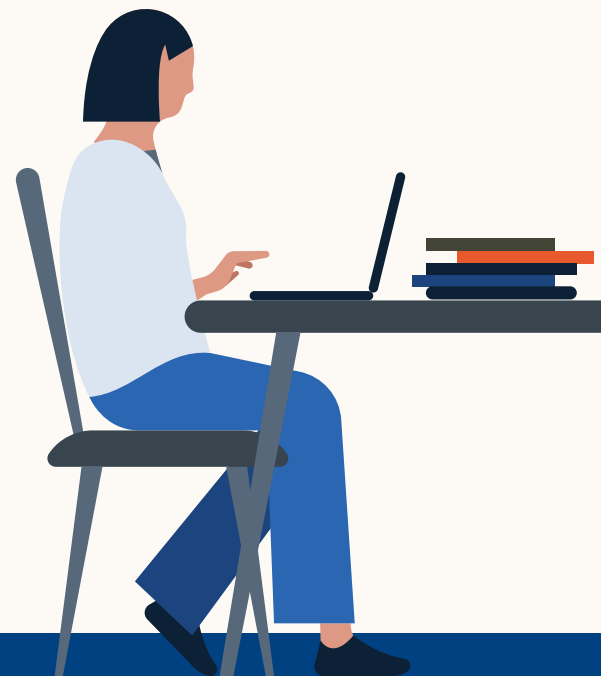
2021

“The digital world is here to stay. The inefficiency of travel, of in-person business meetings, and of late-night dinner appointments will make face-to-face meetings less common and not necessary in many cases. Organizations will use more data, more video, and more telesales. I do not believe we will go back to the world that was.”

Shaan Hathiramani, CEO, Flockjay

In a fast-evolving environment where innovation is happening more quickly and in more locations, tech sellers need to provide superior experiences at every stage of the buying journey, anticipate customer needs, and make data-driven agility a core element of their practice. In short, tech sellers need to act like tech companies.

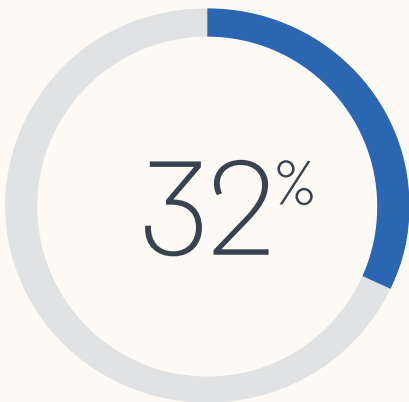
It's not that the power of personal bonds and the traditional tools of sales are no longer important, it's that they are now bolstered by the power of tech. Digital transformation in the world of sales means adding insight to intuition informed by experience.



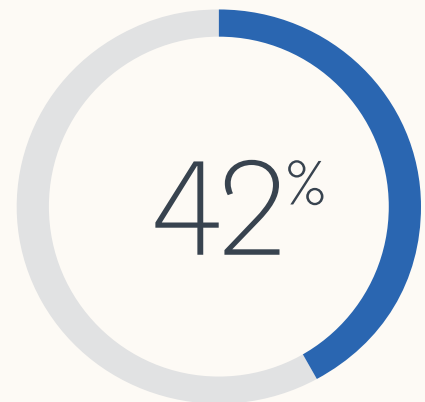
Sellers in tech who embrace digital transformation close more deals.

According to McKinsey research, the most successful B2B sellers prioritize digital interactions, use digital channels to sell, and offer more seamless customer experiences using digital tools.¹

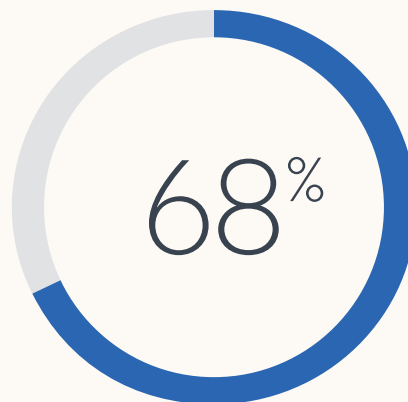
Top-performing B2B sellers engage customers digitally



of high performing B2B sellers have more than half of their customer interactions on digital channels



of high performing B2B sellers generate more than half of their revenue from digital channels



of high performing B2B sellers combine digital and traditional channels for a seamless customer experience

¹ McKinsey, [By the numbers: What drives sales-growth outperformance](#)

Put the tech buyer first

The shift to digital channels poses a challenge for buyers. The volume of information available to buyers creates a need for sellers who view themselves as part of the buyer circle as partners.

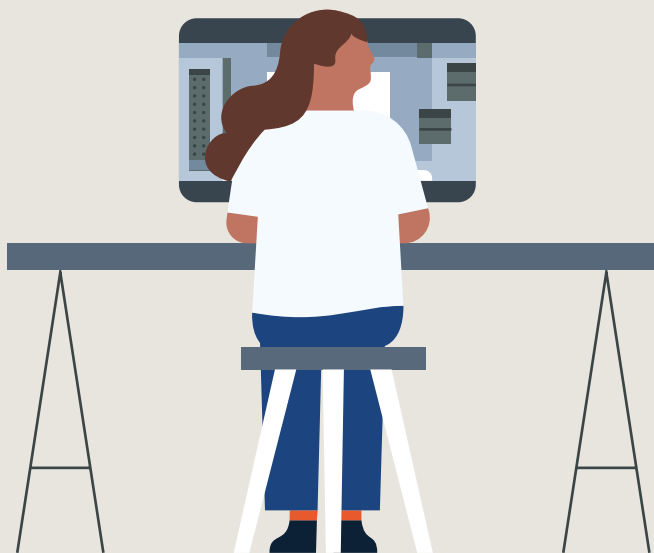
77%

of B2B buyers say that purchases have become very complex and difficult.²



“Today’s buying journey has effectively reached a tipping point where it’s become nearly un navigable without a significant amount of help.”

Brent Adamson,
Principal Executive Advisor, Gartner.



Digital tools help you understand who your prospects are, and what they need at every step of an increasingly complex buying process.

² Gartner, *New B2B Buying Journey & its Implication for Sales*

Find the complete tech buyer circle on LinkedIn



buyers



tech companies
worldwide

LinkedIn helps sellers understand the ever-changing composition of buyer circles and allows sellers to follow key individuals as they move internally and to new organizations. Insights from LinkedIn can help give you visibility into these role changes so you can stay connected to your key decision makers.

Sales tech helps sellers build trust



54%

of sellers say sales tools enable them to build stronger relationships with buyers



LinkedIn has the right tools for tech sales transformation

Virtual selling on LinkedIn allows you to:

- Empower your sales team
- Strengthen customer relationships
- Acquire new opportunities



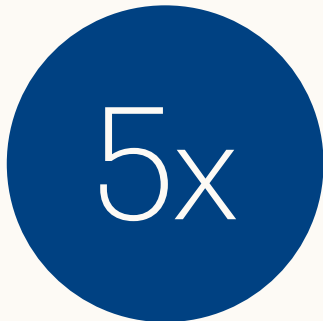
Empower your sales team

With access to more than 4.7 million decision-makers across hardware, networking, media and communications, software, and IT services, LinkedIn Sales Solutions enables virtual selling by allowing sales professionals to leverage the power of LinkedIn's network.

LinkedIn Sales Navigator is a powerful tool built specifically for sales professionals on LinkedIn, to help sellers get even more value out of the LinkedIn platform.

Leverage LinkedIn Sales Navigator to find the right audience:

FIND



Find 5x more decision makers than users using free LinkedIn.com

CONNECT



Connect with 4x more decision makers than users using free LinkedIn.com

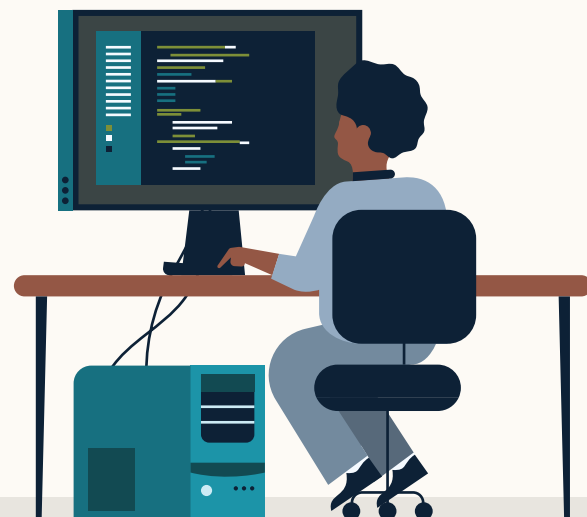
EXPERIENCE



Experience a 2.5x lift in decision maker connections compared with users using free LinkedIn.com

“LinkedIn Sales Navigator is the best tool that our sales team has for our social and target account selling initiative.”

Dennis Dresser,
VP Sales for the Americas, Eloqua



How to take action

Find and connect

- Protect relationships by monitoring decision-maker job changes, news, and other company alerts
- Prioritize the accounts that matter most with up-to-date account and contact information



Strengthen customer relationships

Helping tech buyers navigate a long and involved buying process means you understand what different personas need, the kind of information they want, and how they want it presented. In short, a good seller is a good listener and LinkedIn helps you listen.

Tech buyers are sharing and posting more content³

Hardware and Networking



26% YoY increase in buyers who shared



55% YoY increase in content posted

Media and Communications



24% YoY increase in buyers who shared



64% YoY increase in content posted

Software and IT Services



21% YoY increase in buyers who shared



54% YoY increase in content posted

LinkedIn Sales Navigator can help you stay on top of these posts and content so that you can be in touch with what's top of mind for your buyers and engage with them accordingly.



Sellers using LinkedIn Sales Navigator saw a

28%

lift when engaging with lead's content



How to take action

Build and engage

- Leverage insights to understand your industry and target audience better
- Multi-thread relationships across the business to understand needs and uncover opportunities to cross-sell and upsell
- Join the right conversations by searching the content topics most relevant to your buyers



Acquire new opportunities

Not only does LinkedIn Sales Navigator help you find and target tech buyers with the information they want, but LinkedIn offers multiple ways to engage with your connections using tools such as InMail.

On average, tech sales professionals using LinkedIn Sales Navigator see⁴:

27%

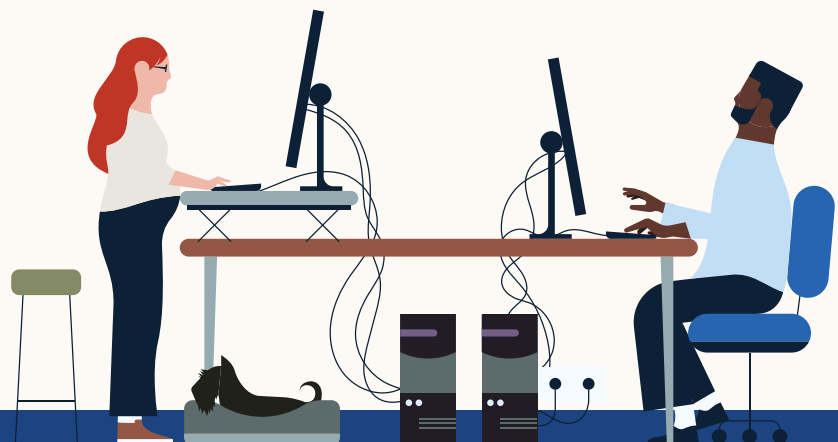
more pipeline from sourced opportunities

8%

win-rate lift

41%

deal size lift



⁴ LinkedIn ROI Study, 2021

How to take action

Develop and grow

- Enter new markets identified through more than 30 advanced Search filters to find and target the right buyers
- Grow faster by leveraging your company network for warm introductions
- Beat competitors to prospects with daily Lead Recommendations



Transform for tomorrow

As every company becomes a tech company and the industry evolves to become faster and more competitive, buyers will be in urgent need of sellers who put their needs first and engage meaningfully across multiple channels.

Virtual selling with LinkedIn Sales Solutions gives tech sellers the tools they need to be agile and insight-driven.

Arrange a demo

