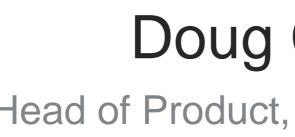
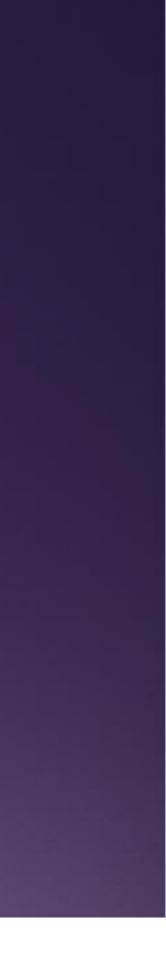
## The Future of Sales Navigator





### Doug Camplejohn

Head of Product, Sales Solutions, LinkedIn





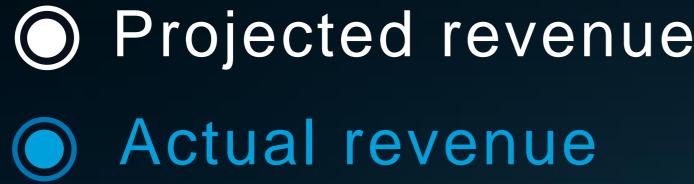




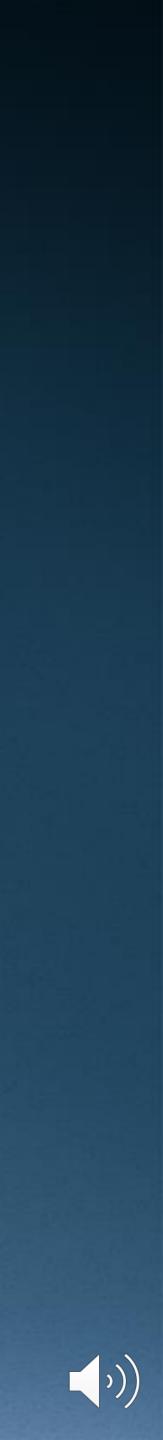








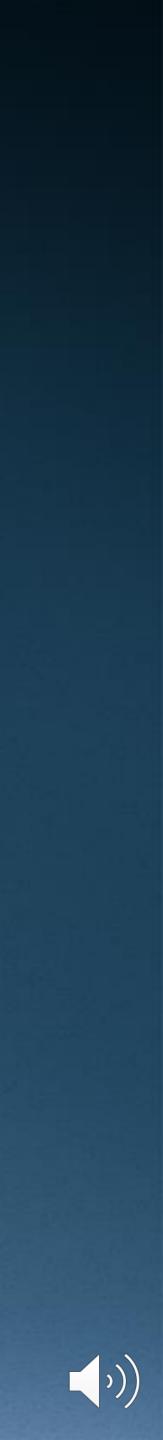




## Sales is a really hard job.



## Linked in Fliptop





×

G cat videos - ×

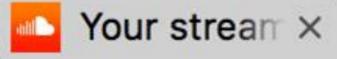




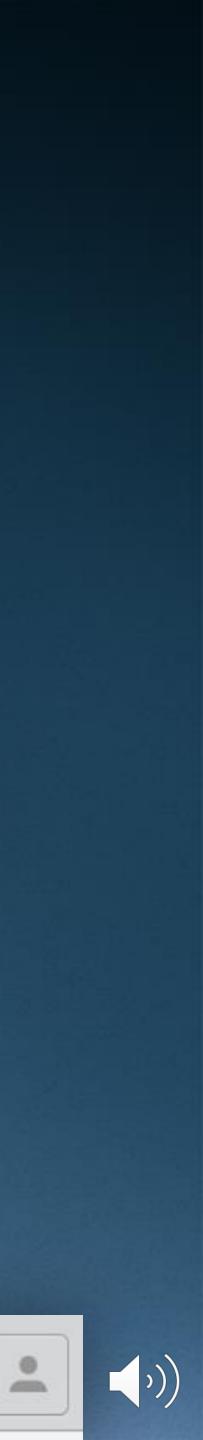


### CRM

in Sales Navig ×



Salesforce.c× 





### EMAIL

### System of Communication

### EMAIL

×

• • • M Inbox

G cat videos - ×

## in LINKEDIN

System of Engagement



### CRM

System of Record

CRM

LINKEDIN

in Sales Navig ×



Your stream ×

Salesforce.c× 



A system salespeople want to engage with

Automatically stays up-to-date

Integrates deeply with the tools you use everyday

Z

### System of Engagement

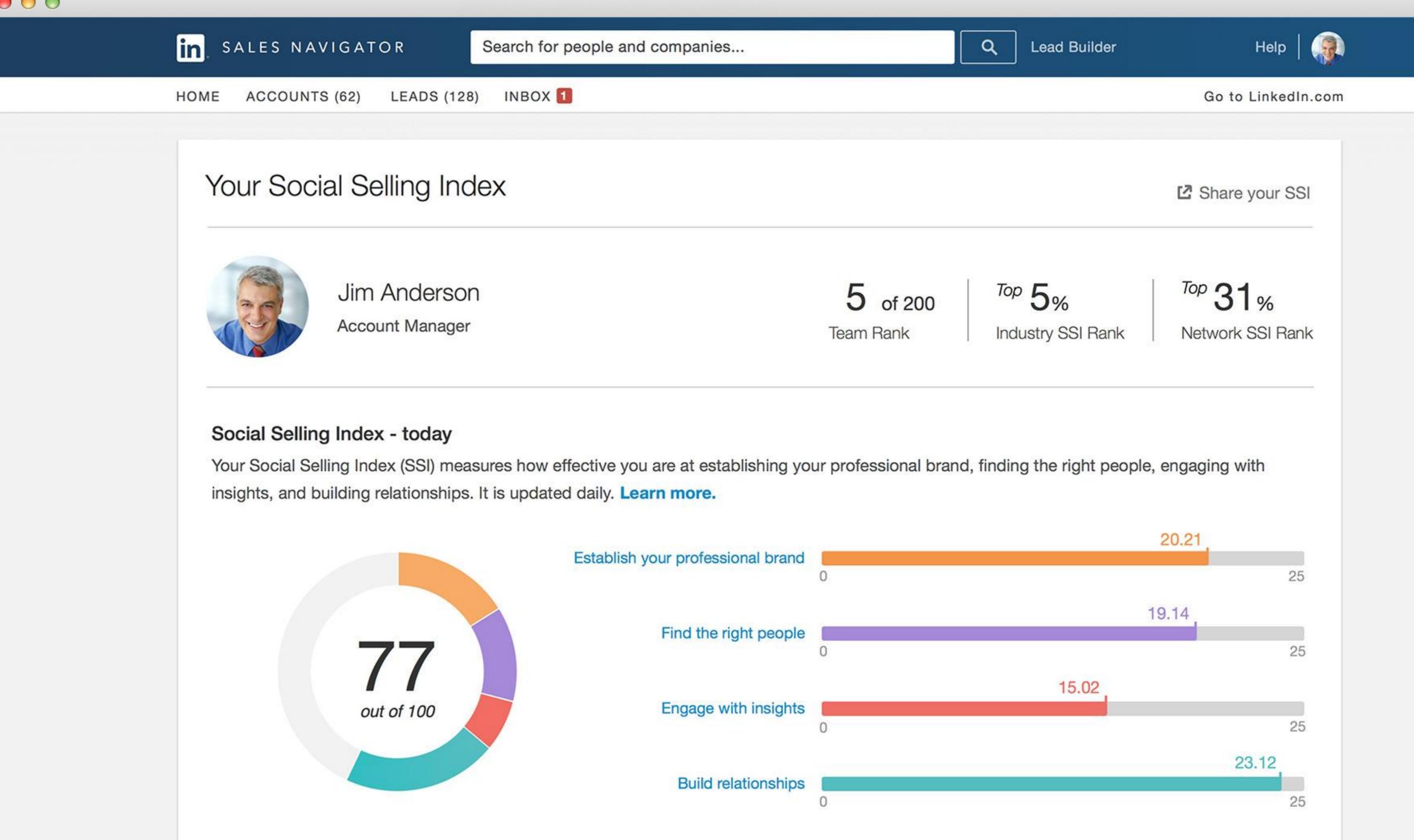
Answers the question "What is the next best action I should take?"



Minimizes data entry









M



### EMAIL

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System of Engagement



### CRM

## System of Record

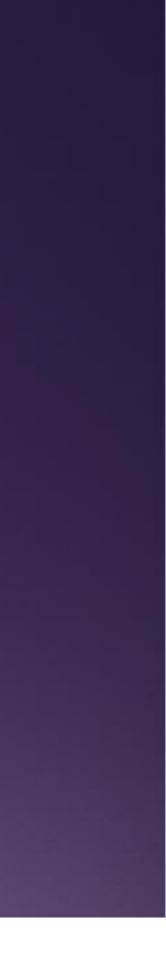


## Search and Discovery

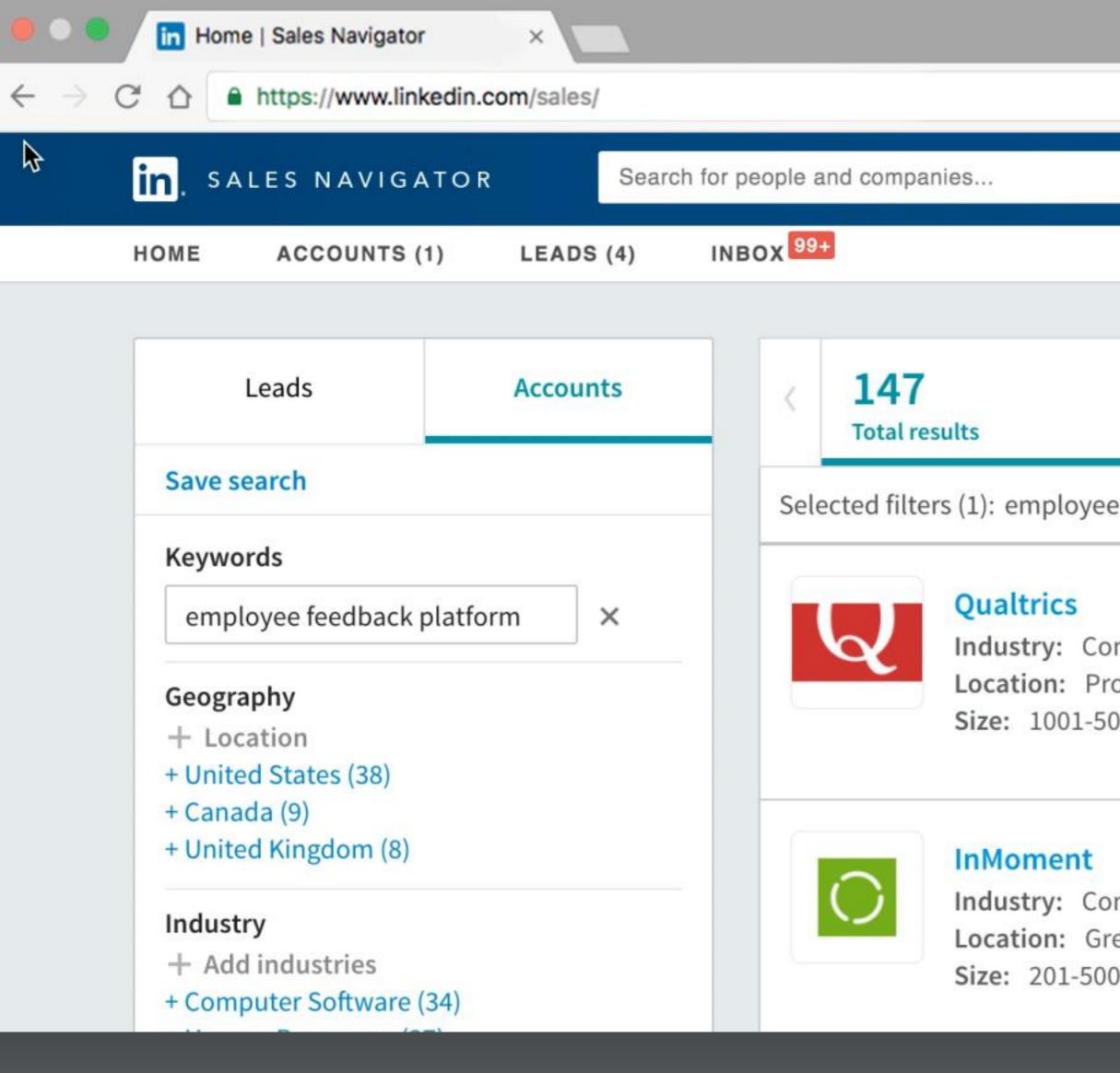




Alex Lee Principal Product Manager, LinkedIn



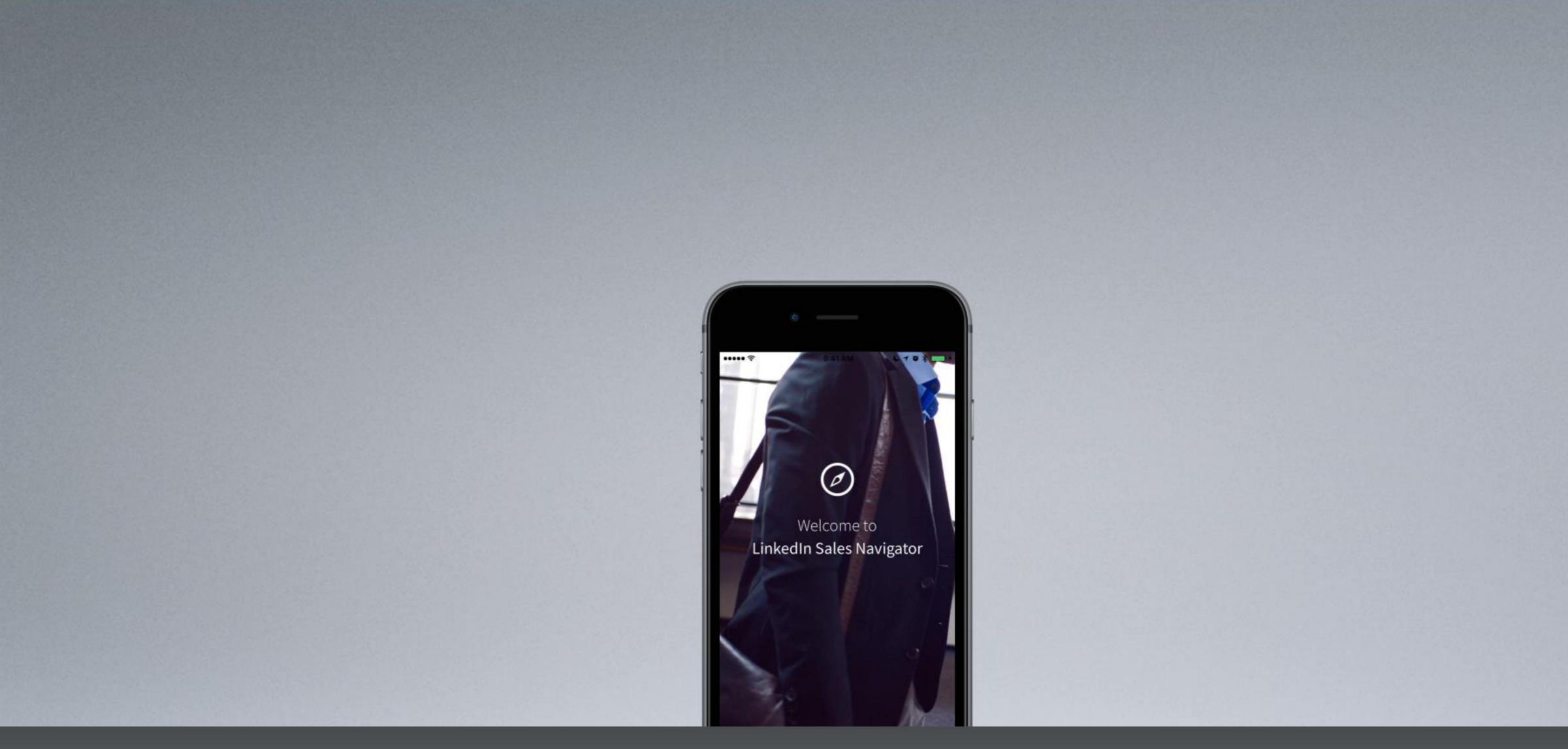




### Demo: please see video

			☆	
Q Lead	Builder	Live Help	Support	Ø
			Go to Linked	In.co
	2 With senior leadership changes	in last 3 months		>
e feedback platform				
omputer Software ovo, Utah Area 000 employees		Save as ac	count	
omputer Software reater Salt Lake City Area 0 employees		Save as ac	count	





### Demo: please see video

## New Search Filters

### Announcing



Revenue			
USD			$\sim$
\$2M	to	\$10M	×

Technologies used	
Salesforce Google Analytics	
Amazon Web Services +	

### Headquarters postal code

**United States** 

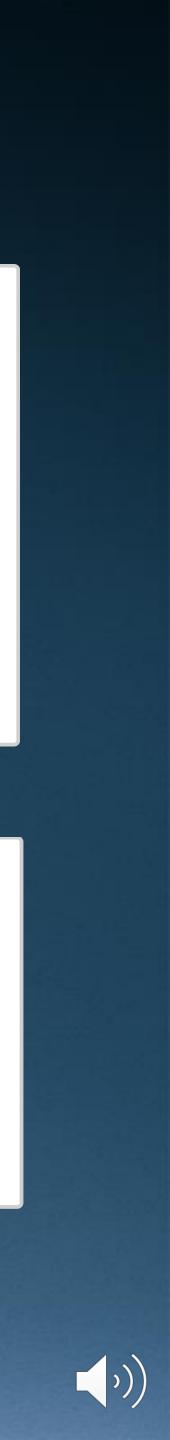
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**Posted content** 

Mobile marketing )

Social selling

Inventory management ) +



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### EMAIL

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System of Engagement

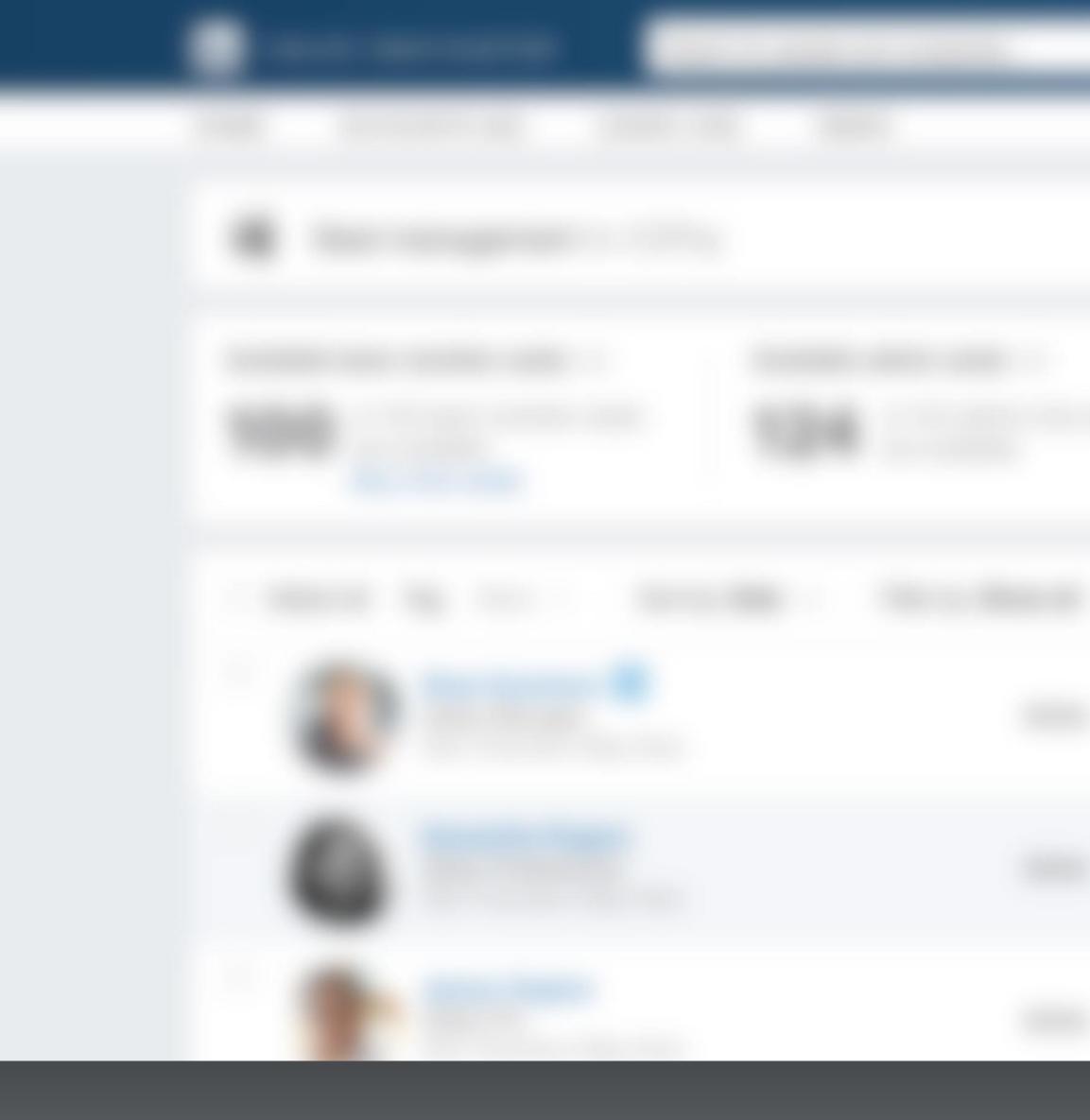


### CRM

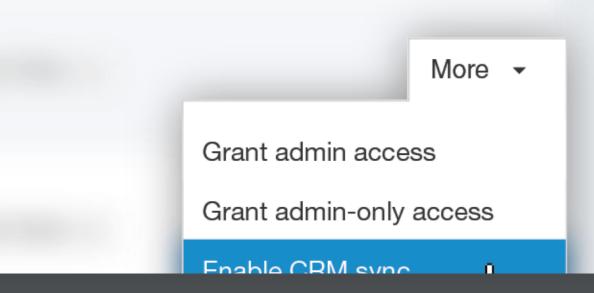
## System of Record

INTEGRATION



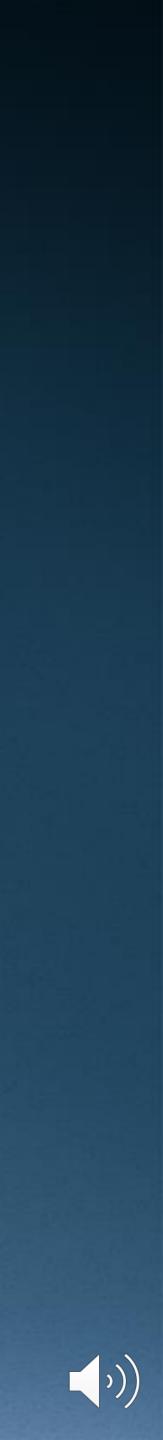


### Demo: please see video



## salesforce

## 



## CRM Partner Program

Announcing



## ORACLE

## **SUGARCRN**

## SAP Hybris (V)

## Hubsoot NINETSUITE





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### System of Communication

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### INTEGRATION

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System of Engagement



### CRM

## System of Record



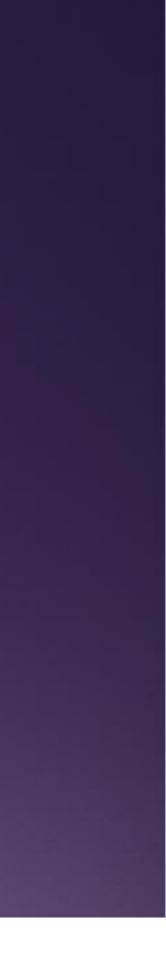
## Sales Navigator for Gmail



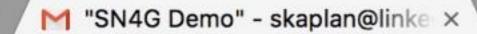
Senior Product Manager, LinkedIn



### Steve Kaplan

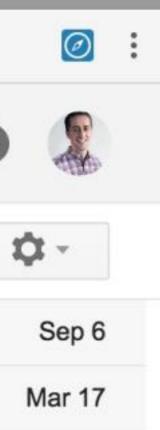




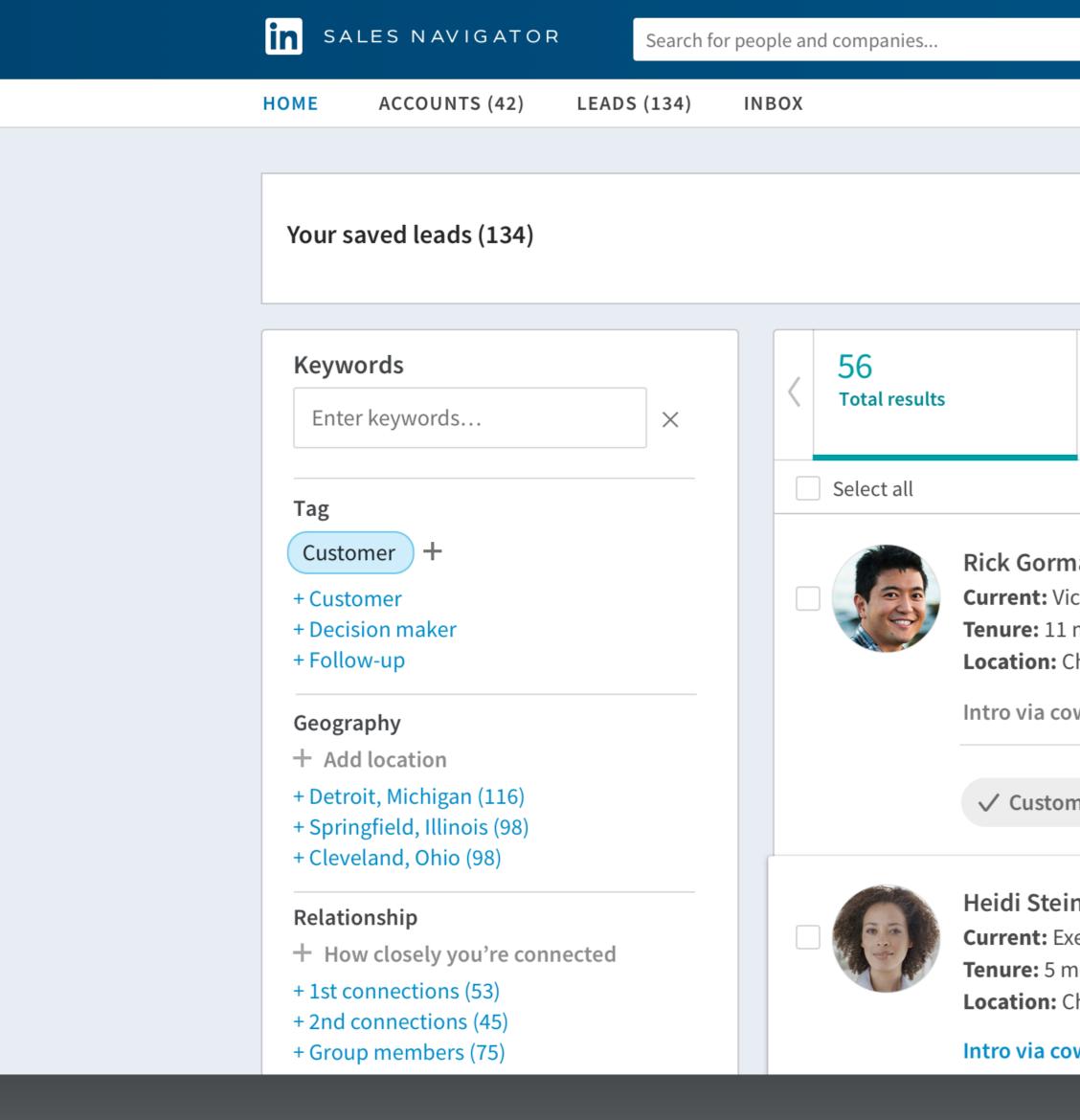


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Linkedin	label:sn4g-demo	- 2	0
Mail -	C More -	1–2 of 2 < > ≣□ ▼	
COMPOSE	□ 1/2 me, Rob (2)	Follow-Up - Steve, Thank you for the great meeting. We're all looking forward to moving this to the next level. Rob On Tu	
Inbox (23) Starred Important Sent Mail	me Doug, Daniel, Chris (5)	buying 100k seats of Sales Navigator - Hi Steve, Looking forward to the pilot! Thanks, Chris On Thu, Mar 17, 2016 at 7:1	
Google Calendar +			

### Demo: please see video







### Demo: please see video

		Q Lead Builder	• Live Chat Help
			Go to LinkedIn.com
			Import connections
	<b>4</b> Changed jobs in past 90 days	<b>11</b> Posted on LinkedIn in past 30 days	9 Share experiences >
: Vio 11 i n: C	an • 2nd   Acxiom in	nent bany	Saved Message
ston	ner 🗸 Renewal 🗸 🛛	Decision Maker	
: Ex 5 m	n • 2nd   <b>Blue Shielder 💽</b> ecutive Vice President, Account nonths in role hicago, Illinois		Saved Send InMail
	worker (3) Shared Connection	ons (1) Related Coworkers	(2) Tags (4)

# 450-F- million



### Response rates



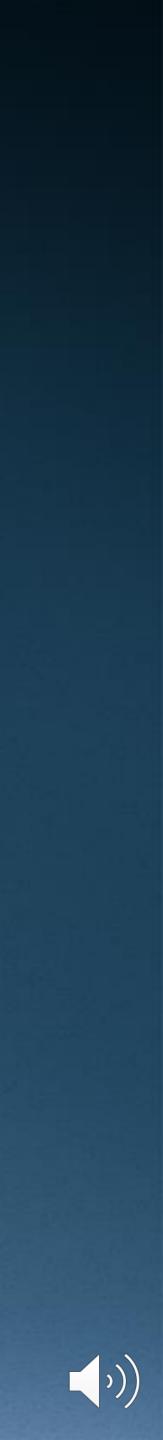
### email





### InMail

### InMail Top senders



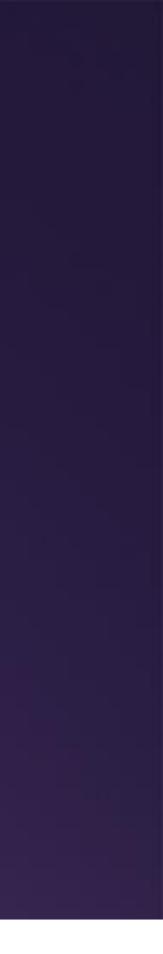


Tom Lee Senior Product Manager, LinkedIn

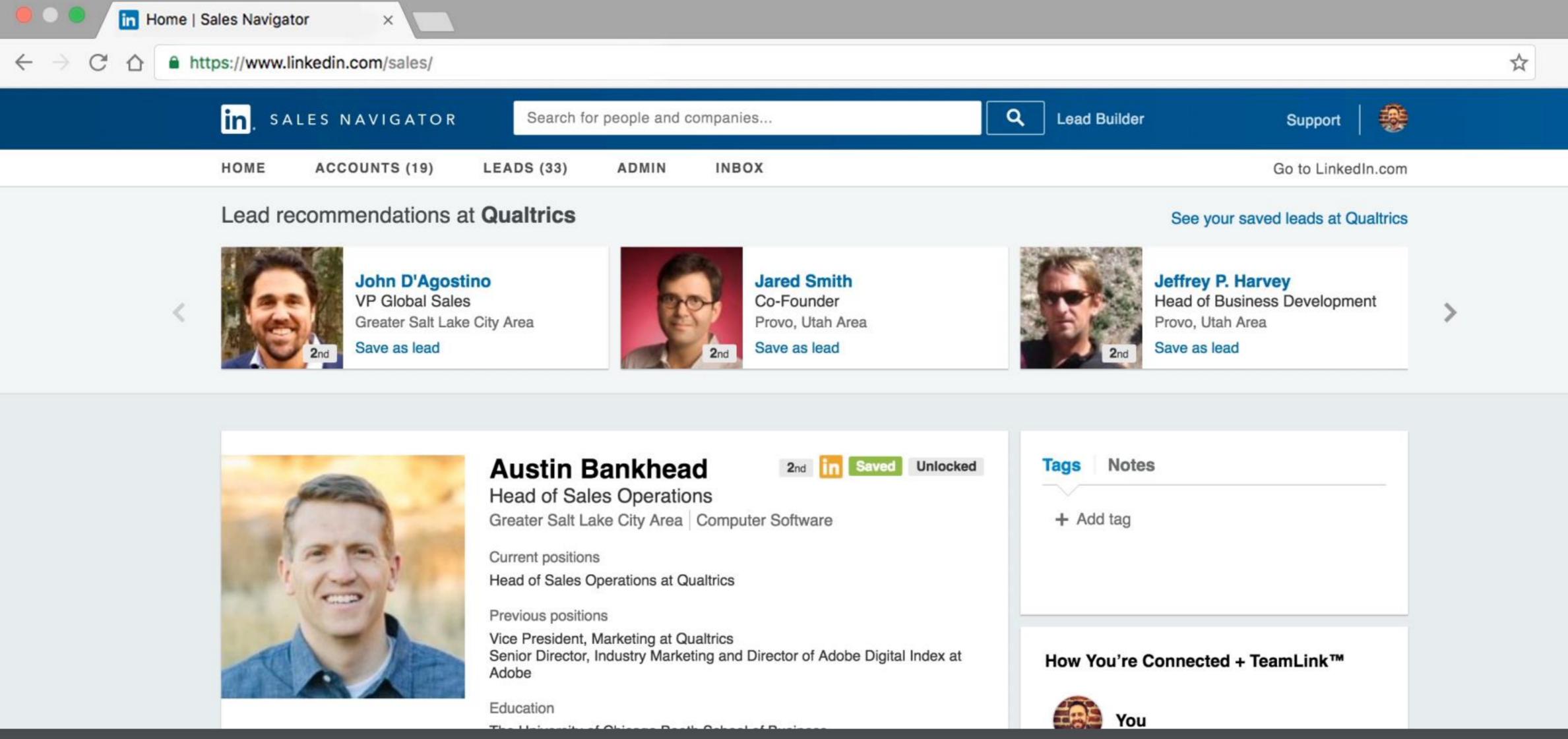
### Announcing

## InMail 2.0





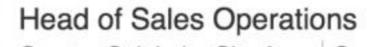












### Demo: please see video







### EMAIL

### System of Communication

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System of Engagement



### CRM

## System of Record

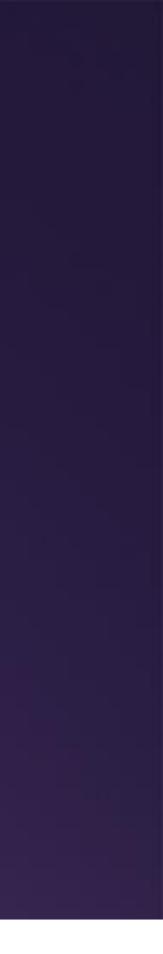


## Linked in





**Bill Burnett** Director of Sales Solutions, LinkedIn





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	Helvetica	0

To: Charlie Besecker <cbesecker@qualtrics.com>

Subject: Social Selling for Qualtrics

From: Bill Burnett

Hi Charlie,

Charlie, thank you so much for taking the time to speak with us earlier. Below some additional details relevant to our discussion.

I've added a guide includes everything you need to know about Sales Navigate perspective of LinkedIn experts and power users.

- An manager's training guide to help you take social selling to the r moving beyond theory to enlightened practice.
- Overview video: https://www.youtube.com/watch?v=jZtlk7Za4YQ
- Resources website: https://business.linkedin.com/sales-solutions/

follow up further.

Thanks, Bill



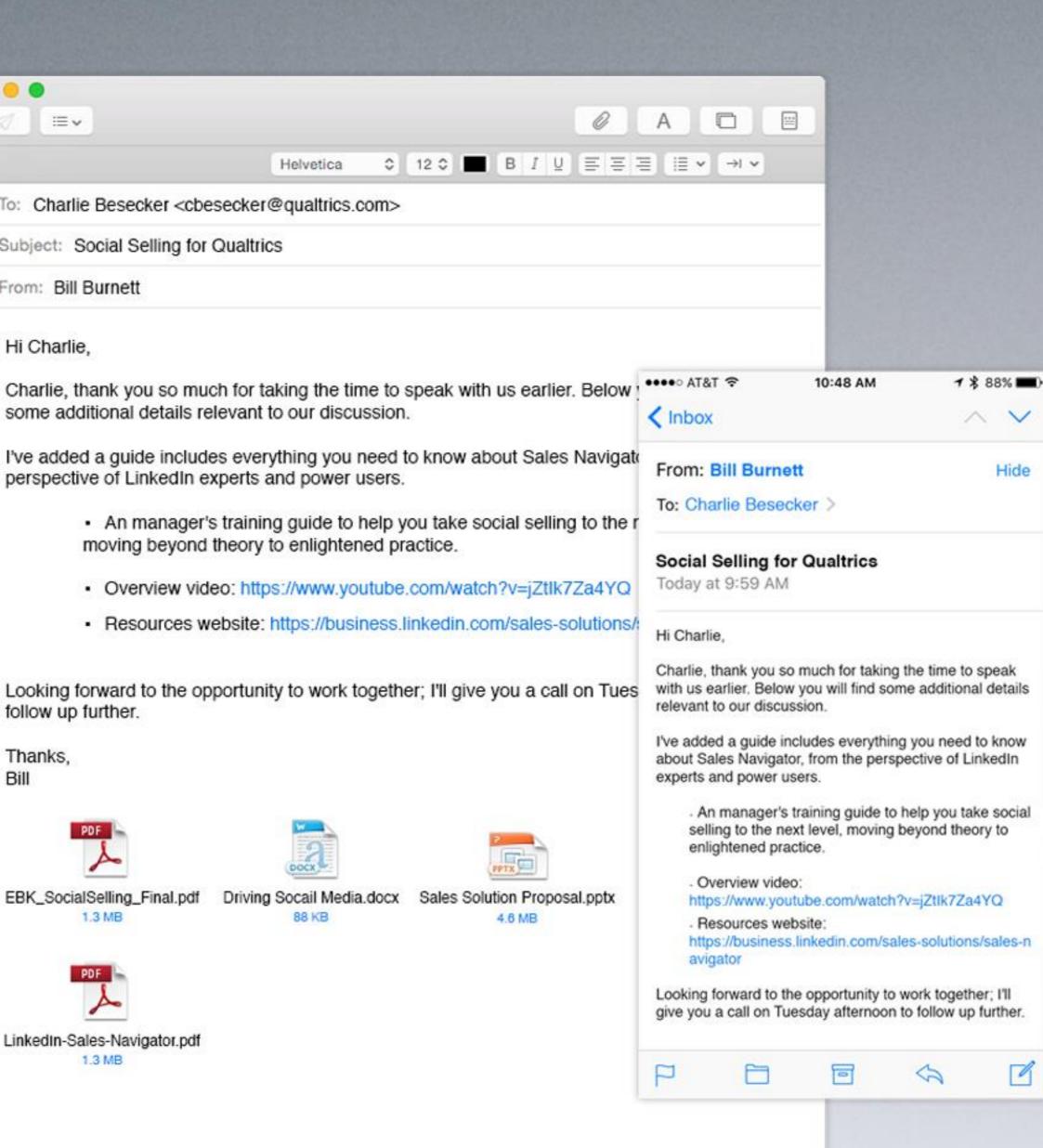


EBK\_SocialSelling\_Final.pdf 1.3 MB

88 KB

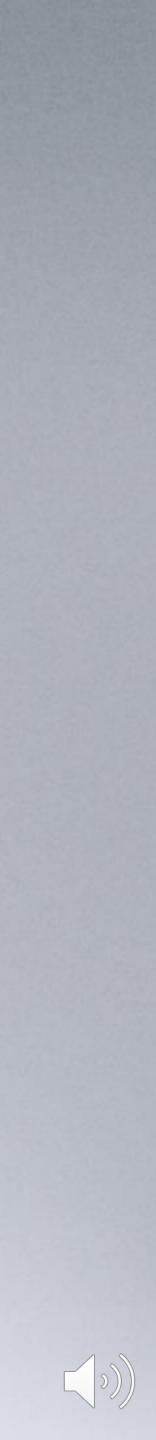


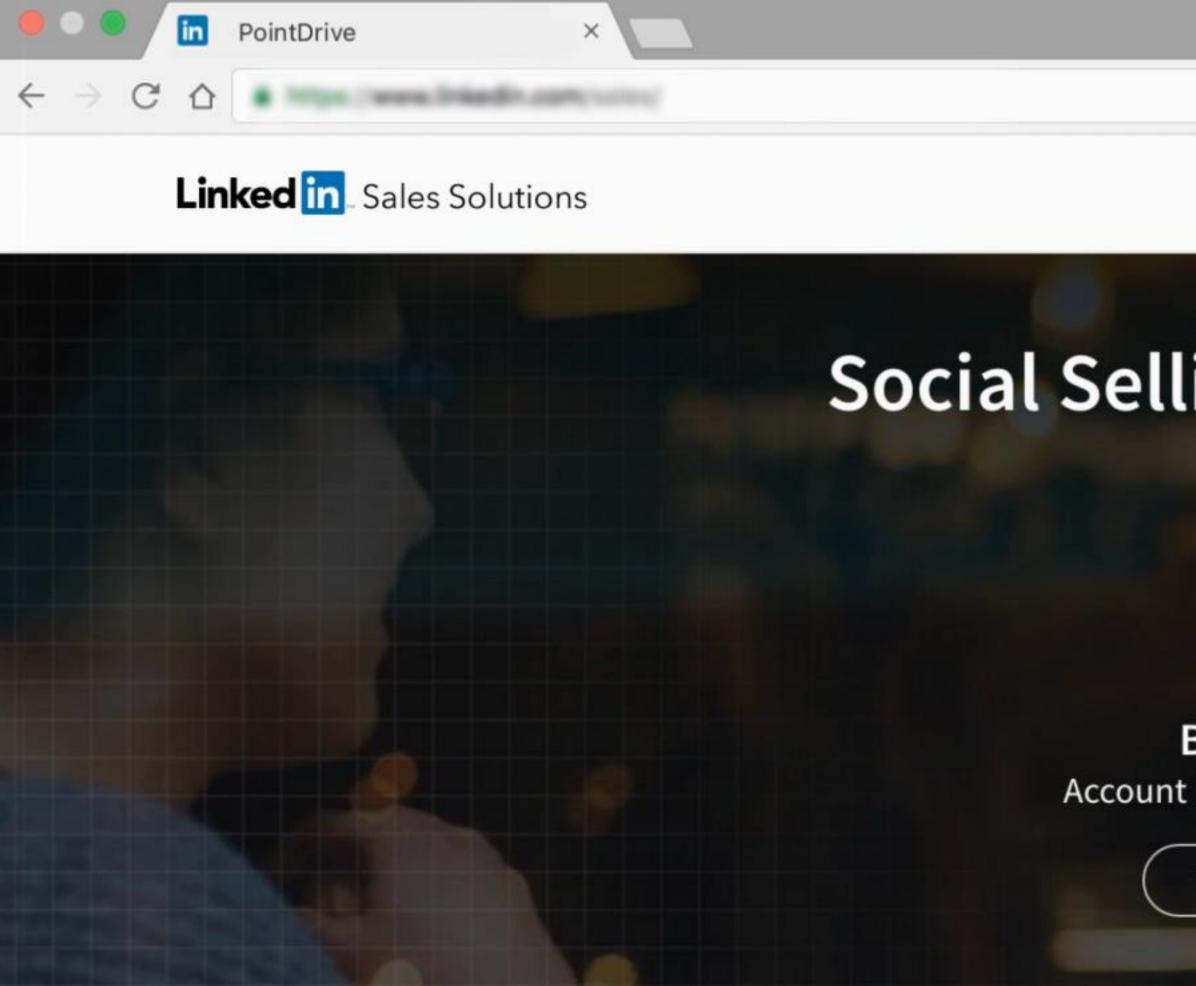
LinkedIn-Sales-Navigator.pdf 1.3 MB



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Charlie, thank you so much for taking the time to speak with us earlier. Below you will find some

### Demo: please see video

÷	Contact	)( +	Forward

### **Social Selling for Qualtrics**



Created by: Bill Burnett Account Executive at LinkedIn

🕿 Email me



☆



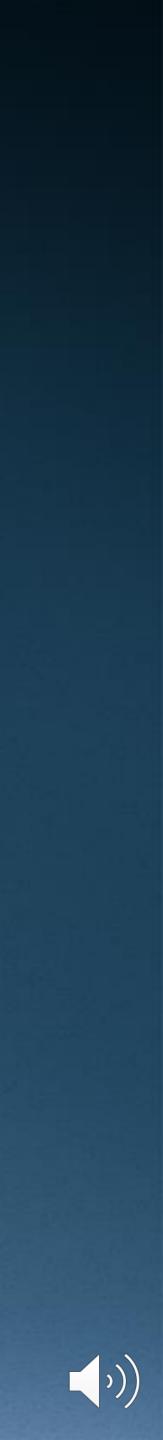
### PointDrive pricing







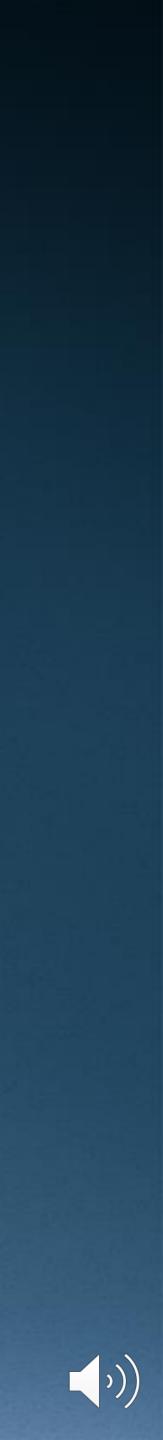




### PointDrive pricing







### New search filters

### InMail 2.0

## CRM partner program

### PointDrive



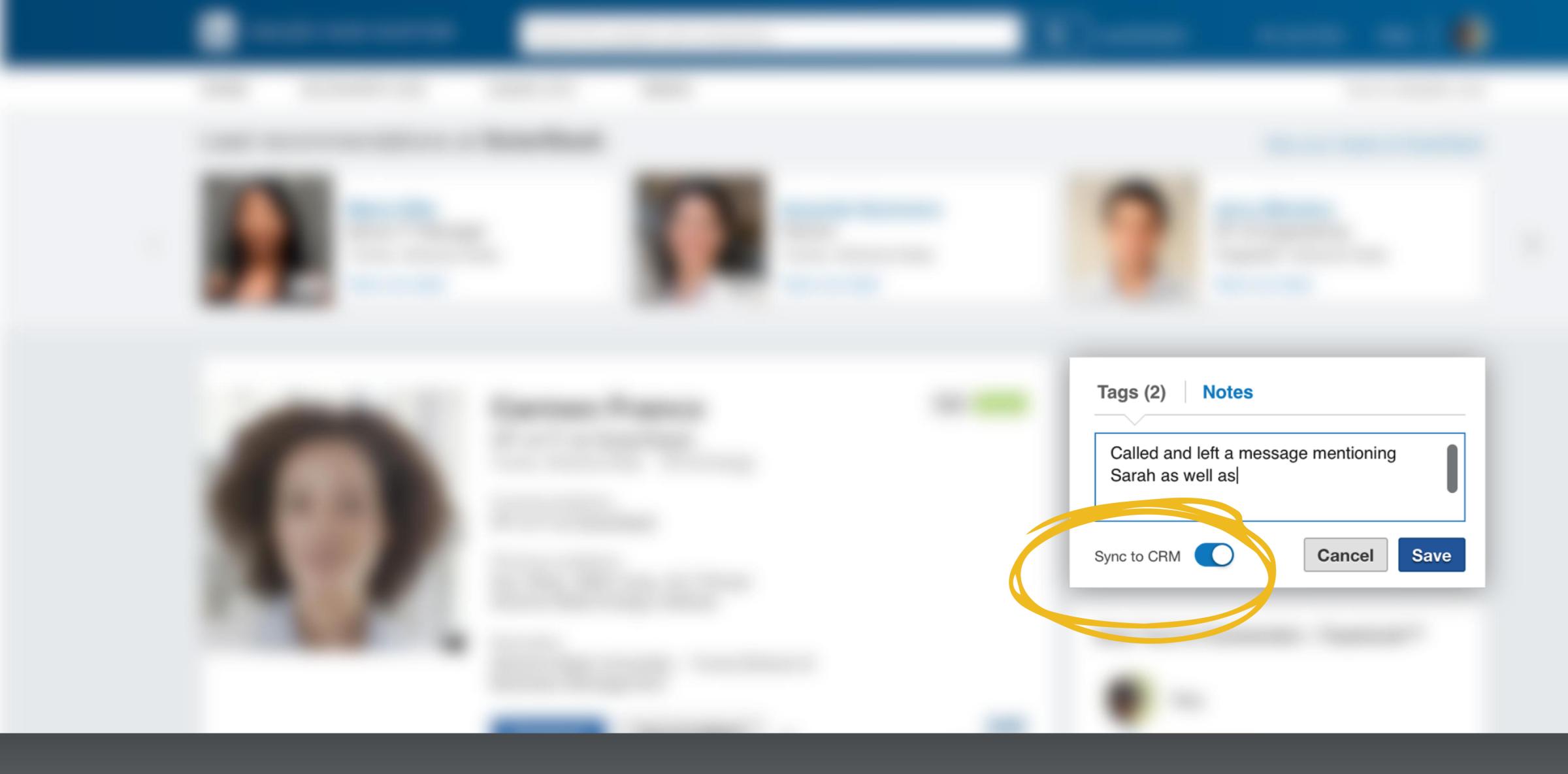
## One more thing...



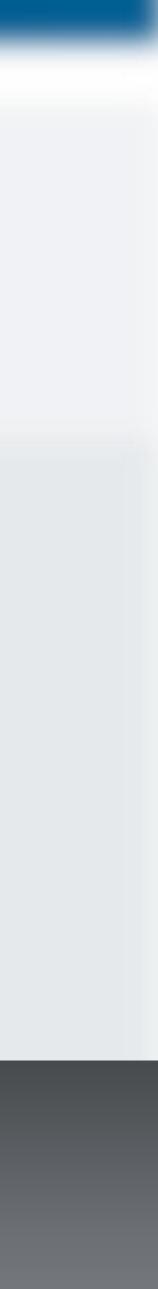
Announcing

## Writing data to CRM





### Demo: please see video





### New InMail - John Doe

Meeting Request

### Hi John

I see we both know Matt, he really knows his stuff when it comes to B2Bmarketing and sales. I would love to grab 15 minutes with you next week to seehow SolarSlash could help you achieve your goals for this quarter. Oh and thank you for sharing the article on the Solar100, great to see you doing so well.

Carmen Hernandez VP at SolarSlash

### Shared connection



Matt Stopher · 1st Head of Marketing at Ventofase

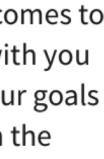
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Sync to CRM















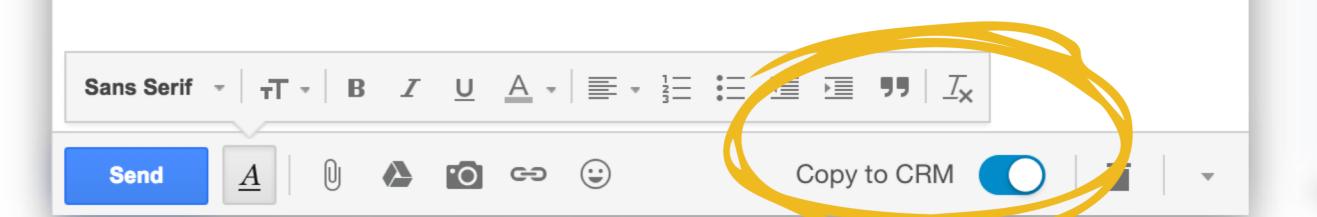
Carmen Hernandez

SolarSlash payment automatic

Hi Carmen,

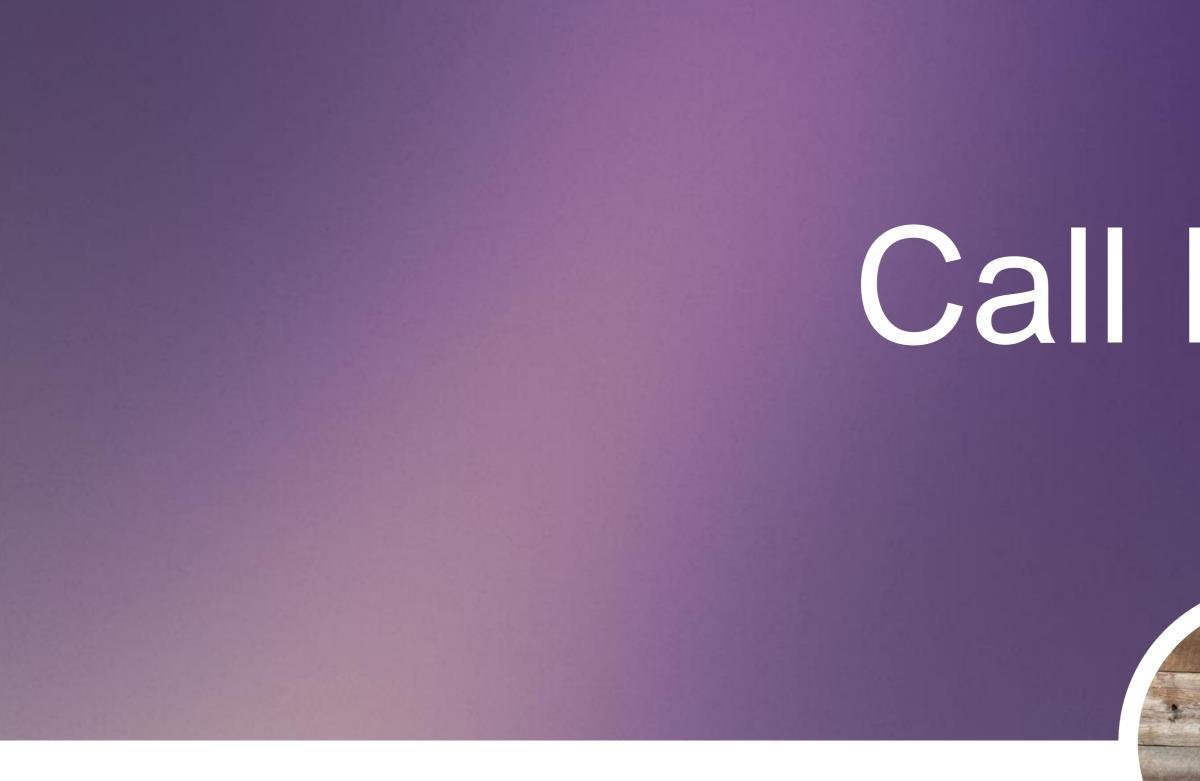
Glad you and your team found the presentation useful! I'll follow up with you early next week to see when you'll be ready for an onsite demo.

Jane Murphy ezpay.com | 415.555.1928



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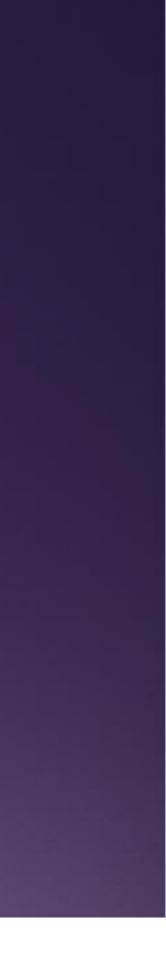




### Alex Chiocchi Technical Program Manager, LinkedIn

## Call logging

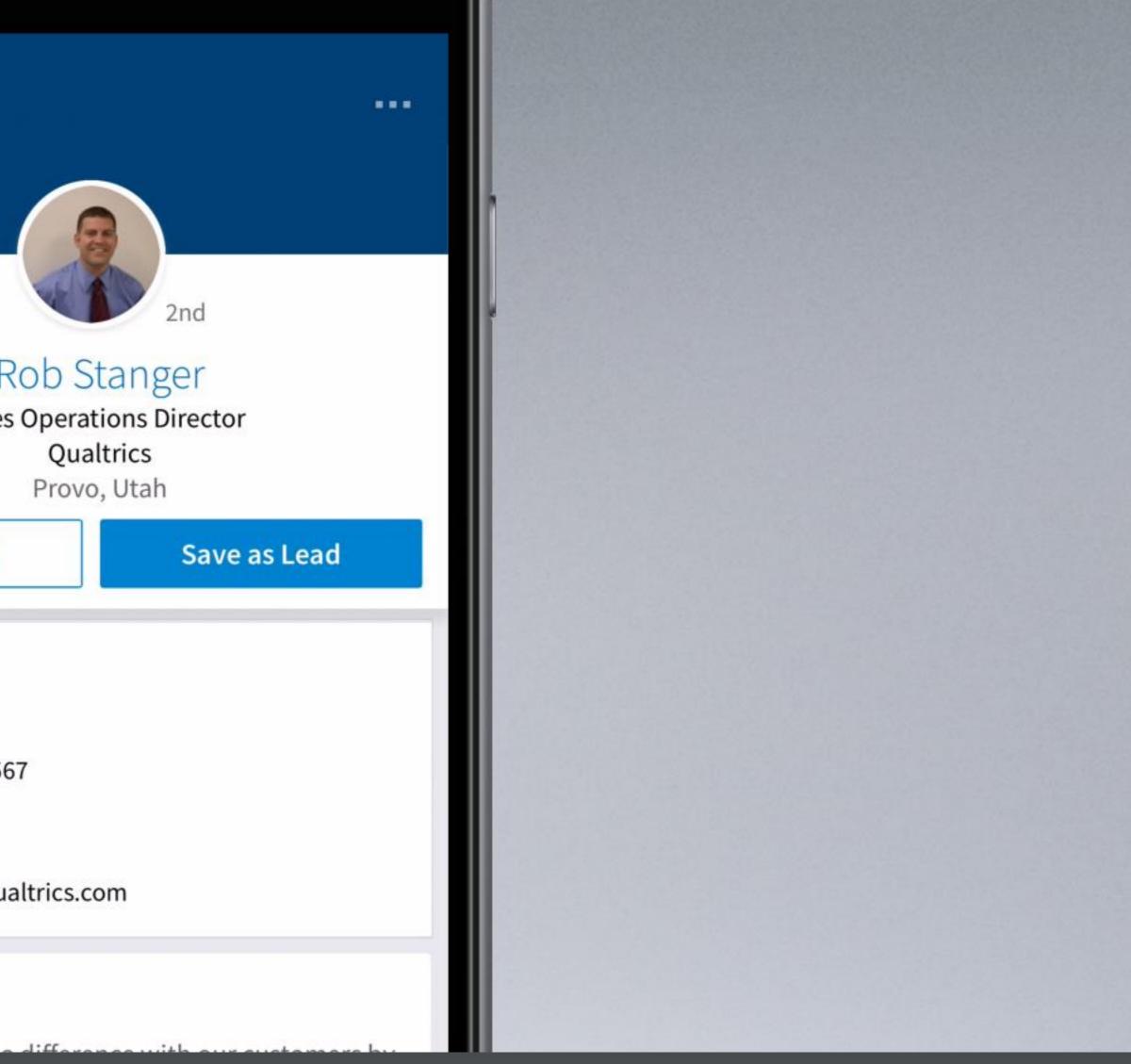






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Sales	
Send InMail	
Contact Info	
<b>Telephone:</b> (321)-123-456	
E-Mail: rstanger@qua	
Summary	

### Demo: please see video





### EMAIL

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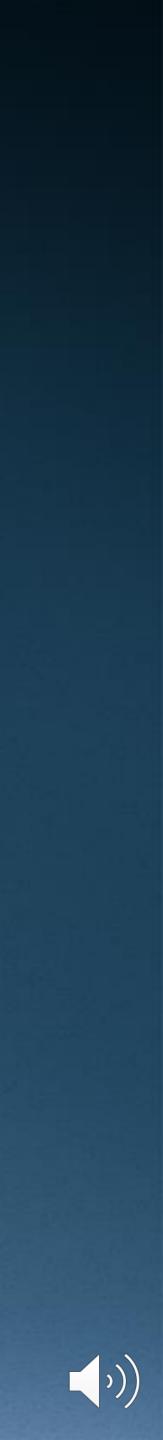


### CRM

## System of Record



Manager Reporting Bulk Seat Management SSI Update Single Sign On TeamLink Groups ROI Metrics TeamLink Workflow SFDC Lightning Widget New Search Filters Threaded Mobile Inbox Improved Lead Recommendations Search by Region New Lead Page New Account Page Search by State



Thank you

