

# Better Together: LinkedIn Sales Navigator and Microsoft Dynamics 365 Sales

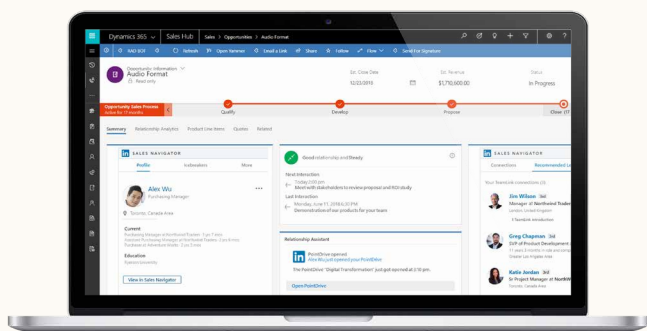
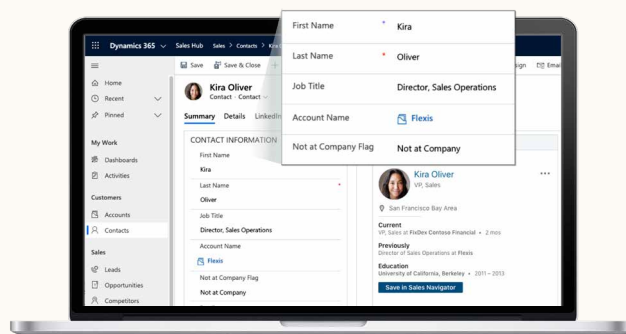


LinkedIn Sales Navigator helps sales teams target the right buyers, understand key insights, and engage with personalized outreach. The Sales Navigator for Microsoft Dynamics 365 Sales integration provides a unified solution that enables your team to sell smarter by leveraging data and insights across both platforms to gain a holistic view of your buyers.

## Stay up-to-date on people and companies

**Record Matching & Auto-Save:** Seamlessly bring your team's book of business into Sales Navigator, allowing them to surface relevant, actionable insights on people and companies.

**Data Validation\*:** Using LinkedIn data to automatically flag when CRM Contacts have changed companies and be notified via assistant cards in CRM.



## Enhance your Microsoft Dynamics 365 Sales Experience

**Embedded Profiles:** Display live and up-to-date Sales Navigator member and company information across every record within CRM.

**Live Org Charts Integration:** Create more visually appealing and accurate org charts in CRM.

## Measure rep activity and key results

**Activity Writeback:** Log key Sales Navigator activities such as InMails and messages back to CRM.

**ROI Reporting:** Measure the revenue impact of your Sales Navigator program and understand the actions your team took to close key opportunities.

## Identify and fill key gaps in customer data

**Search Filters:** Find gaps in your CRM by filtering searches to include or exclude buyers not in your CRM.

**Contact Creation\*:** Fill missing gaps by creating new Contacts in CRM from Sales Navigator.

\* Data Validation & Contact Creation only available on Sales Navigator Enterprise Edition. Other features available on Sales Navigator Team edition.

Get Started with LinkedIn Sales Navigator for Microsoft Dynamics 365 Sales  
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