

# Decision Maker Insights for Sales Professionals

Tips to Effectively Engage with Senior Level Executives

1.2M

Decision makers on LinkedIn

1.2

years - average tenure in current role

308.8K

Unique companies on LI

465%

more connections than the average LI member

## TOP SOCIAL SELLING TIPS TO ENGAGE THESE DECISION MAKERS

- Save decision-makers both in and out of your network as leads in Sales Navigator to stay updated on when your key contact or prospect leaves.
- Have a stellar LinkedIn profile. The #1 LinkedIn activity is viewing members' profiles, so ensure that you have one that appeals to your decision maker.
- Share relevant content around topics they are more likely to engage with and become a trusted source of insight.

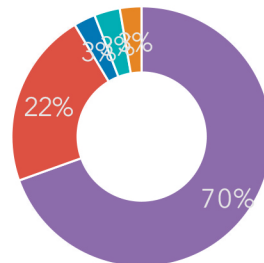
### TRENDING TOPICS

by index of shares, likes and comments



### SENIORITY

of decision-makers in this group



■ Director 
 ■ VP 
 ■ CXO 
 ■ Partner 
 ■ Owner

### COMPANY SIZE

of decision-maker employers



### DEMAND

for decision maker time

#### Methodology

We measure the demand for decision makers based on interest levels of salespeople inferred from LinkedIn activity. Higher demand for a decision maker audience indicates that members are more sought-after and may require greater effort to engage.

Industry	Function	(#) Members	Demand
Target Group (defined above)		1.2M	Moderate
Staffing	Sales	9.5K	Moderate
Healthcare & Pharmaceutical	Sales	120.2K	Moderate
Retail & Consumer Products	Sales	225.4K	Moderate
Government/Education/Non-profit	Sales	51.6K	Moderate

#### SUGGESTIONS FOR OUTREACH

- Leverage a warm introduction over cold outreach to build trust.
- Connect or reach out to others that may influence the decision maker.
- Tailor the outreach to make it relevant to the target decision maker. Reaching out cold hurts your reputation.