



# THE SALES LEADER'S GUIDE TO: **SOCIAL SIGNALS**

# INTRODUCTION

Smart sales organisations know that the best business is always personal – that delivering tailored experiences in the style of Amazon, Uber and Netflix is the key to success with prospects who've grown accustomed to living in a personalised world.

However, far fewer sales organisations understand the real key to the success of those pioneering, personalised businesses. They don't just use data to understand who their customers are and what they might be interested in. Their sharpest competitive edge comes from anticipating what those customers want and need to do next.

It's this anticipation of intent that quickly makes such businesses indispensable – and that same understanding of intent is what separates the very best social sellers from the rest. Whereas 90% of social sellers target their prospects by potential interest using data such as industry vertical, company size and location, only 46% use data to narrow down their prospect list to those with an active intent to buy.

Intent data brings potential relevance to life. Knowing what constitutes signals of intent and how to act on them gives a social seller that next level of insight, allowing them to make contact with potential prospects in a way that is relevant, meaningful and timely.



**Keith Browning**, Marketing Manager at LinkedIn Sales Solutions (UK & Ireland)

# CONTENTS

- 3 What constitutes a signal of intent?
- 4 The value of social signals of intent
- 5 The five social signals
- 11 Reading the signals
- 12 Turning signals into action
- 13 LinkedIn Sales Navigator





## WHAT CONSTITUTES A SIGNAL OF INTENT?

Signals of intent can include anything from typing in a relevant search query to visiting a product page on a website, however, many of these signals are difficult to act on. It's tricky to identify the individuals sending them. When prospects with intent download a marketing asset and fill in a data capture form you should receive them as a lead – but what of the many buyers who never do this?



## THE VALUE OF SOCIAL SIGNALS OF INTENT

Social signals of intent hold the key to identifying more people with an interest in your area who are thinking of buying right now, adding a layer of insight to your social techniques. This type of intent data is readily accessible to social sellers, especially when you know what to watch for.





# THE FIVE SOCIAL SIGNALS



1. The job change



2. The hiring burst



3. The new connections



4. The content shares



5. The social comments

# 1. THE JOB CHANGE

Career moves are one of the most important sales triggers. People moving to new roles and especially to new companies often have a remit to make changes, do things differently and explore new suppliers.



of directors in the UK are more likely to change jobs in January than in any other month\*





## 2. THE HIRING BURST

Businesses that are suddenly in the market for a lot of new talent are either undergoing sweeping organisational change – or rapid growth. Both constitute important triggers for buying and vital signals of intent.

### EXPERT TIP

Use Sales Navigator to get relevant insights on your accounts and leads, including job changes, news mentions and new potential leads.





### 3. THE NEW CONNECTIONS

When people are engaged in a buying process they start to connect with sales people as potential suppliers and also with thought leaders and other influencers both inside their company and outside that they want to help shape their decisions. With today's average B2B buying committee size now at 6.8, having multiple connections at a company is vital. These signals of intent can often indicate an immediate opportunity.

#### EXPERT TIP

Having one good lead is not enough. 'Related leads' in LinkedIn Sales Navigator will help you find who else at a prospect's company might be key to closing a deal.



## 4. THE CONTENT SHARES

The content that prospects write and share on LinkedIn is a strong indicator of what's on their mind. When somebody takes the trouble to write about issues facing their business you know that they are actively exploring options for solving them. When they start to share content relevant to your sector, especially from thought leaders at your business or your competitors, you know that it's an area of focus for them – and time for you to act.

### EXPERT TIP

Use the 'Posted on LinkedIn in past 30 days' filter on Sales Navigator to prioritise outreach to prospects who are active on LinkedIn. Check what they have shared to gain further insight and ensure you personalise your message.





## 5. THE SOCIAL COMMENTS

Content isn't the only form of social activity that constitutes a signal of intent. Time-poor prospects are more likely to express their areas of interest by quick comments in the LinkedIn feed, and these can be just as strong an indication of where their priorities lie. The types of connections whose updates they comment on, the types of content they take an interest in, and what they choose to say; are all important signals of intent.



62%

of B2B buyers respond to salespeople who connect with relevant insights and opportunities\*



# READING THE SIGNALS



Interpreting intent signals requires commitment – monitoring the activity in your network, reading through comments and content. However, that extra commitment pays great dividends. It's one of the most significant reasons why the top sales performers spend 25% more time on research than the echelon below. Detecting intent signals won't just help you to target the right prospects at the right moment, it will also help to equip you with the right introduction when you do.

# TURNING SIGNALS INTO ACTION

By focusing on prospects giving out the right signals, you don't just capture more opportunities – you're able to make an approach in a more personalised and relevant way. It ensures that your warm introduction isn't just well-informed, it's also perfectly timed. That makes for more productive selling, more profitable time with prospects and more revenue earned more efficiently. Knowing the right places to look for social signals makes it all possible.



# LINKEDIN SALES NAVIGATOR

LinkedIn Sales Navigator is completely designed around the needs of sales professionals, helping to make your role a lot simpler. To find out more about LinkedIn Sales Navigator, request a demo and find out how it can benefit your business visit:

**[business.linkedin.com/sales-solutions/sales-navigator](https://business.linkedin.com/sales-solutions/sales-navigator)**