LinkedIn SALES NAVIGATOR

Get Closer to Your Prospects

How the LinkedIn Sales Team Leverages **Sales Navigator** to Target, Understand and Engage Prospects

Introduction

As a sales professional, you need to connect with your target audience.

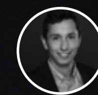
The closer you can get to your prospects, the better you can understand their business, challenges, and goals—and guide them down the purchase path. But it's how you go about building relationships—and with the right people—that makes all the difference when it comes to prospecting success.

LinkedIn Sales Navigator makes it easy with features that focus on helping you find the right prospects to build trusted relationships. And it's a tool that serves the entire sales organization: Sales Development Reps (SDRs), Account Executives (AEs), and Account Managers (AMs).

This guide examines how Sales Navigator can help based on more than a dozen interviews with LinkedIn sales staff. While this ebook is primarily intended for SDRs and AEs, AMs and Sales Managers can benefit from giving it a read.

Dig in for proven advice, road tested by the LinkedIn sales team.

Contributors


Kaan Akkanat, AE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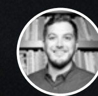
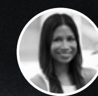

Brent Hicks, Senior AE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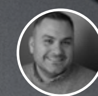
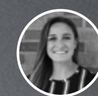

Dave Schwartz, Senior AE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Pamela Tsao, Sales Solutions Consultant

What LinkedIn Sales Pros are Saying about Sales Navigator

"We take Sales Navigator for granted. If I didn't have it, I would really notice it. It's become an indispensable tool...I treat Sales Navigator like my Wall Street Journal for my book of business. It's where I get relevant, timely information that's going to be impactful for my book of business."

– George Lukaszewski, Relationship Manager

"Just think about all the customers that you do not have. They're on LinkedIn. They're not reflected on your P&L but there's one platform where they are present and that's LinkedIn."

– Kaan Akkanat, AE

"We sales reps say we don't have enough time in our day. A tool like Sales Navigator that gives you time back is vital."

– Rae Jones, AE

CHAPTER 1

Stats | Proof

Stats | Proof

Before we explore the power of Sales Navigator, let these hard-hitting numbers sink in.

Sales Navigator users are substantially more productive than non-users within the same company globally. **Sales Navigator users:**

4.5x — View **4.5x** more decision maker profiles than non-users.

5x — See a **5x** higher acceptance rate for InMails compared to the standard cold call response rate.

2.1x — Connect with **2.1x** more decision makers than non-users.[2]

Sales pros who use Sales Navigator are seeing the following lift in average win rates when they perform at least one of the following actions:

- **29%** with content engagement
- **23%** InMail response
- **29%** with DM connection
- **19%** with lead saved
- **23%** with saved account
- **16%** with profile view

“I can’t imagine being a salesperson and prospecting without Sales Navigator. It makes life so much easier, and it would take an insane amount of time to prospect otherwise.”

– Jen Silvestri, Elevate SDR

On average, Sales Navigator accounts see:

- **5%** higher win rates
- **34%** more opportunities sourced
- **35%** larger deal sizes
- **61%** influenced revenue

The top quartile (75th percentile) of Sales Navigator accounts see:

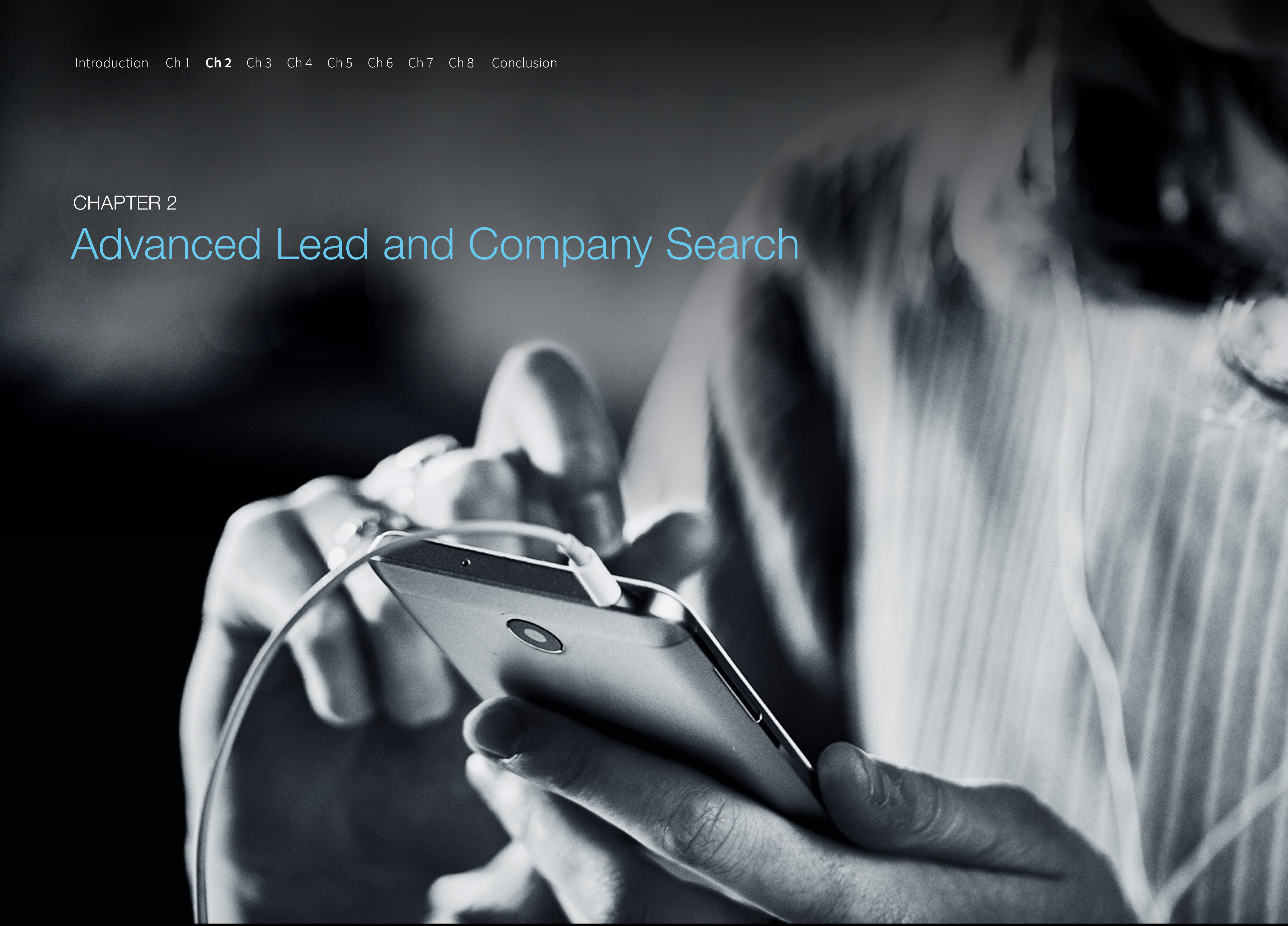
- **55%** increase in deal size
- **45%** increase in sourced opportunities
- **15%** increase in win rate
- **75%** of revenue influenced

> "By no means Is Sales Navigator just a prospecting tool. It's the best platform for any company, with an incredible amount of data, insights, and the world's greatest professional network."

– Kaan Akkanat, LSS AE

CHAPTER 2

Advanced Lead and Company Search



Advanced Lead and Company Search

Find the right people and companies with a search experience that delivers the most relevant prospects and helps you source your own leads.

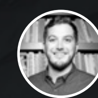
Using Sales Navigator Advanced Lead and Company Search, you can narrow your sights across the entire 500 million+ LinkedIn member network. Granular search options let you zero in on the most relevant, promising companies based on your criteria. Rather than take a shotgun approach to prospecting, with Sales Navigator you can easily drill down into relevant stakeholders within organizations.

Once you identify accounts that are the perfect fit, you can use advanced search and segmentation to find the relevant people within those accounts. You can search by seniority, function, relationships to your connections and more. This paves the way for more timely and efficient prospecting, a shorter sales cycle, and larger deals.

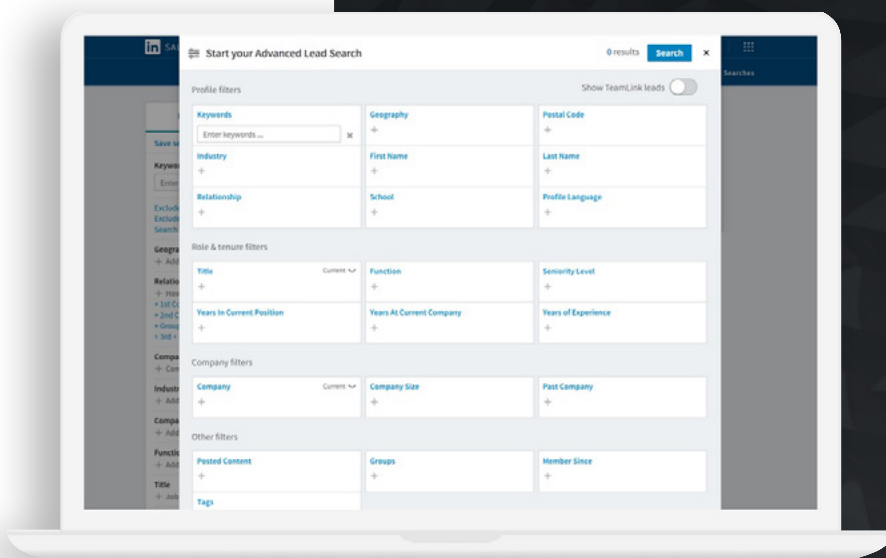
Expand Your View of an Account

LinkedIn sales professionals find that the Advanced Search feature offers a big advantage, enabling **Sales Navigator** users to map the entire buying committee. Not only does it increase the chance that you are engaging the right prospects, it shows decision-makers and influencers at the account that you might have overlooked.

“It’s like I have a strong pulse on what’s going on within a company, what its employees are discussing."



– Brent Hicks, LMS AE



Once you identify them, you can then follow up with the research required to personalize outreach or be prepared for meetings where these individuals may show up. This makes you better positioned to tailor your approach to the overall account and to each individual.

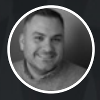
Uncover valuable pathways to leads

Advanced Lead Search enables you to hone your searches with a wide variety of filters. "With Advanced Search it is very easy to narrow down the people you want to talk to in certain industries and in certain geographies and with certain seniority levels as well," says Pamela Tsao, LinkedIn Sales Solutions Consultant.

Sales Navigator can even help you connect the dots as your leads move around. One LinkedIn Relationship Manager, George Lukaszewski, was targeting engineers who are manager level and above in the United States. By choosing "past" as his search filter, he was able to track engineers that previously worked at a company he closed but had moved to a different company he was now targeting. By keeping tabs on these contacts, he was positioned to reach out and ask for a referral based on the previous relationship.

One Elevate AE, Schon Messier, saved a search for his top 50 accounts before applying any filters. Every week or so, he chooses a different target or a different persona to pursue. One week it might be marketing people, the next week, people in the communications department, and another week, people on social media. By saving that initial search, he has essentially created a custom database, making it easy to create filters for his prospecting.

> "Advanced Search in Sales Navigator revolutionized the way I'm able to prioritize accounts and lay out a structured plan of attack, making it far easier than mapping to an annual report. It's also changed the velocity by which I can reach out and escalate these conversations."



– Dave Schwartz, Senior LMS AE

Find ways to meaningfully engage

The other significant advantage of Sales Navigator is that it flags buyers who are sending out buying signals. In essence, it enables you to monitor your saved leads—or as senior LinkedIn AE Brent Hicks calls them, saved relationships—to understand what they're doing on LinkedIn. Maybe they shared a piece of content or were mentioned in the news. Perhaps they earned a promotion or commented on someone's article.

These are all icebreakers you can use in your outreach. If you see something, say something when you've got timely, relevant information and thoughts to share. As far as Brent Hicks is concerned, Advanced Lead and Company search is an extremely effective way to make sure that you know you're reaching out to the right people. Moreover, it allows you to quickly arm yourself with enough information to personalize the outreach and make it more effective.

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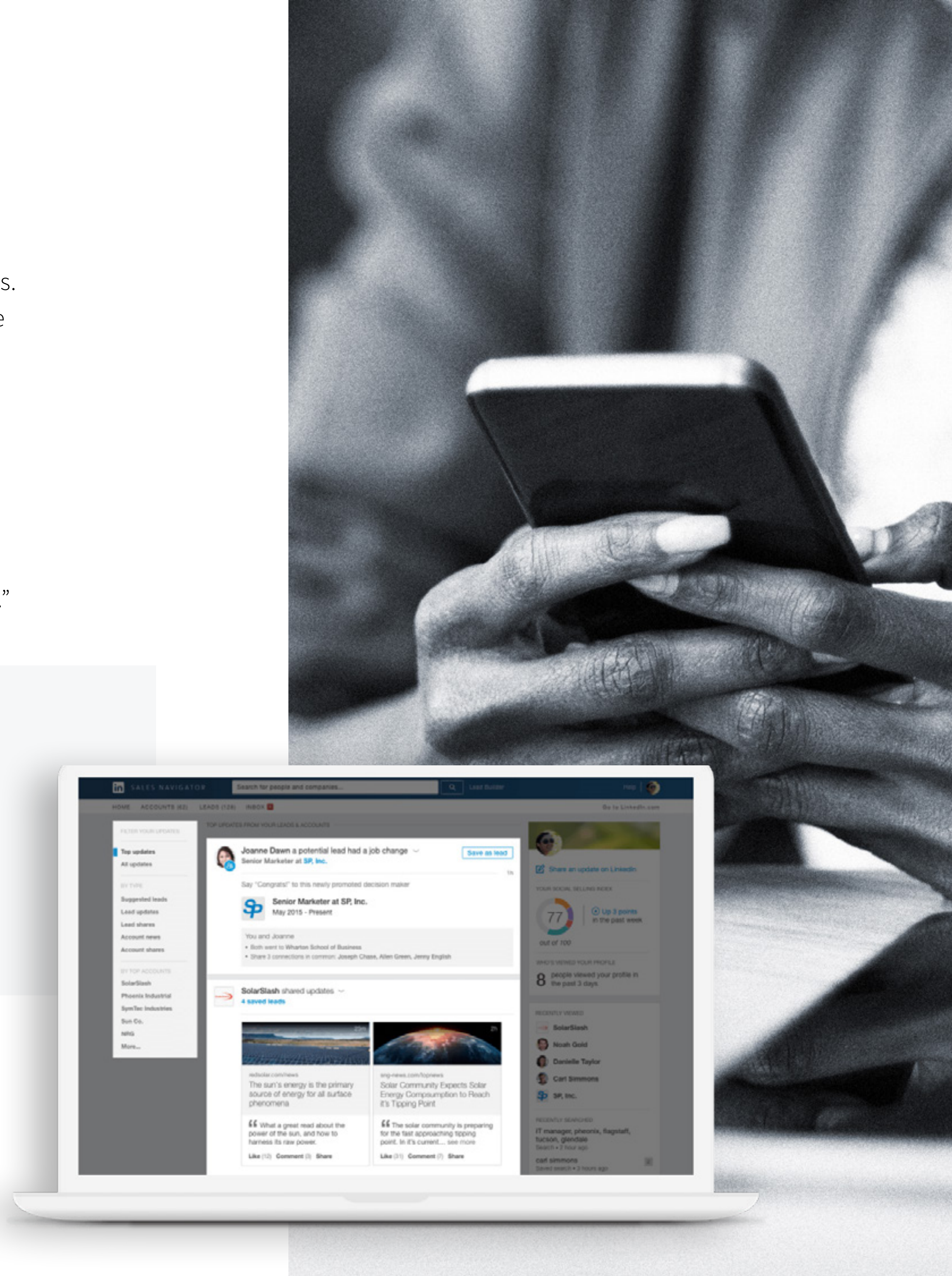


Keep your finger on the pulse

Sales Navigator also generates alerts about these saved leads/relationships. Examples of alerts configured by LinkedIn sales staff include ones for role changes, new hires within a specific function or department, and people who attended the same college within target accounts.

Here’s how Senior LMS AE Brent Hicks describes alerts: “It’s like I have a strong pulse on what’s going on within a company, what its employees are discussing. Over time, all this information sinks in and I can naturally work it into conversations with prospects. Plus, I know important news—like the departure of one of my main contacts—won’t get by me unnoticed.”

Pro Tip:

Create a saved search of your standard prospecting criteria so you don’t need to repeat it as you work. For example, if you are always targeting senior leaders at telecommunications companies in a regional territory, preselect those fields and save as a search, then further filter while you prospect.

CHAPTER 3

Lead Recommendations

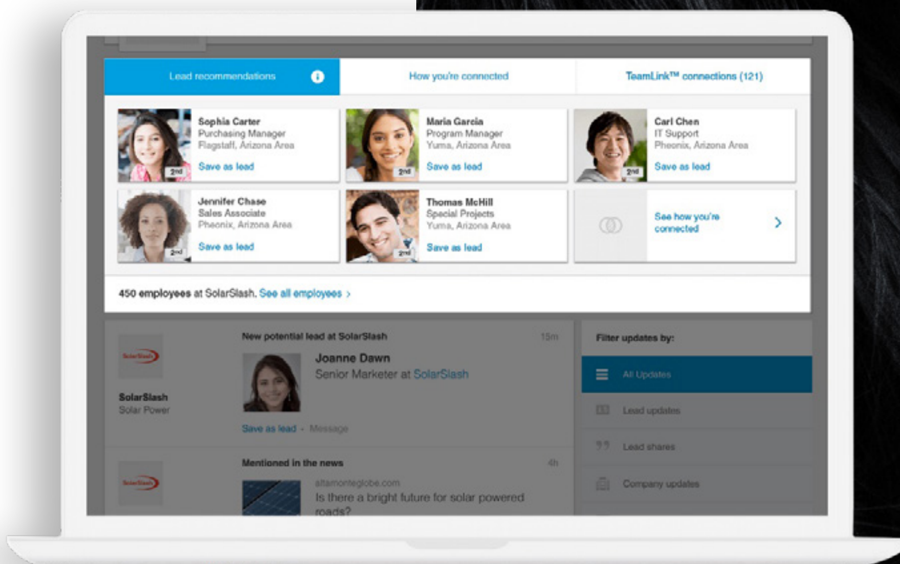
Lead Recommendations

Quickly discover the right people at your target accounts with suggestions customized for you.

When users save accounts or leads, Sales Navigator then pairs that information with the user's sales preferences to generate recommended leads to help streamline the prospecting process.

The more active you are in Sales Navigator, the more relevant your results will be: The tool learns from your past searches and automatically combs LinkedIn for lead recommendations relevant to your search criteria.

This is dynamic based on where the user is: for example, if they are looking at a prospect's lead page, they will be served lead recommendations based on the individual's profile and recommendations of decision makers and potential influencers related to that specific individual. If the user is looking at an account they've saved, lead recommendations will be presented based on previously saved leads and saved sales preferences. This helps you quickly discover the right people and easily build pipeline.



Identify new paths to closed deals

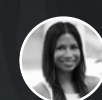
Imagine uncovering new decision makers and even project champions automatically. That's the power of this feature, according to Senior LMS AE Dave Schwartz. "It's crucial to know that somebody new has entered the scene and can act as your champion, perhaps because they previously used your solution at another company. That person is a pre-built advocate. But it would be impossible to stay on top of those opportunities without Sales Navigator."

More easily land and expand

Or picture making inroads with one line of business and then getting relevant suggestions for additional people within the company that sets you up for account expansion. That's precisely what you get with Lead Recommendations.

This has proved effective for Senior LMS AE Dave Schwartz. As he explains, "I sold into one line of business, and my contact there fed me names of colleagues. I then fed those into Sales Navigator and saved them as leads. Soon enough, Sales Navigator started suggesting more leads within the organization, giving me a solid way to further penetrate the account. Doing this, I grew the account, ultimately closing deals with four more lines of business."

"One of my accounts went dark. After we ran a pilot program with them, I couldn't get in touch with the managing director. I followed up multiple times with no luck. Then I got a Lead Recommendation through Sales Navigator. So I reached out to this new contact at the account, and he said, 'The MD actually left. I'm now in charge.' So now we're back in conversations."



– Rae Jones, Sales Solutions AE

Know where business is growing

One LSS AE, Kaan Akkanat, shared an example of using Lead Recommendations while pursuing business with a commercial real estate company. According to him, there's nothing more valuable than understanding which companies are increasing their head count. "It's a unique insight that I think only LinkedIn provides. By filtering on this criterion, I'm able to immediately narrow my prospecting to more fruitful parts of the whole territory."

Pro Tip:

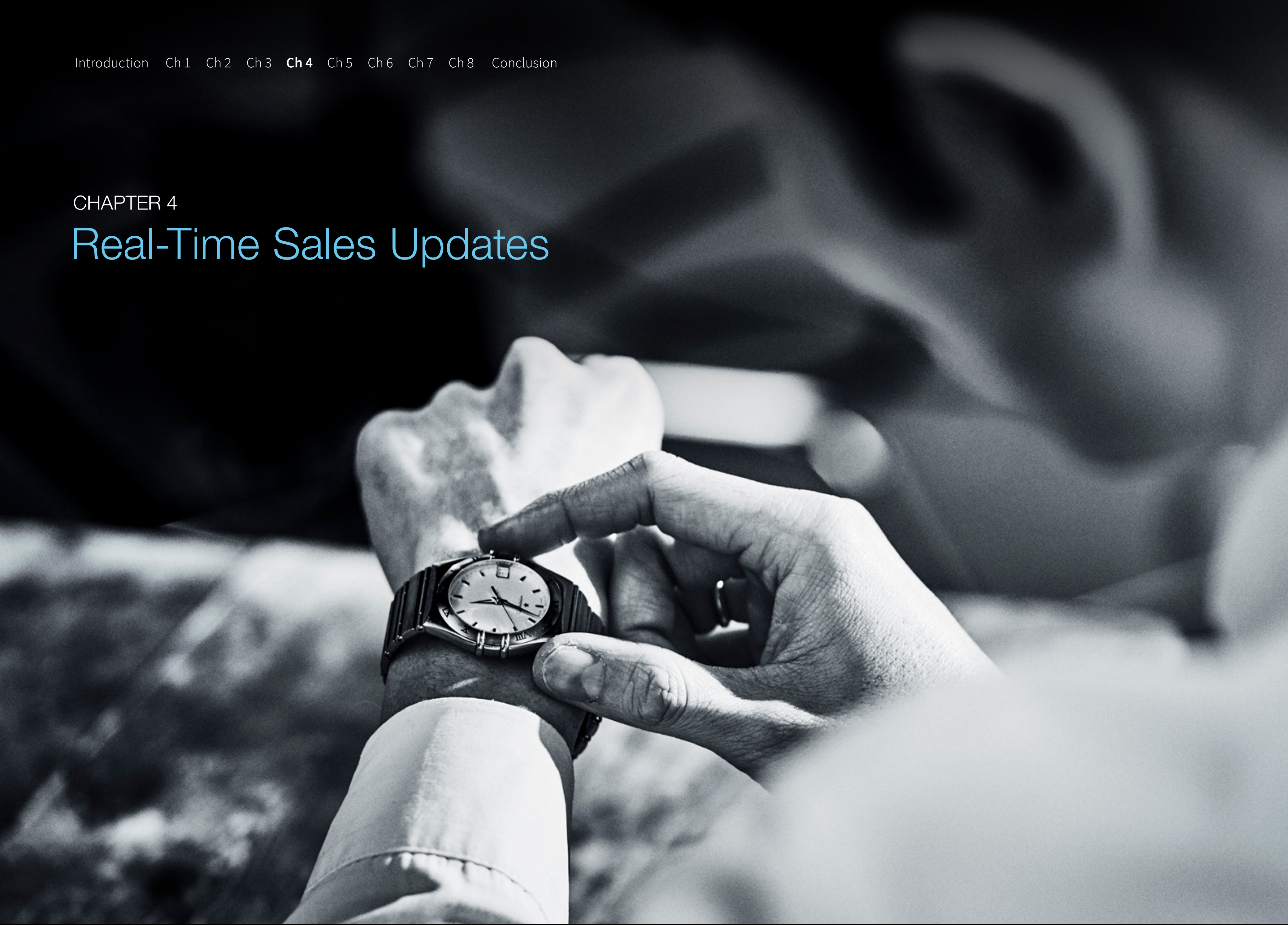
Create a filter for your most valuable criteria so you can stay on top of emerging opportunities with ease.

"I don't think you can find another tool that gives you the ability to find decision makers as quickly and effectively, and also efficiently reach out to them directly through the tool."

– Dave Schwartz, Senior LMS AE

CHAPTER 4

Real-Time Sales Updates



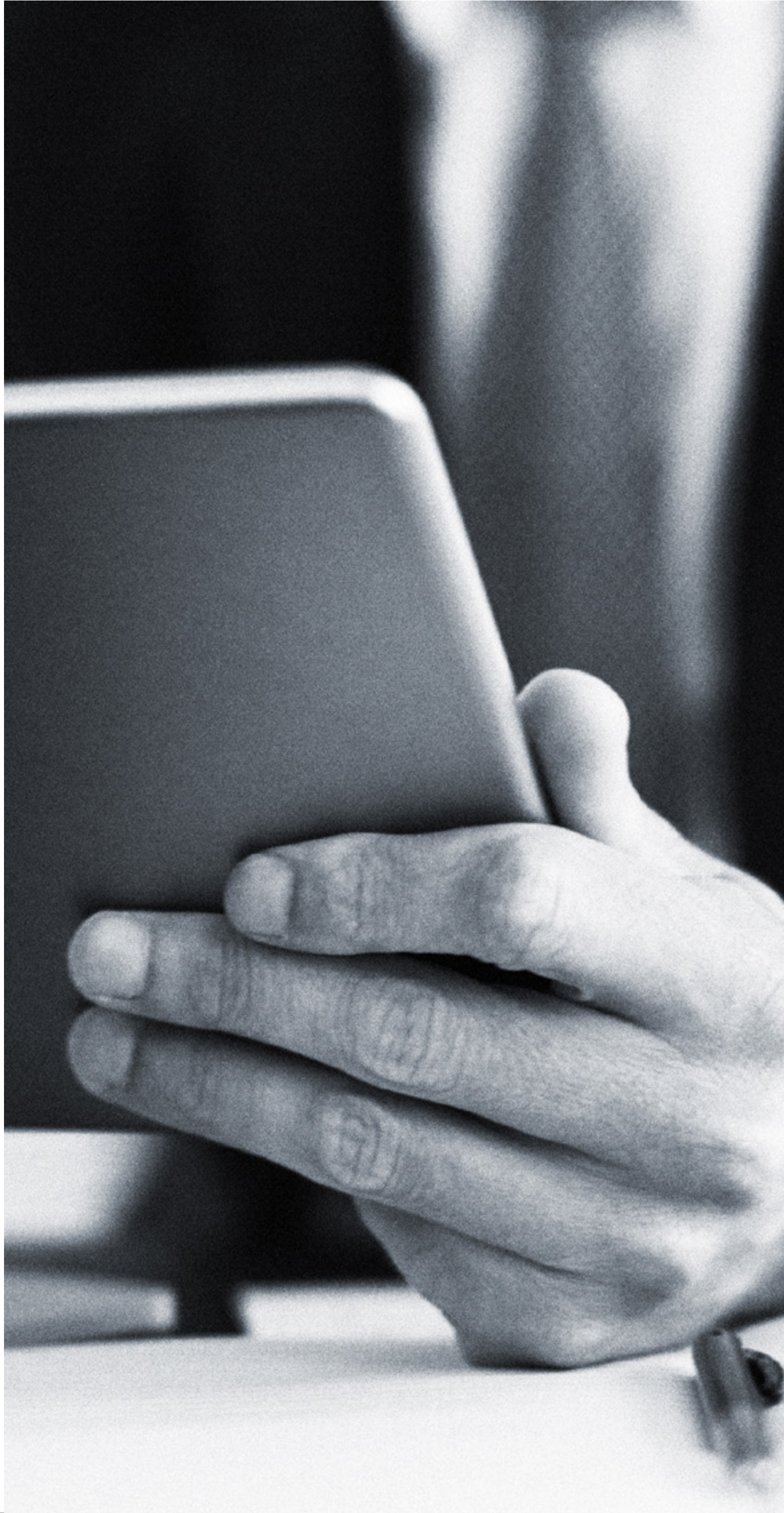
Real-Time Sales Updates

Once you've done your prospecting and saved relevant leads, you'll receive real-time updates that indicate what matters to your buyers. When you see a lead is changing jobs or sharing topical articles, it's a trigger for informed outreach.

Gain first-mover advantage—even on the go

Using the Sales Navigator mobile app, you can keep track of all updates and intent signals while standing in line at the coffee shop, waiting to board a flight, or checking into your hotel. When you sign in, the most pressing and actionable alerts will appear at the top of your feed. Whether you see a spike in hires or the announcement of a strategic initiative, these alerts enable you to jump on opportunities without delay.

According to LSS AE Kaan Akkanat, seeing that a company is growing headcount and sales is gold. "That means they have money and are trying to expand, and obviously want to get the most out of their investments and commercial efforts."



Understand the changing buyer landscape

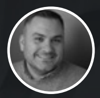
It's just as critical to see a new person coming into the mix on target accounts. "Those people want to make a name for themselves and establish themselves as thought leaders internally. It wouldn't be possible to find champions like these without real-time updates from Sales Navigator," explains Senior LMS AE Dave Schwartz.

Some organizational changes can put your deals in jeopardy, such as when a key decision maker has moved on. By the same token, it's good for you when deal blockers leave the company. In both cases, having this information at your fingertips enables you to pivot quickly.

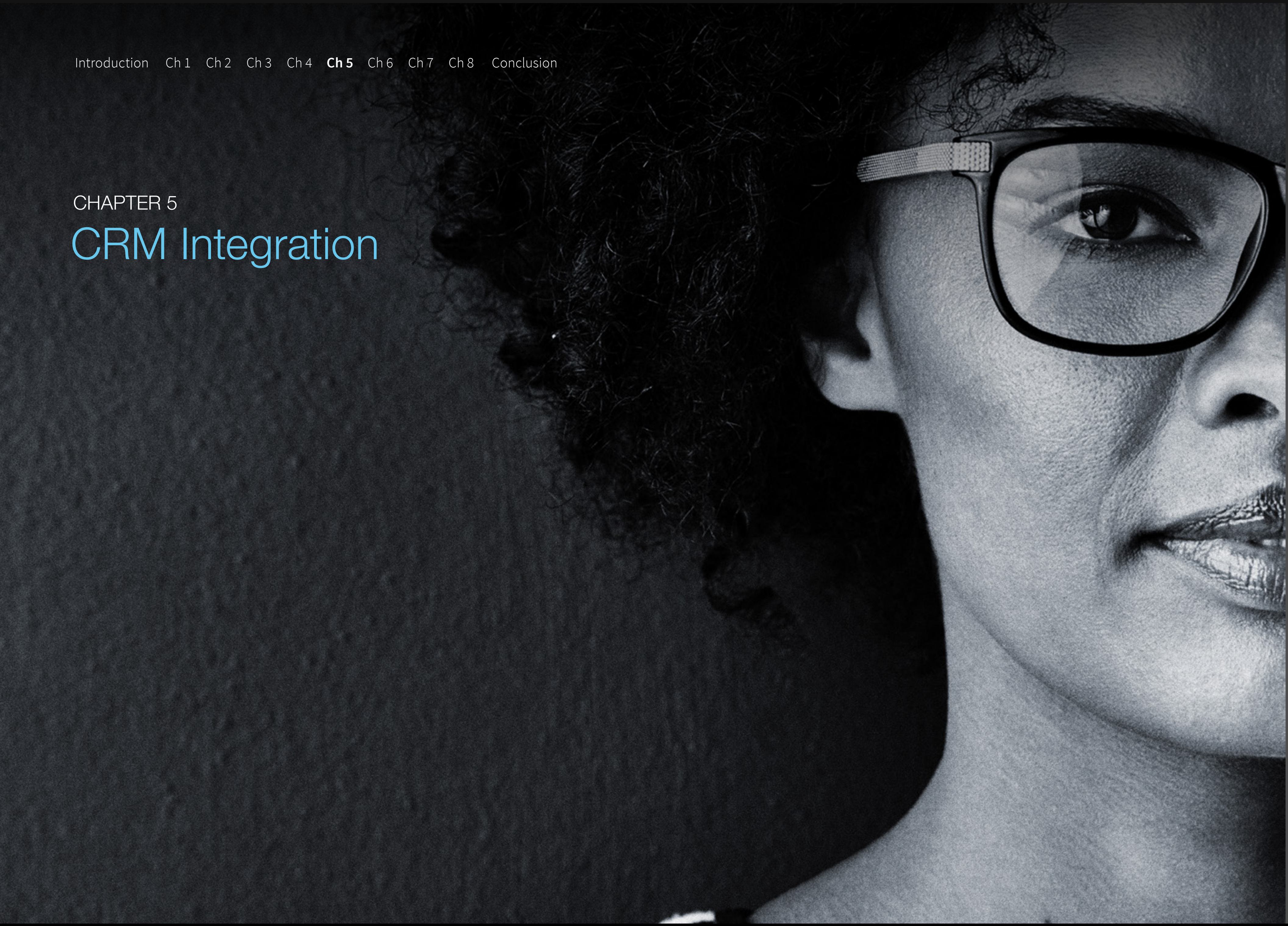
By combining these insights with additional research on LinkedIn and beyond, you can craft engaging, insightful messages that are likely to trigger responses from your leads. Showing that you are up to speed on what your buyers value goes a long way to establishing credibility and building trust.

> **Pro Tip:**
> Set up a search filter for headcount growth to narrow your lead list and updates to the most promising buyers.

> "It wouldn't be possible to find champions like these without real-time updates from Sales Navigator."



– Dave Schwartz, Senior LMS AE



CHAPTER 5

CRM Integration

CRM Integration

Automatically save the leads and accounts you are selling to and log Sales Navigator activity to CRM in a single click.

The LinkedIn CRM Sync feature in Sales Navigator allows you to pair your CRM with Sales Navigator to create a seamless workflow between the two systems. You can select to write-back your communications on LinkedIn—InMail, notes, messages—into your CRM, and push accounts and leads associated with the user into their Sales Navigator instance automatically as saved leads and saved accounts.

One unified sales experience

Once CRM Sync is activated, Sales Navigator can work to tailor recommended leads for users based on saved accounts and saved leads that mirror their accounts and leads in CRM. According to Senior LMS AE Brent Hicks, this makes short work of prospecting. "I go into Sales Navigator and click on each account and apply search filters. Once I find those that are my closest connections, I can see opportunities to make inroads. Essentially, Sales Navigator became my prospecting tool to source my own leads."

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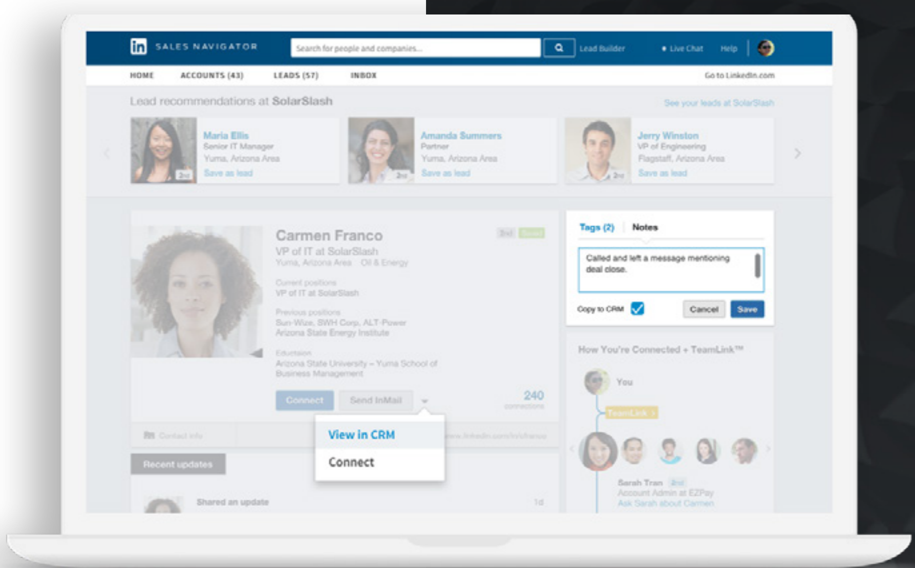
– Brent Hicks, Senior LMS AE



Elevate AE Schon Messier adds, "Every account assigned to me in Salesforce is automatically saved in Sales Navigator. If I come across a potential contact in Sales Navigator, I'll see right away if that person's name is already saved in our CRM system. If not, it's an easy click of a button to save them as a lead and keep working."*

Minimize data entry and data lookup

Even as you take notes, send InMails or place calls from the Sales Navigator, you can write them as activities to your CRM with a single mouse click. This gives Sales and Operations leaders an easy way to view their reps' Sales Navigator activity recorded in CRM.

With this sync, you can also access the CRM widget, which provides a wealth of information. You'll see company profile information that gives you a quick overview of recommended leads, company news, and a list of your current connections. The "icebreaker" tab offers summaries about prospects, such as articles they've shared, mentions in the news, and job changes. Under the "get introduced" tab, you'll find people in your network who can introduce you to a prospect, offering a straightforward way to map connections to top targets.

Even if a company doesn't update its LinkedIn Company Page regularly, you can use the widget to look for key stakeholders within the organization and see what they're sharing to get a sense of their issues and concerns.

**Note that contact information is not shared in the sync between Sales Navigator and a CRM system.*

CHAPTER 6

InMail Messages

InMail Messages

500M Reach more than 500 million members on LinkedIn, even if you're not connected to them.

InMail is a tool within Sales Navigator allowing you to reach those who aren't your first-degree LinkedIn connections. This is especially valuable when trying to connect with prospects whose email addresses you don't have. From directly within InMail, the prospect can visit your LinkedIn profile and gain comfort in responding to you.

Jumpstart interactions

Sales Navigator also provides you with a variety of icebreakers, paving the way for engaging interactions. As LSS AE Kaan Akkanat says, "The whole idea behind Sales Navigator's product design is that there is no excuse for salespeople to miss important information about a prospect, or waste an opportunity to connect due to a generic, irrelevant conversation. The icebreakers in InMail are there to make sure that salespeople using Sales Navigator have the means to differentiate themselves."

"The icebreakers in InMail are there to make sure that salespeople using Sales Navigator have the means to differentiate themselves."

– Kaan Akkanat , LSS AE

Rack up more responses and meetings

Unlike email where you're competing with a crowded inbox, people are more likely to respond to InMails because they receive fewer of them.

46%

In fact, prospects are 46% more likely to accept an InMail when having at least one thing in common with a sales professional.

That's why it's helpful to take advantage of the insights served up by Sales Navigator along with those you can glean from your mutual connections. By uncovering shared interests or experiences between you and the prospect, you can more easily spark a conversation.

A Senior LMS AE, Dave Schwartz, explains how he takes advantage of these insights. "Perhaps I saw something in their profile or about them in the news. I use that as a way to get the conversation into email. I'm not pitching." This approach pays off. In fact, one LMS AE sees about one third of InMails turn into meetings.

Pro Tip:

By taking advantage of InMail's real-time delivery feature, you can be sure your message will appear at the top of a prospect's inbox when they are most likely to see it. Make sure to align your messages with the prospect's place in the buying cycle. For instance, if your research reveals that the prospect is in the consideration stage, your subject line and message is better focused on solutions than on industry issues.

CHAPTER 7

PointDrive Presentations

PointDrive Presentations

Package and share sales content with buyers throughout the customer lifecycle with PointDrive.

PointDrive, a feature within Sales Navigator, makes sharing content easy with a simple UI to help sales reps neatly package follow up documentation into a visually elegant repository, customize the messaging for the recipient, and send to buyers via links in email and InMail messages. Once a PointDrive has been accessed, Sales Navigator users can track engagement in order to better gauge buyer intent and follow up more effectively.

By providing the right content at the right time, sales professionals can use PointDrive to guide their prospects and customers on the buyer's journey.

Eliminate the hassles of email attachments

B2B buyers are constantly bombarded with an overwhelming amount of information in emails. Anything sales reps can do to simplify that interaction for the buyer to click and view assets, whether it's presentations, case studies or contracts, makes the experience better for the buyer and increases the likelihood of the buyer engaging with it.

With PointDrive in Sales Navigator, you can package up content in a customizable virtual folio that you share via a URL. That way, your prospects access all the content you want to share via any device—including desktop, tablet or mobile—and via any electronic communication channel: real-time chat, InMail and more.

As LMS AE Andy Kijinski explains, “We tend to send a lot of follow-ups to clients. Whether a deck, best practices, or some other asset, they’re often image heavy. Combine big file sizes with multiple attachments per email and things quickly get unwieldy. PointDrive is a far better way to follow up.”

Plus, PointDrive enables you to account for different content consumption preferences. As LSS Relationship Manager George Lukaszewski says, “People tend to learn differently so I might include a tip sheet, a two-minute video, and a link to read something on our site. It gives the prospect options to choose the most appealing content.”

Easily create and share personalized content

It takes no special skills and very little time to create a well organized, visually interesting and easy-to-navigate presentation using PointDrive from within Sales Navigator. You can either copy and reuse a presentation created and shared by one of your colleagues, or create a new one featuring default branding in a template provided by your administrator.

> “PointDrive is a replacement for attachments in a very fluid and traceable environment.”

– Andy Kijinski, LMS AE

Confidently gauge interest

PointDrive does more than empower you to easily deliver a unique content experience. It also provides you with insight with reporting that tells you whether or not the recipient opened, consumed, and shared the content.

Senior LMS AE Brent Hicks underscores the value of PointDrive's analytics and notification functions: "I like that I can get an email notification or log on to see when someone has opened my PointDrive." You'll be notified once the recipient opens the presentation and interacts with the content, and can see time spent on each page of a multi-page document, along with total time spent watching a video.

All of these are clues into what resonates most, giving you a strong sense of whether or not the prospect is in buying mode and empowering you to follow up based on data-driven insights. As your content is forwarded, PointDrive gives you full visibility, so you can identify others involved in the buying decision and save them as additional leads in Sales Navigator.

Pro Tip:

Keep track of consumption patterns with your prospects and then time your sends accordingly. One LSS Relationship Manager, George Lukaszewski, found that people tend to engage with content earlier in the week around mid-morning.

As Elevate SDR Jen Silvestri says, “I love PointDrive, because it’s a good buy-in signal. I send so many messages and before I wasn’t sure if prospects just opened the messages or clicked through and consumed the content. It’s nice to see that they actually clicked on the link, consumed the content, and are interested.”

Per LMS AE Andy Kijinski, it’s valuable see everyone that’s viewed the drive and precisely what they’ve viewed. “Through PointDrive, you get detailed information that indicates how engaged your prospect is. You might see someone exploring the PointDrive every day and rereading the content while others never even click on the link. The more information you get as a seller, the better.”

> **Pro Tip:**
> PointDrive can help you identify new decision makers on a buying panel. Too often, reps send an email with a bunch of attachments and it goes into a black box—they don’t know when they’ll get a response, and they don’t know when it’s been forwarded. Once you send off your email, you’re in wait mode. You’re left speculating whether the prospect saw your message or viewed the content. PointDrive removes the guesswork from sending content and proposals to prospects, because it reports back with analytics on exactly who opened the content, even when it’s forwarded to others at their company.

Furthermore, once you see what content has resonated, you can share successful PointDrive presentations with others in your organization so everyone is using the most effective content.

“Through PointDrive, you get detailed information that indicates how engaged your prospect is.”

– Andy Kijinski, LMS AE

CHAPTER 8

TeamLink

TeamLink

Uncover the best ways to connect with prospects through your company's combined network. Get warm introductions and say goodbye to cold calling.

Discover connection pathways

Sales Navigator's TeamLink feature automatically surfaces connections between prospects and your coworkers, helping you identify the best way to get introduced.

1,000

With TeamLink Extend, you'll be connected with up to 1,000 additional people at your company or on your board of advisors—even if you're directly not connected to those colleagues on LinkedIn.

Knowing who can help introduce you to prospects is the first step to boosting the odds of getting a response from potential buyers at your target accounts.

“TeamLink is really important for taking advantage of your organization's overall network, because referrals are a huge part of any business and a much easier way of getting a sale.”

– Dermot Clerkin, LSS SDR

Tap into your organization's collective network

4.7m

At LinkedIn, our reps average 1,490 connections. But through the power of TeamLink, they're able to find warm introductions into as many as 4.7 million people.

As Elevate SDR Jen Silvestri explains, "When you're pursuing a deal in a huge organization, the budget's going to come from several different places. So you need the buy-in from different angles and it helps when you have a TeamLink to introduce you to these people." Silvestri adds, "Sometimes having that introduction makes for a beautiful first call."

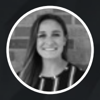
Not only does TeamLink help reveal connection pathways, it also highlights commonalities that might help facilitate a conversation, such as attending the same college or crossing paths at a previous employer.

Pro Tip:

95%

Steal a page from LSS SDR Dermot Clerkin who asks a colleague for a referral when having difficulty reaching a prospect. He connects with prospects **95%** of the time this way.

> "Sometimes having that introduction makes for a beautiful first call."



– Jen Silvestri, Elevate SDR

Conclusion

Your success as a sales professional hinges on connecting with and converting buyers.

The closer you can get to your prospects, the greater your chances of discovering the concerns, opportunities, and triggers that pave the way for a promising relationship and deal.

> "Sales Navigator is gold standard for sure, no doubt."

– Dave Schwartz, Senior LMS AE

LinkedIn Sales Navigator is the way you get closer to your prospects. Reps on Sales Navigator are searching and viewing more decision maker profiles while other reps may remain in the weeds, having a harder time determining who to reach out to. Not only are Sales Navigator reps discovering more decision makers, they are connecting with more of them.

In other words, Sales Navigator gets you closer to a first meeting with someone who's ready to talk and closer to a deal with someone who's ready to buy.

1. SalesforLife, 2018
2. LSS Insights research

LinkedIn SALES NAVIGATOR

LinkedIn Sales Navigator makes it simple to establish and grow relationships with prospects and customers by helping you tap into the power of LinkedIn, the world's largest professional network of more than 500 million members. Designed for sales professionals, LinkedIn Sales Navigator combines LinkedIn's network data, relevant news sources, and your accounts, leads, and preferences to produce customized recommendations and insights. With LinkedIn Sales Navigator, you can focus on the right people and companies, stay up-to-date on what's happening with your accounts, and build trust with your prospects and customers.

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