

How to Maximize
LinkedIn's Value With

SALES NAVIGATOR





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WHY DOES MY BUSINESS NEED LINKEDIN SALES NAVIGATOR?

Social media and the democratization of data have fundamentally changed the way products and services are bought and sold. In the digital selling era, the art of appealing to the savvy buyer takes place online long before the deal is closed.

LinkedIn has unlocked a world of possibilities for sales teams trying to engage B2B buyers who are closing the door on cold calls and relying on social media to steer their buying decisions. Consider that:

- There are **500 million** members on LinkedIn and **2 new members every second** — so you can find the right person, or people, to focus on.
- There are **2 billion member updates per week** — so you know what these people are talking about and doing.
- **LinkedIn is a platform that enables you to forge relationships with these professionals** — so you can uncover connection paths between your company and your target account for a warm introduction.

All that's good. But to truly tap into the power of LinkedIn, you need to tailor your platform experience and focus on the information that is relevant to you. And you can do just that with LinkedIn Sales Navigator.

Designed specifically for the sales professional, Sales Navigator makes it simple to engage in social selling, a modern sales approach that uses information from social networks to grow revenue. It harnesses the power of LinkedIn, the world's largest professional network, to help you target the right buyers, understand what they value, and engage with personalized outreach throughout the buying process. With Sales Navigator, you can build and nurture trusted customer relationships that lead to better sales results.

This guide was written with you, the modern sales professional, in mind. It includes everything you need to know about Sales Navigator — from the perspective of LinkedIn experts and power users — to help you stay focused, informed and trusted while you build and grow relationships.



TARGET THE RIGHT BUYERS AND COMPANIES



TARGET THE RIGHT BUYERS AND COMPANIES

If there's one thing you never have enough of, it's time. Yet, salespeople waste a ton of time finding the right people to talk to — if they can find them at all.

How can you avoid this fate and instead spend the majority of your time working opportunities and deals?

The answer is Sales Navigator.

With it, you can:

- Find the right people faster and more easily
- Prioritize the right companies
- Qualify new people at your accounts

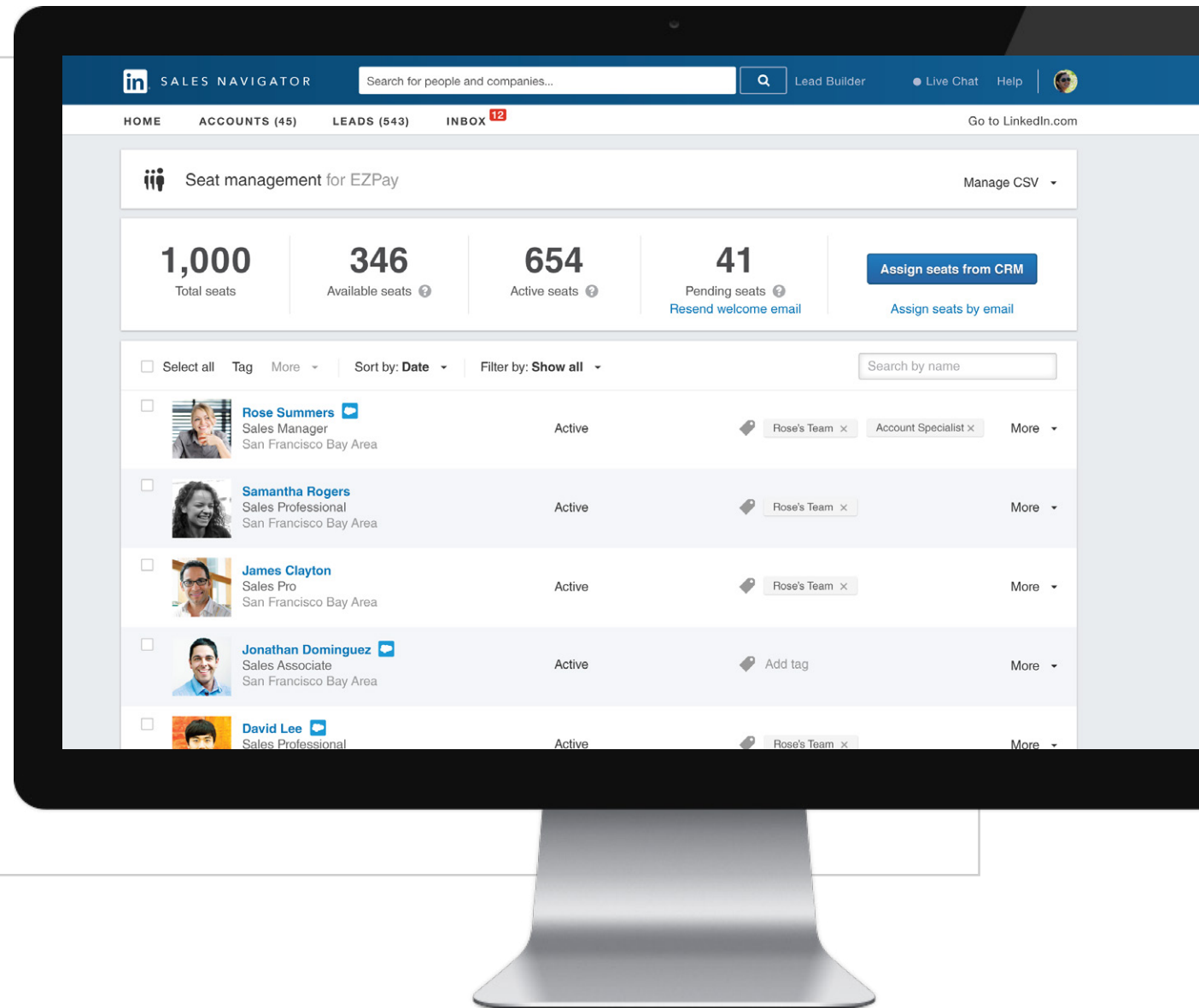
That means you can refocus your time and energy on truly selling.

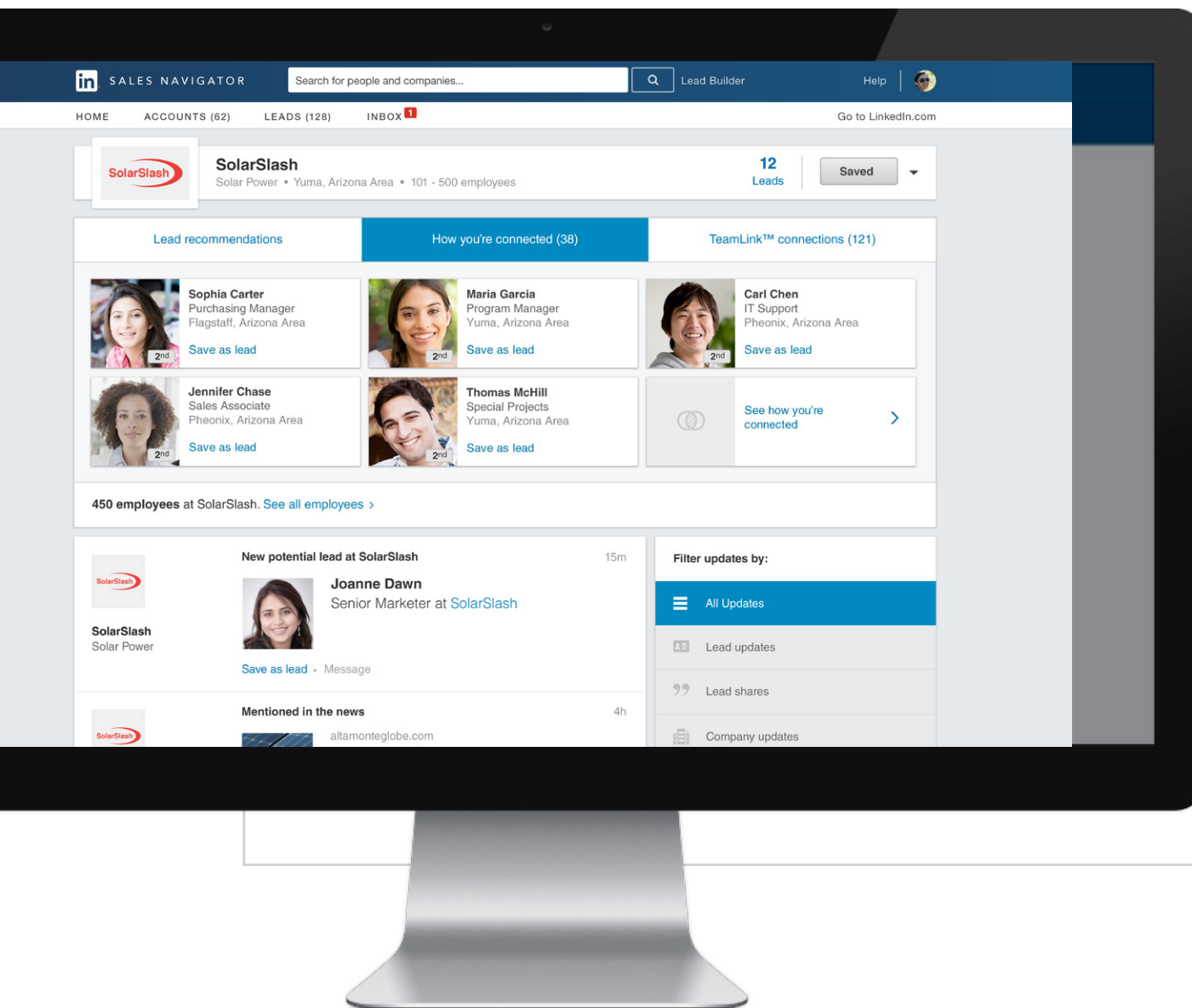
Here are all the ways Sales Navigator streamlines and automates the process of sorting through data to identify the highest-quality leads.

ADVANCED LEAD AND COMPANY SEARCH

Sales Navigator is purpose-built for lead generation, with a search experience that delivers the most relevant prospects. By taking advantage of and mastering the search options, you can more efficiently and effectively find the right people and companies:

- **Advanced Search:** Build your lead list with Advanced Search filters, including seniority, function, company size, and more.
- **People Search:** Target the right people by seniority, geography, function, and more. With over 500 million up-to-date professional profiles, you can zero in on the right people.
- **Company Search:** Identify the right companies by name, geography, industry, and more. With over 11 million Company Pages on LinkedIn.com, you can find the companies you want to target.





LEAD RECOMMENDATIONS

Sales Navigator helps you discover the right people with suggestions customized for you. With a view into a person's interests and contacts, you can quickly determine what you have in common. That paves the way for a warm introduction and personalized outreach. Get new lead recommendations based on your preferences and the types of leads you've saved in the past.

- See similar decision makers and influencers at the same company when you view a profile.
- Receive new leads on desktop, mobile, and email.

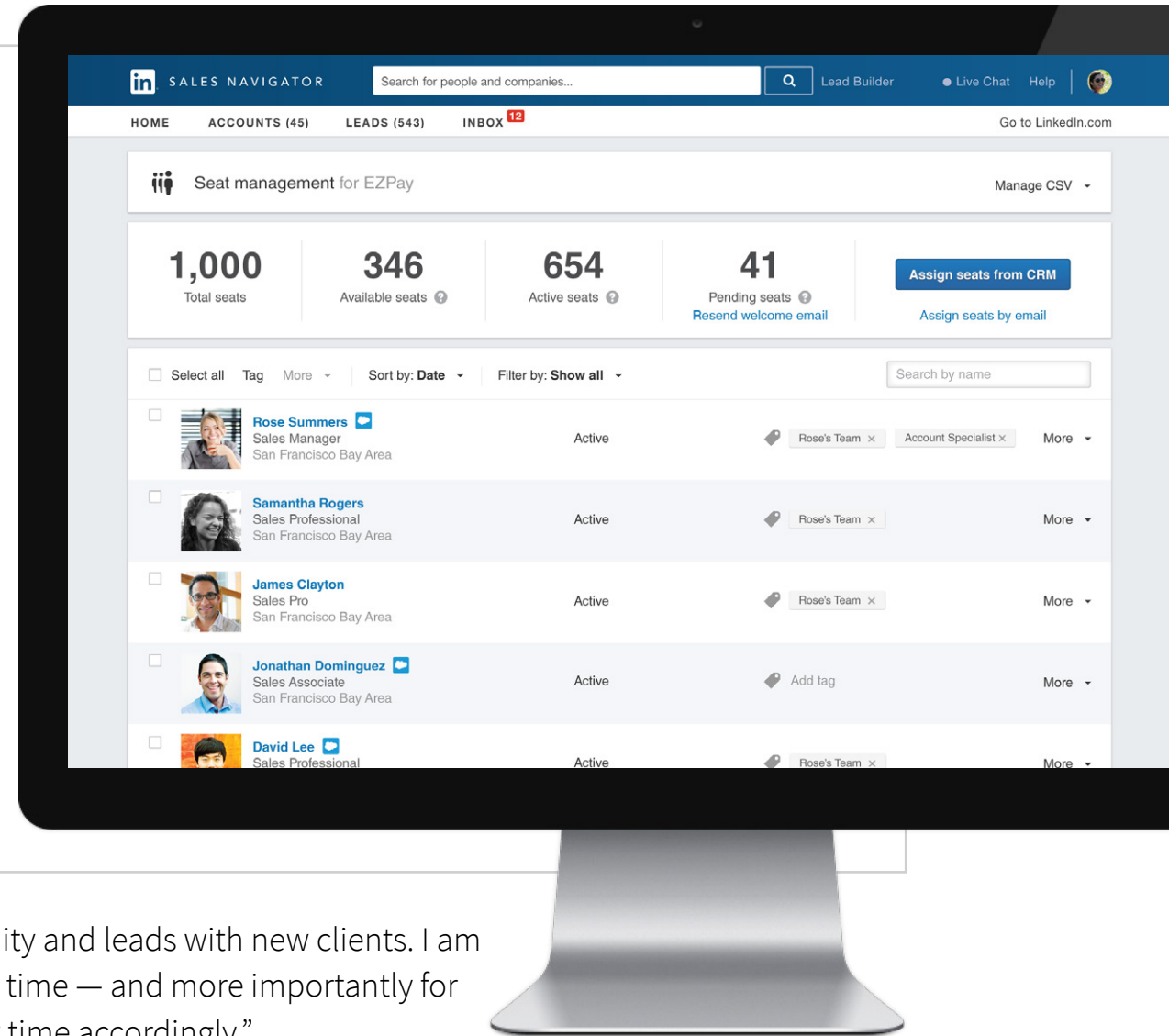
CRM SYNC

Great sales professionals rely on many tools to get their job done with the ultimate objective of getting closer to the customer, understanding their needs and building trusted relationships. That's why Sales Navigator integrates with CRM systems -- so you can more easily discover relevant insights from the accounts and leads they're actively working. This integration ensures that only the most relevant accounts are imported from a user's CRM, with CRM leads and accounts automatically imported into the Sales Navigator experience. At the same time, the sync ensures your Sales Navigator's activity is automatically logged to CRM in a single click.

- Take advantage of auto-populated, saved accounts and leads from your open pipeline, updated daily.
- Get updates from your CRM system on the leads and accounts you're actively working.

"Sales Navigator turned me into an organized manager of opportunity and leads with new clients. I am now able to tag a new contact as a lead and engage with them over time — and more importantly for me... I don't forget. I can even view them by client and prioritize my time accordingly."

Randy Both, *Former Client Partner, Filter Digital*



CUSTOMER SUCCESS STORY: HYLAND SOFTWARE

By Mike Cachat, Account Manager, Hyland Software

One challenge Hyland faces is that OnBase is a comparatively stand-alone, focused player in the ECM (enterprise content management) space within the insurance sector. We're going up against a handful of massive companies — more platform vendors — so it's been tough to build some of those relationships when carriers don't have previous exposure to OnBase or existing relationships with Hyland.

At the same time, buyer behavior has changed. Instead of an executive making a decision and that whole decision riding on his or her shoulders, they've started allocating a lot of the buying process to a project team of six to eight folks. Working with a comprehensive project team provides a well-rounded perspective of the company's objectives, but without knowing each person and what their specific buying behaviors may be, it's nearly impossible to effectively present your solution to the group. Navigator has enabled our team to perform the necessary research and proper due diligence, thus putting our best foot forward to focus on our differentiators and make them resonate.

Sales Navigator has helped us address both challenges and has shortened our sales cycles, contributed to deals

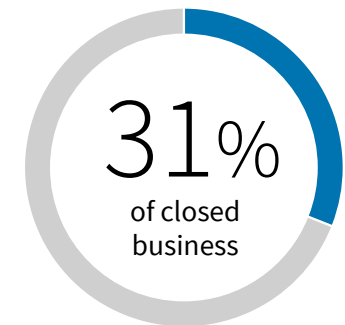
closed and built up our late-stage pipeline. It has provided a direct channel to prospects so that we can convey crucial information about what makes OnBase the superior choice for ECM.

Advanced Search with Lead Builder is one of my go-to features. I can execute extremely granular queries quickly to find the right people — without having to search on my own through the web or reports or other sources. InMail also has been a great tool. Its open rate is significantly higher than normal email, and prospects feel more comfortable responding to InMails.

We see Sales Navigator as a more professional way to reach out to our prospects. Instead of sending the same type of emails that are inundating everyone, Sales Navigator provides a more direct-connection channel—and the messaging is resonating at a higher rate. We are sending targeted messages, reaching the previously unreachable and focusing on higher quality opportunities to help Hyland continue to grow.

SALES NAVIGATOR STRATEGIC CONTRIBUTIONS

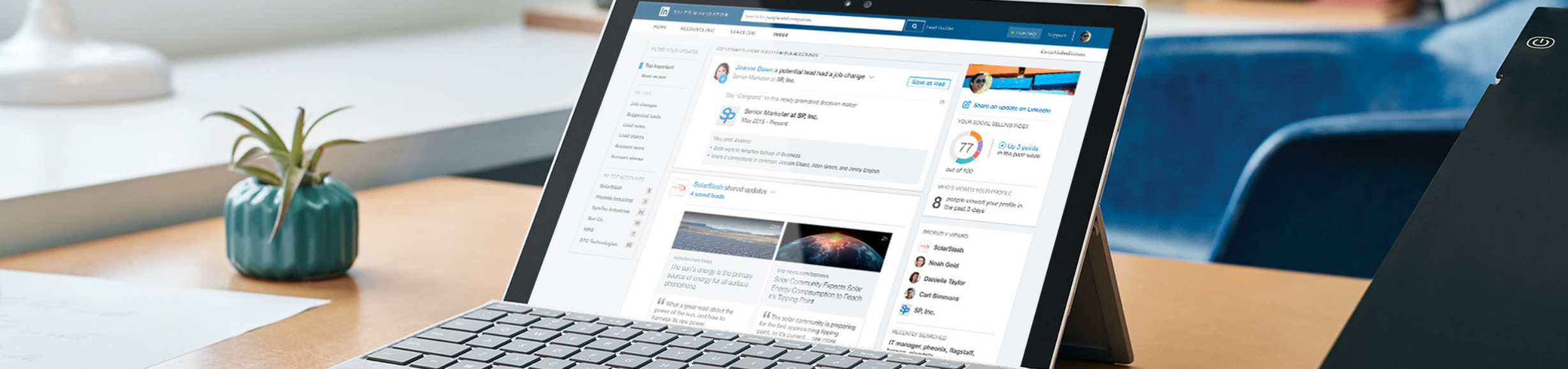
Sales cycles reduced
30% to 60%



40% to 60%
More qualified pipelines



**FIND THE RIGHT
PEOPLE AND
COMPANIES FASTER**



UNDERSTAND WHAT BUYERS VALUE

Today's buyers are engaging with sales professionals that provide value targeted to their needs at the appropriate buying stage. To be successful, you need to offer that value at each stage of the buying journey -- and when a buyer needs it most. The key is uncovering insights into your buyer in real time so you understand what they are trying to achieve and how you can help them succeed.

Sales Navigator is designed to keep you effortlessly in the loop and working productively so you can engage buyers in a way that stands out.

Specifically, it helps you:

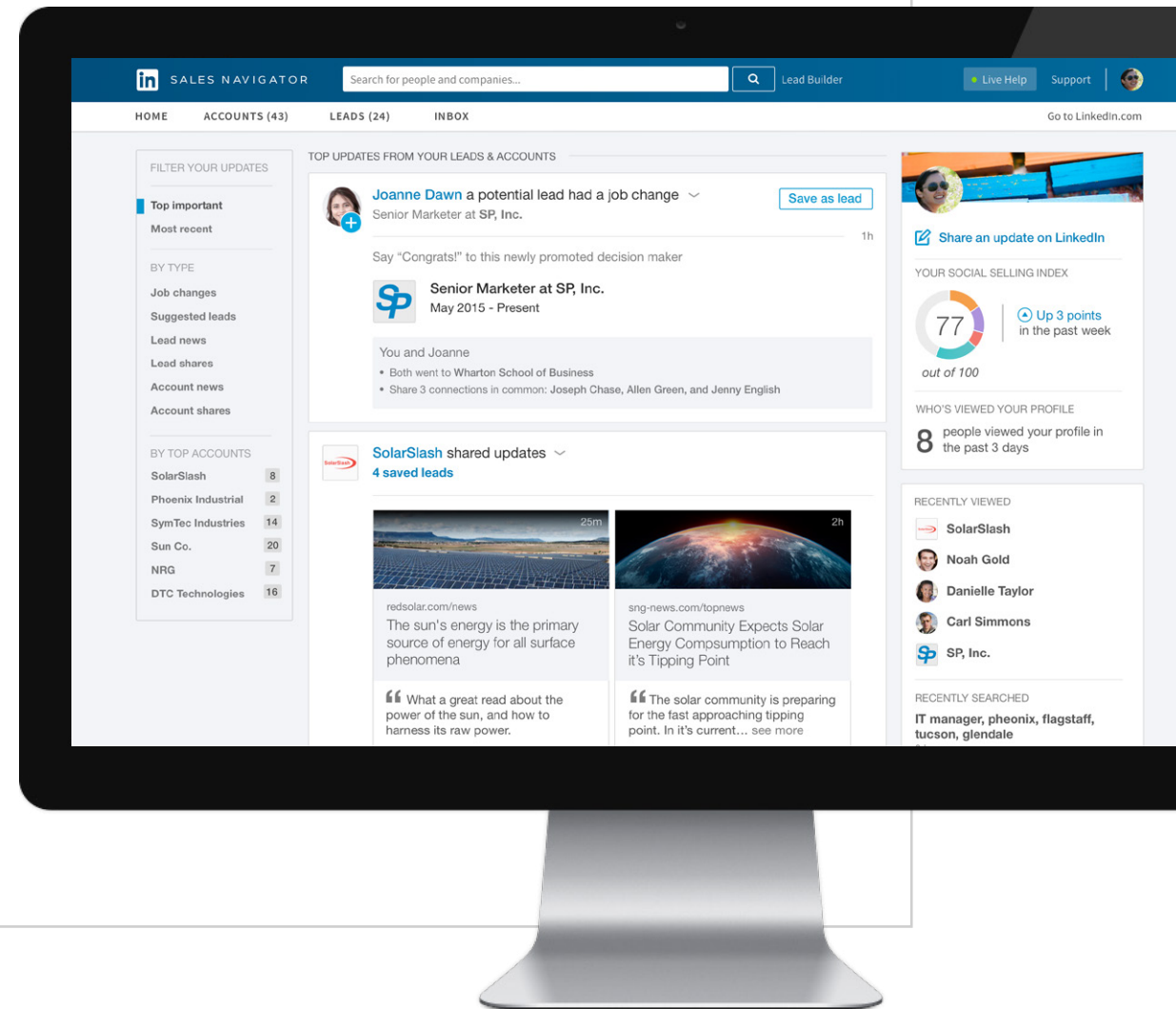
- Keep track of leads and existing relationships
- Stay up-to-date on contacts and accounts
- Research prospects wherever you work

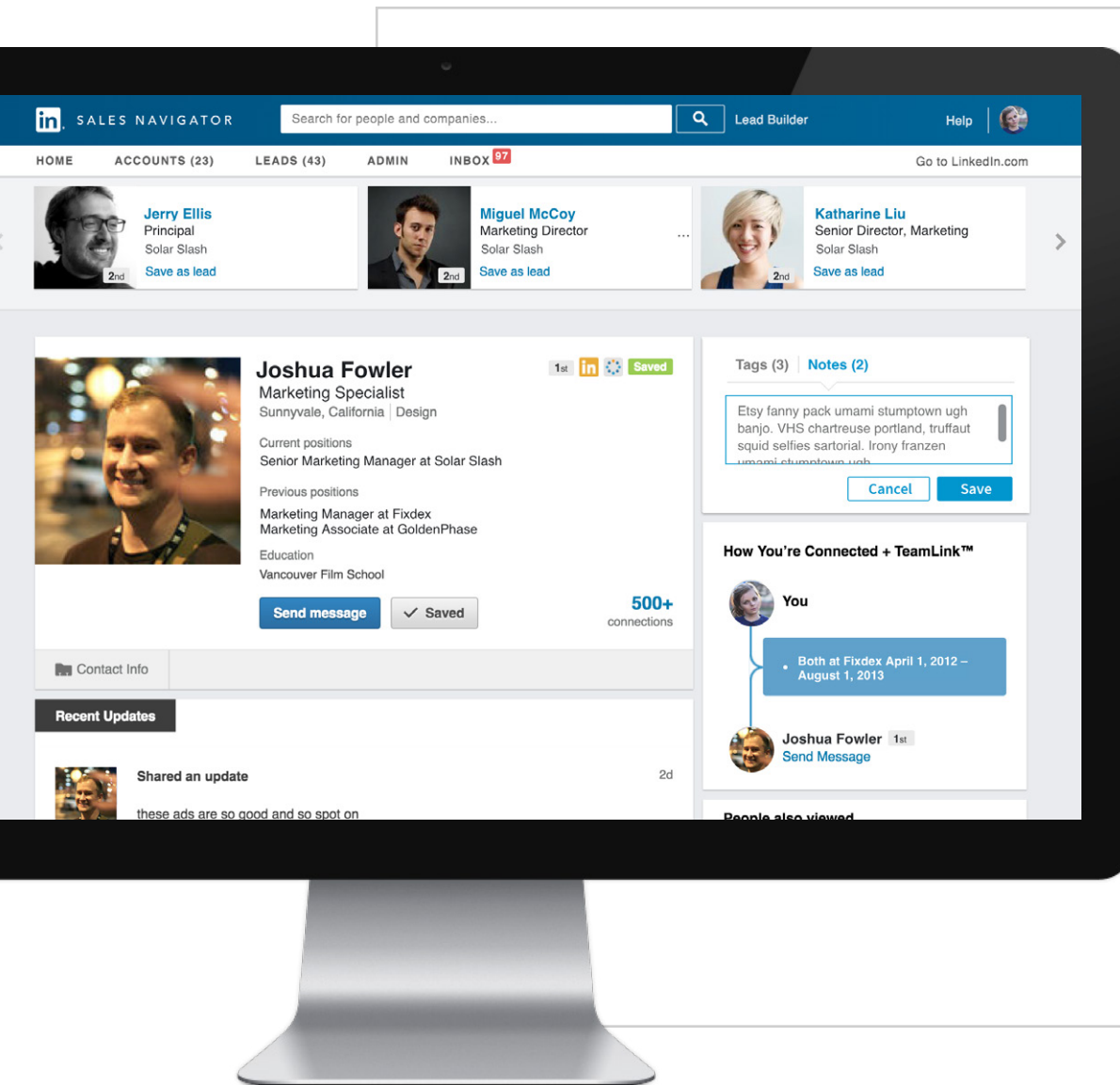
Here are all the ways Sales Navigator makes the vast treasure trove of detailed buyer knowledge on LinkedIn actionable so you can more effectively connect with buyers.

REAL-TIME SALES UPDATES

Connecting at just the right time can mean the difference between moving an opportunity forward and losing out to the competition. With Sales Navigator, you get notified about your leads' activities, giving you a reminder and reason to reach out. You effortlessly stay up-to-date on what's happening with the people and companies you're interested in through five types of alerts offered on your homepage and via email:

- **Lead Updates:** Be one of the first to know when your leads change roles, have an anniversary or when a lead connects with someone in your network.
- **Shares:** Understand what your leads care about by seeing their professional shares on LinkedIn.
- **Company Updates:** Receive key information about your accounts that is posted to their LinkedIn.com Company Page.
- **In the News:** See when people or companies get mentioned in the news, sourced from sites across the web.
- **Potential Leads:** Identify new potential contacts or decision makers when accounts make new key hires.





NOTES AND TAGS

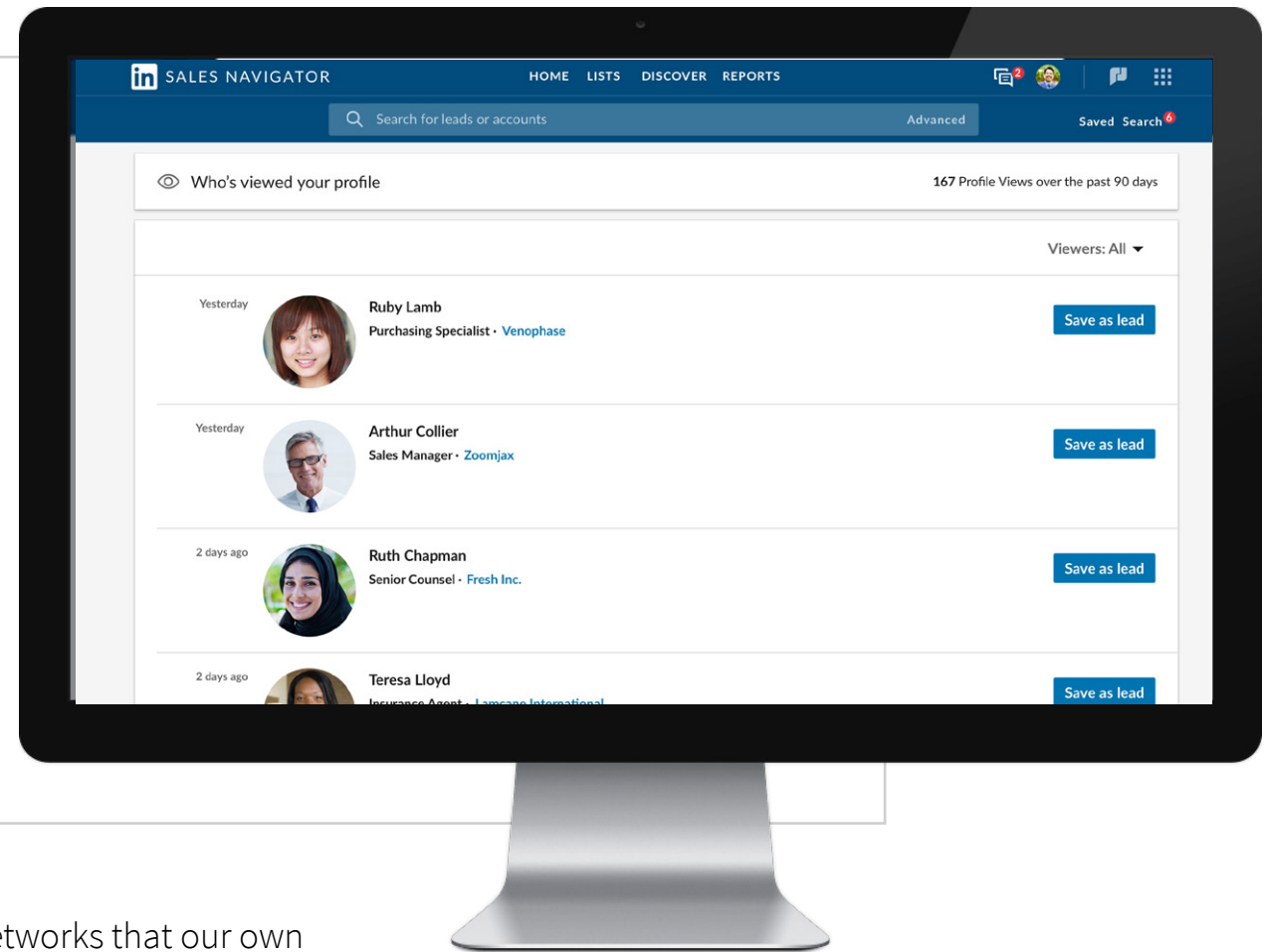
Tightly managing your interactions with prospects and customers plays a big role in your ability to work efficiently and close deals. Notes and Tags within Sales Navigator help you keep a detailed chronological account of your interactions with potential customers and target companies in a way that works for you. You simply organize your leads and accounts with tags, and take notes that can be synced back to CRM.

- **Notes:** Store relevant information and action items on leads and accounts. Use this to track progress and understand context for a lead or account.
- **Tags:** Streamline your workflow by organizing your leads and accounts in a way that works for you. Save time by using tags to easily find the leads or accounts you are looking for.

WHO'S VIEWED YOUR PROFILE

Curiosity leads many of us to view the LinkedIn profiles of those professionals that have viewed us. Sales professionals can use that knowledge to their advantage, using the “Who’s Viewed Your Profile” list as a way to generate warm leads. If someone has viewed your LinkedIn profile and you share commonalities, harness it as an icebreaker for a potential new business opportunity.

See the full list of who’s viewed your profile over the last 90 days and quickly reach out or save them as leads.



“Sales Navigator has enabled my team to tap into the vast networks that our own employees have in order to make connections with prospects and current customers, reducing sales cycles by as much as one-third! Indispensable.”

Bridget Gleason, *Former VP of Sales, Yesware*

CUSTOMER SUCCESS STORY: JLL

By David Reynolds, National Director, JLL

I've always used LinkedIn in my consultancy work. I've found that Sales Navigator takes the value of LinkedIn to the next level. You can find out much more about potential buyers than using only basic LinkedIn.

When I know more about the people that I want to target, I'm coming across a little bit more informed. I look like I've done a lot more homework.

I can look at my contacts' Profiles and their activity to understand where they sit in relation to the company, as well as a little bit more about what's happening with them personally. I appreciate that the insight is limited to what they've uploaded themselves, but I can use that knowledge collectively. When I'm meeting a new person, for instance, I can subtly make the hint in conversation that I actually know somebody they know.

In one recent case, I had kept in contact with a gentleman at Second London Wall, which is a property management outfit. He had disappeared off overseas to do some project work in the United States. I hadn't heard anything of him for some time.

Then, I saw his changed profile. It said he was back in the UK. I went into Sales Navigator before contacting him to understand a little bit more about him and the firm that he was working for. It turned out he was working for Dalian Wanda Group. I also found out that he was actually trying to head up a first property deal in the UK. I got in contact with him and basically said, through Sales Navigator, "Long time, no see. Opportunity for a coffee? How can I help?"

Sales Navigator gave me the opportunity to understand what he wanted in terms of where he was going with his aspirations for development. Also, it was an opportunity for me to update him on what had changed with me. From our reconnection I managed to get key information on Wanda Group's first property asset foray into the UK.

For me the lesson is just because you haven't "LinkedIn" with somebody for a while, don't be shy. Don't assume it's a write-off. There's nothing wrong with dropping them a line to say, "Sorry it's been a while. What are you up to? Let me know." And then use Sales Navigator to understand a little bit more about them so the reconnection benefits both of you.

SALES NAVIGATOR STRATEGIC CONTRIBUTIONS

- Deeper knowledge of contacts than basic LinkedIn
- Maximizing long-term connections
- Gaining key insight on new opportunity



**KEEP TRACK OF KEY LEAD
AND COMPANY CHANGES**



ENGAGE BUYERS WITH PERSONALIZED OUTREACH

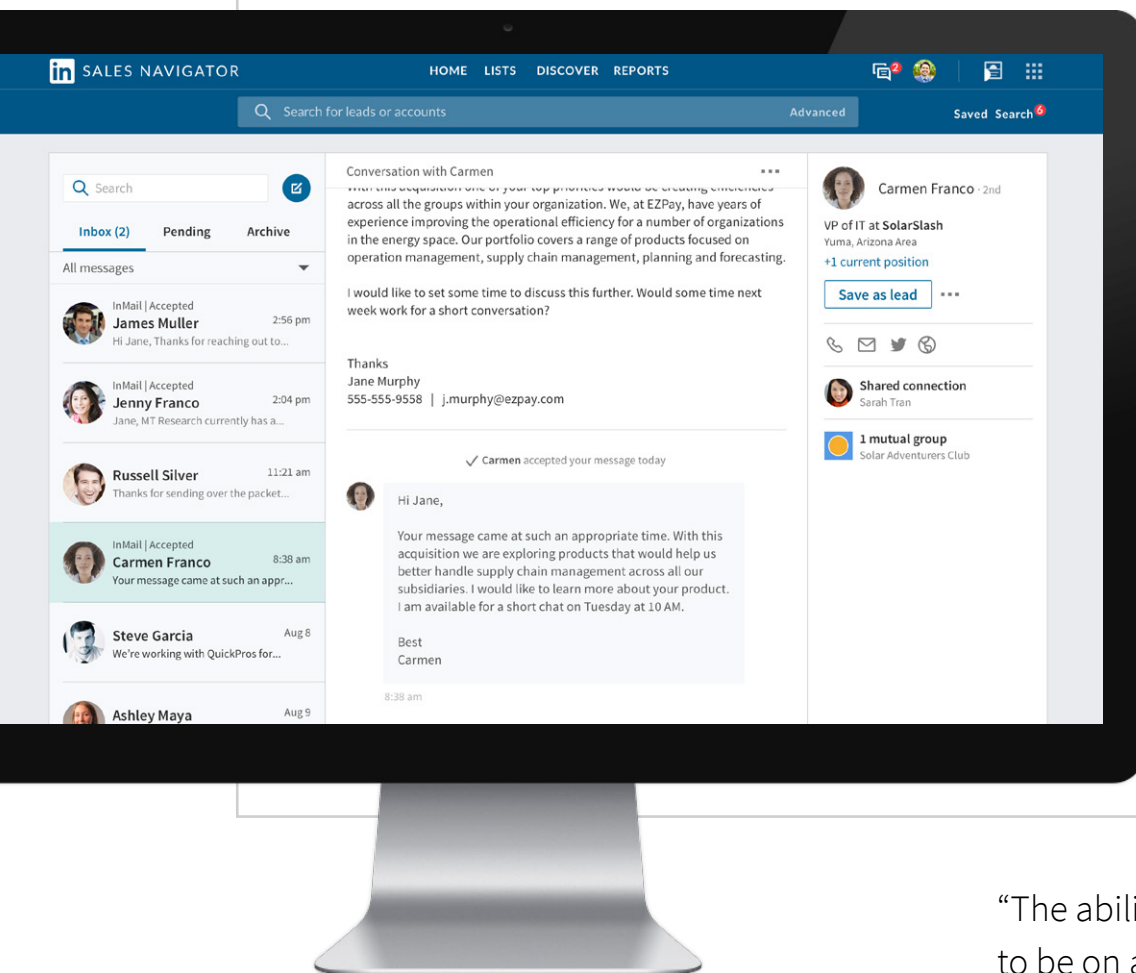
Making sales is all about building relationships. And impersonal outreach is no part of developing meaningful relationships. In fact, nearly half of B2B decision makers don't respond to sales professionals who don't personalize their messages so why would you use such an approach?

The good news is that you can rely on Sales Navigator and its many built-in features to help create trusted relationships.

With it, you can:

- Engage with prospects and customers through your network
- Reach your prospects directly with the right context
- Build your professional reputation

Let's walk through some of the most effective Sales Navigator features and tools for engaging your buyers.



INMAIL MESSAGES

When it comes time for outreach, InMail messages are one of the most credible (and successful) channels for sales professionals to directly contact prospects and customers. In fact, you can reach your prospects directly and credibly with InMail, even if you don't have their email address. Here are some of the proven ways you can use InMail:

- **Start meaningful conversations** with insights from extended profiles.
- **Use icebreakers** like shared education, experience or connections to build credibility and increase response rates. Our data-driven analysis found that sales professionals saw a 46% lift in InMail acceptance rates when having at least one commonality with a prospect versus having no commonalities.
- **Better understand your prospects** by staying informed on their LinkedIn activity or recent job changes.
- **Easily tailor your message** based on unique company growth and insights.
- **Attach relevant documents** to move prospects along the sales cycle.

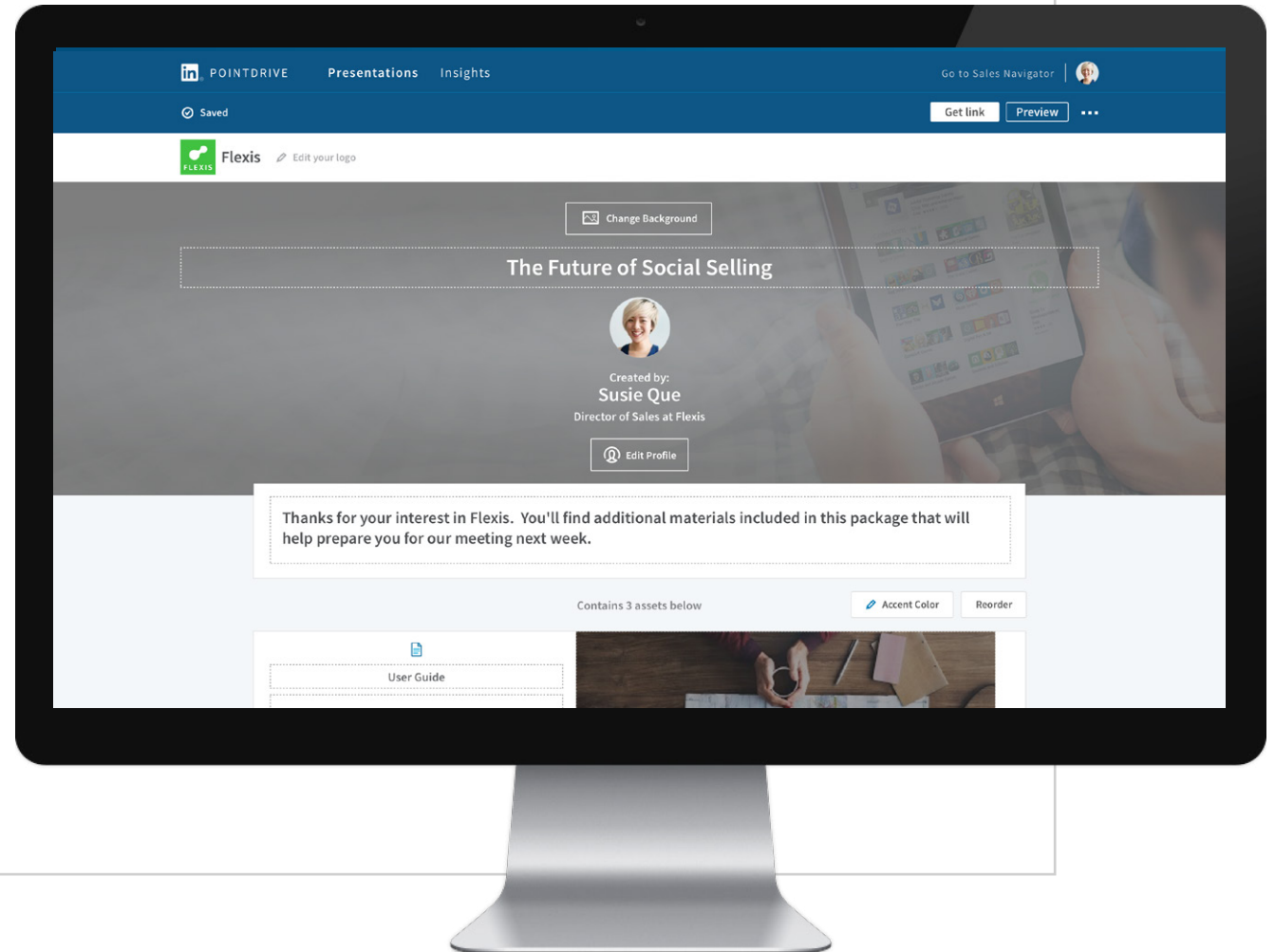
“The ability to send InMail really separates you from other B2B vendors. It allows you to be on a more peer-like level of engagement.”

Jason Ellert, *Former Enterprise Account Executive, NetBrain Technologies Inc.*

POINTDRIVE PRESENTATIONS

PointDrive is a tool within LinkedIn Sales Navigator specifically designed to help you simply and effectively deliver personalized, engaging content to buyers. Rather than send a busy, overwhelming email full of attachments, you send an email with links to relevant documents, PDFs, videos, testimonials, articles, and more.

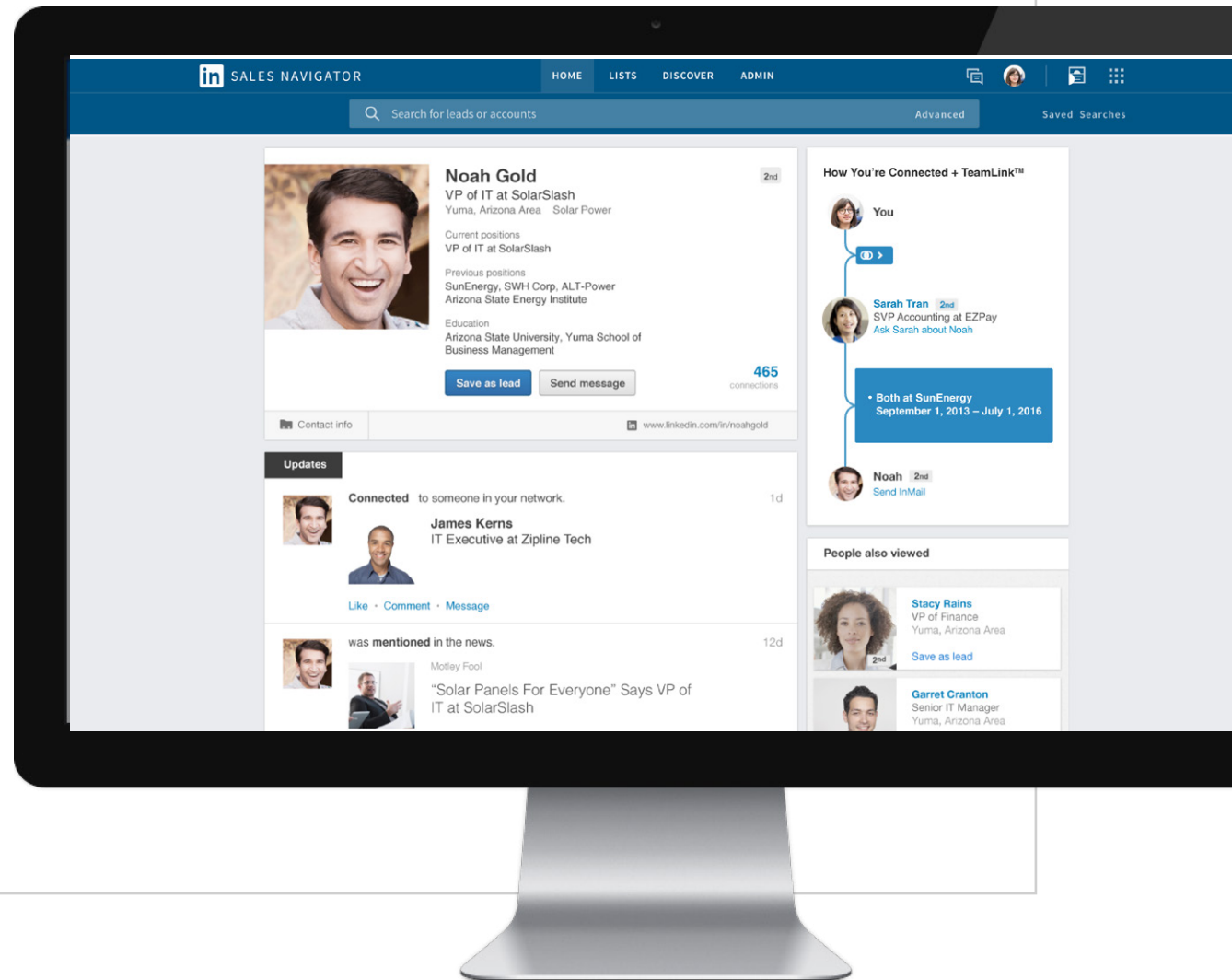
- Deliver personalized content that looks great on any device, whether your buyer is on desktop, tablet, or mobile.
- Get alerted whenever your content is opened, viewed, and forwarded.



TEAMLINK

Sellers who reach out to buyers through their mutual connection are more successful than those who just reach out cold. With Sales Navigator, you can use your sales team's network to uncover the best way to get introduced. The TeamLink feature in Sales Navigator feature makes it possible to tap into the networks of all your sales colleagues, even of those you're not directly connected with on LinkedIn. TeamLink automatically expands your LinkedIn network, showing you which of your sales colleagues can help connect you with prospects and accounts.

- Search your TeamLink network to find the most promising prospects.
- Tap your newly extended network for introductions and insights.
- Grow your network automatically as your sales team grows.



CUSTOMER SUCCESS STORY: EXTENDED STAY AMERICA

By Laura Heffron, Director, National Account Sales, Extended Stay America

I use LinkedIn every day to engage with new contacts within existing accounts, and Sales Navigator has helped me achieve my goal of becoming their trusted advisor for finding the lodging solution they need. I have both screens open all the time, whether I'm using my laptop or my mobile phone.

Sales Navigator has greatly streamlined my process for identifying high-opportunity leads. Just the fact that I can build a lead and put them in categories— from their role within the company to the areas where they're from — has helped me tremendously.

One account was a large company that has 100 branch offices. I was able to break that down by lead markets within Extended Stay and target roles within those branches that have opportunities for lodging. LinkedIn is how I contact these new leads, set up appointments and qualify them.

If they meet the criteria, have the need for the lodging and the spend, then the relationship begins.

I use both LinkedIn and Sales Navigator to manage lead generation. I build up knowledge on our existing accounts. I read all of their updates, and sometimes I comment on their updates. LinkedIn provides a trusted forum, so I've used comments to reach out if I see a company that has a need.

I deal with several companies that have recruiters, and if I see that they're looking to hire, I'll comment, "Don't forget about us. We're happy to help lodge people coming in from out of state." It's been a win/win situation because I'm building new business while also addressing a client's need.

SALES NAVIGATOR STRATEGIC CONTRIBUTIONS

- Ability to identify, contact, & qualify high opportunity leads
- Knowledge building on key accounts
- Cross-functional sales opportunities



As more and more B2B selling goes social, the most successful sales professionals have evolved their sales strategy by leveraging the myriad opportunities available to them via LinkedIn. Social selling has unlocked a world of possibilities to sales teams facing B2B buyers who are closing the door on cold calls and relying on social media to steer their buying decisions. While social selling has become indispensable on its own, the stories here prove what Sales Navigator subscribers already know: the product's return on investment is undeniable. Sales Navigator has made it easier than ever to crush sales goals and close more business, and sales professionals who use it reap greater rewards than those who don't.

[Click here for a free trial](#)