

LinkedIn has unlocked a world of possibilities to sales and business development teams facing B2B buyers who are closing the door on cold calls and relying on social media to steer their buying decisions. With over 546 million members on LinkedIn, you can find the right person, or people, to focus on.

Here are 3 tips to finding the right people on LinkedIn:

- **Leverage the power of LinkedIn search:** Search for titles and company names in the search navigation. Narrow down your search with filters like school and location to generate a list of opportunities in a target market. With LinkedIn, there is a limit to how far you can search.

- **Consider the decision-making team:** According to CEB, there are an average of 6.8 people on a buying committee. Go beyond targeting a single lead in a target account. Look up their peers and start identifying who the decision-makers might be.
- **Make it a team sport:** Make sure your team is connected on LinkedIn so you can surface any shared connections.

**An executive is more likely to take a meeting based on a referral.**

76% more likely if referred by a superior  
 50% more likely if referred by an internal colleague  
 36% more likely if referred by a subordinate

## Take search to the next level.

LinkedIn's premium standalone sales tool, Sales Navigator, takes search one step further. Sales Navigator's Advanced Search helps build prospect lists and narrows searches for new leads by company, title, industry, region, and other filters. Once a lead is saved, you'll have visibility to their updates and shares right on your Sales Navigator homepage to help provide social cues you can leverage to start a conversation.

## Become an Industry Thought Leader

Buyers and prospects are **five times more likely** to engage with those who are known industry thought leaders.

Here are some best practices to building your professional brand on LinkedIn:

- Comment in relevant group discussions with your insights, adding value to the discussion while boosting your presence online
- Share important or interesting relevant news or publishing industry content. Leverage the content your marketing team is already creating for extra amplification
- Keep your LinkedIn profile up-to-date with an actionable headline that quickly tells your audience what you're trying to achieve with a professional headshot

## Leverage Your Own Team's Network

It seems like a no-brainer but this is a great way to make connections through warm introductions. Here are some tips to asking for warm introductions:

- **Make sure its worth it:** Your colleague is potentially putting their reputation on the line for you so make sure its worth asking for a warm introduction.
- **Make it easy:** Create the email for your colleague to send to the contact. Give your colleague a comfortable way to decline your request too.
- **Follow through:** Don't forget to close the loop with your colleague and let them know how the conversation went.

**Questions? Contact us today! [Email us](#) or call us at 1-844-587-5732**