

Drive Better Results

3 Advanced Sales Navigator Tactics



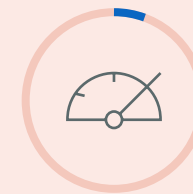
Introduction

As a sales professional, your daily goal is to identify and engage with the right people—your target audience—as efficiently and effectively as possible. LinkedIn is where the individuals and companies in your target audience have established their digital presence, making it a prime platform for sales.

With nearly 600 million members, LinkedIn serves up more data and insights about your target audience than any other platform. The key is leveraging all that information to grow revenue.

This Pocket Guide reveals how LinkedIn's own sales professionals do just that in a scalable manner using Sales Navigator. After all, look at the results our own customers have achieved using Sales Navigator.

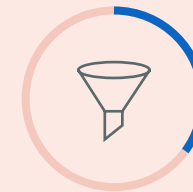
On average we see the following success from customers using Sales Navigator



5%+
Increased win rates



35%+
Larger deal sizes



34%+
Opportunities sourced



61%+
Influenced revenue



Tip 01

Build a Strong Professional Presence With Your Profile

As your digital brand, your LinkedIn profile provides an opportunity to attract the attention of someone you're trying to engage. And in a world where time is scarce, grabbing attention equates to success.

Tip 01

Build a Strong Professional Presence With Your Profile

Remember: You never get a second chance to make a first impression, so your LinkedIn profile needs to be strong.

Conduct this litmus test to gauge its strength:

1 Does your profile start to build trust with viewers?

2 Does your profile make it easy for viewers to learn more about what you're selling?

You want your profile to be professional yet personable, showcasing what sets you apart and how you help your customers succeed.

Incorporate these 3 key components

With that in mind, make sure you incorporate these three core components:



Photo



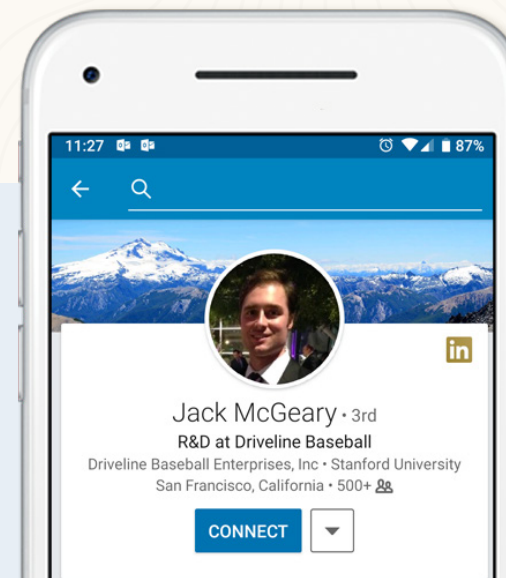
Description



Media



Profile viewing is the [#1 activity](#) on LinkedIn.



Here's the profile of a top performer working for LinkedIn.

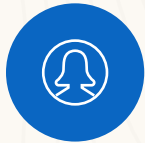
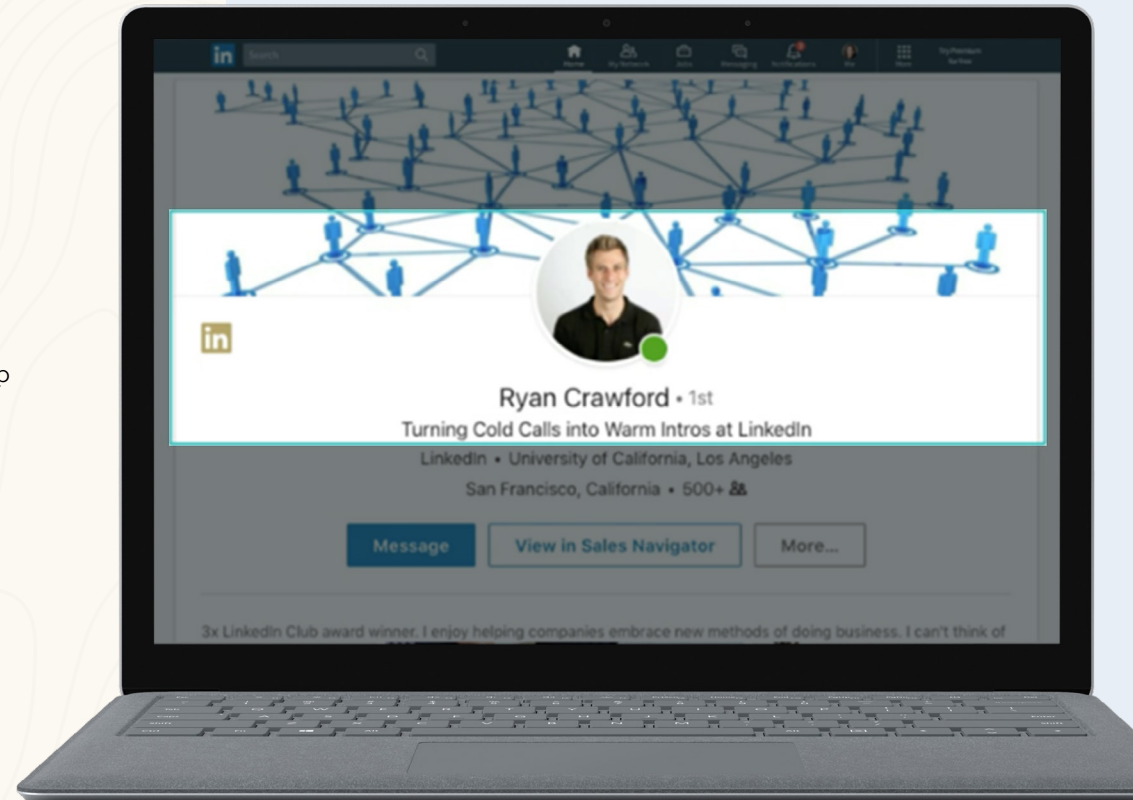


Photo and Headline

It's a must to include a photo because profiles without photos end up at the bottom of search results on LinkedIn. Ryan's face-forward photo is crisp and professional and is supported by an active headline that makes it easy to understand what he does. The headline is usually the first element of a profile that people see, so make yours stand out!





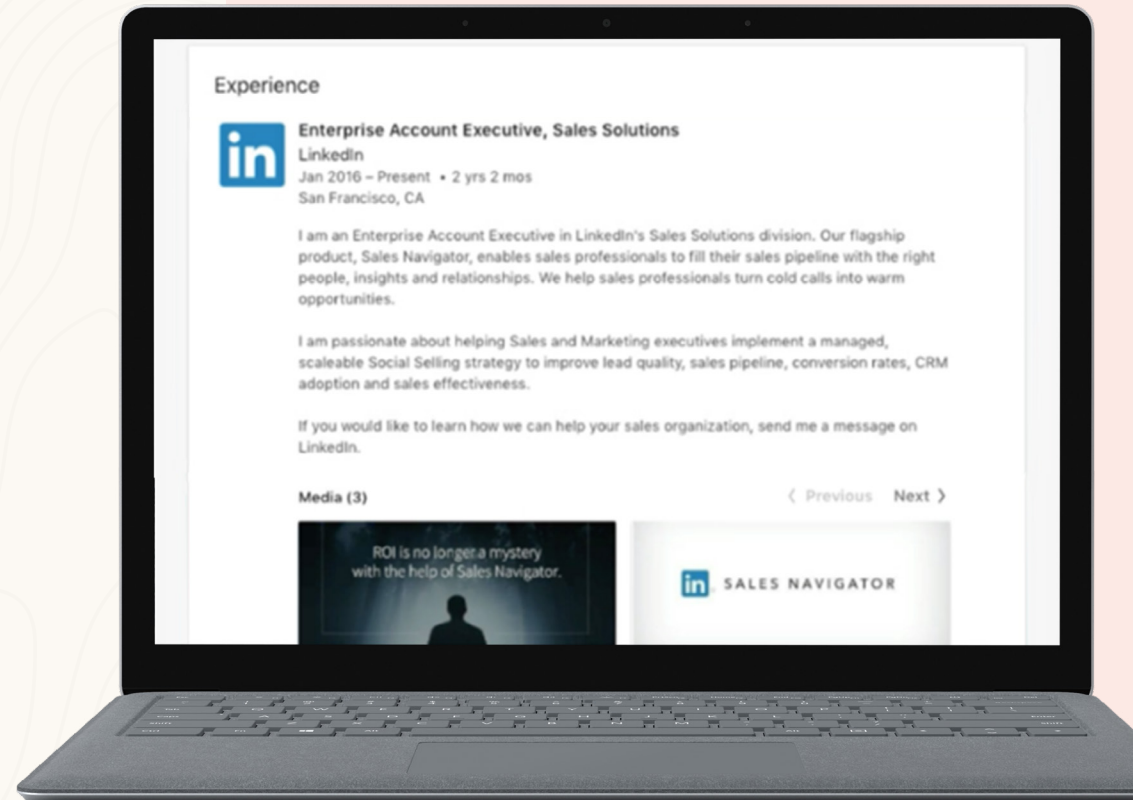
Description

Next is the description, where you should provide a quick overview of your role, how you work with companies and clients, and something compelling about what you sell. Use this opportunity to show off your successes.



Media

Last, but not least, is the opportunity to include media in your profile. You want to make it as easy as possible for prospects and customers to learn more about what you can do for them. These days, people gravitate to easy-to-consume, visually compelling profiles. Be among the best by uploading pictures, graphics, and other rich media, such as case studies and webinars.





Tip 02

Target the Right Companies and Individuals with Search

40%

According to a HubSpot study, more than **40%** of salespeople say prospecting is the most challenging part of the sales process. Yet, knowing who you can sell to is essential to success. That's where advanced search within Sales Navigator comes in handy—it was designed specifically to equip salespeople to filter through all the valuable information on LinkedIn.

Tip 02

Target the Right Companies and Individuals with Search

Advanced search makes it incredibly simple to get hyper-targeted in your searches and craft a promising lead list from all LinkedIn members.

Plus, using it to filter through data and criteria, you can arrive at insights about the people you want to connect with.

Call upon a range of criteria

Part of your responsibility as a sales professional is finding the low-hanging fruit—those who will speak highly of your offering and potentially bring you in once they move to a new company.

You can zero in on these individuals by searching on Past Company. Leveraging this advanced search helps you find all the people who used to work for your client accounts but now work elsewhere.

20%

This is especially valuable considering that turnover within companies is at an all-time high: **20%** of decision makers change roles every year.

Think of advanced search as your GPS:

You know your destination and this tool helps you arrive at it the best way possible.

Start your Advanced Lead Search

0 results Search

Profile filters

Show only TeamLink Connections Apply your sales preferences

Keywords

Enter keywords...

Industry

First name

Geography

Postal code

Last name

Relationship

School

Profile language

Role & tenure filters

Function

Years in current position

Title

Years at current company

Seniority level

Years of experience

Company filters

Company

Companies or boolean

Company type

Company headcount

Past company

Other ways to prioritize your search are by filtering on industry, geography, company size, revenues, and even the technologies in use.

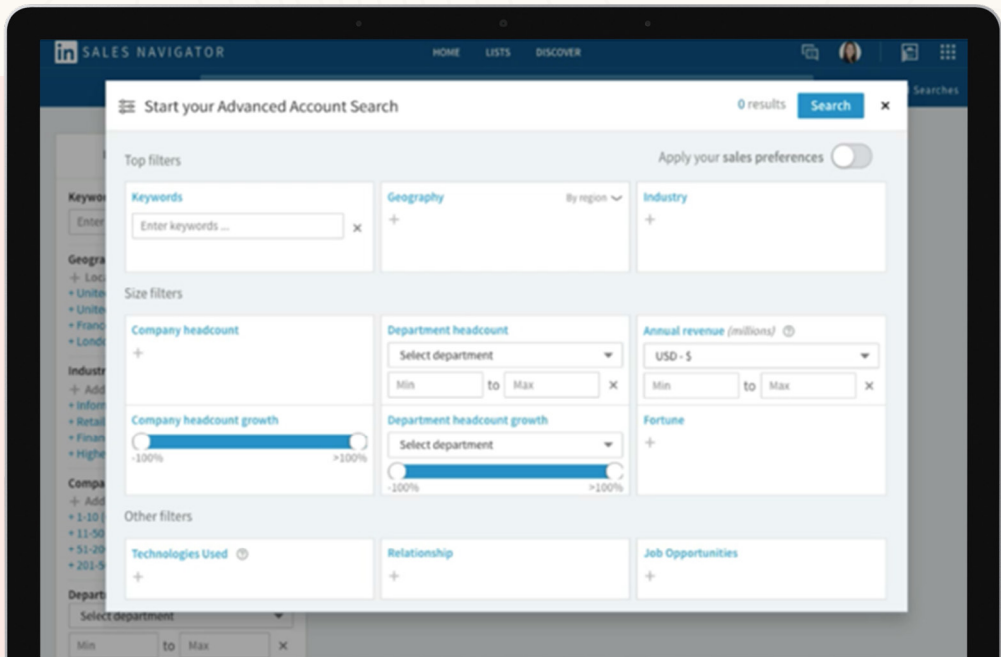
If your offering integrates well with another solution, this search parameter will help you find promising prospects.

It's a given that pursuing business with fast-growing companies is a smarter use of your time than going after those that are stagnant or downsizing. At LinkedIn, we find it most impactful to prioritize a search by growth, whether at the company level or down to the department level.



For example, you could search on all manufacturing companies in Ohio that have grown >10% in the past year and, from that list, find all heads of HR.

The advanced search feature in [LinkedIn Sales Navigator](#) shows company structures, allowing you to map the buying committee.





Tip 03

Better Engagement with Insights

Many sales professionals have a strong sense of who they want to talk to but struggle to get their foot in the door. The key is calling upon strategies to differentiate yourself. Sales Navigator can get you there.

Tip 03

Better Engagement with Insights

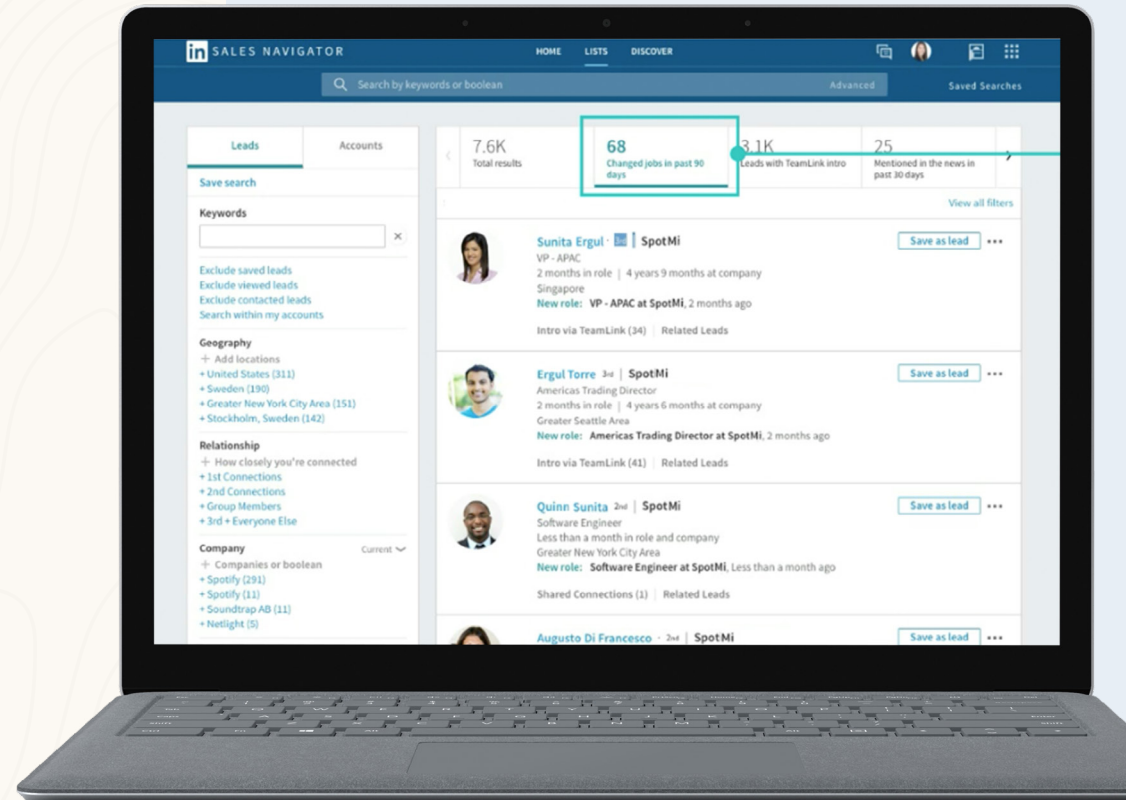
The results page in advanced search on Sales Navigator spotlights what to prioritize and provides ideas for getting in touch.



Jump on job changes

Knowing who has been promoted and who is moving to a new company are valuable details. When leaders join an organization or get promoted, they're in the mindset of making investments to equip their team to be more successful and productive.

By engaging at the time of a job change—when the prospect has budget—you seize a major opportunity to be top of mind.





Scale beyond your direct contacts

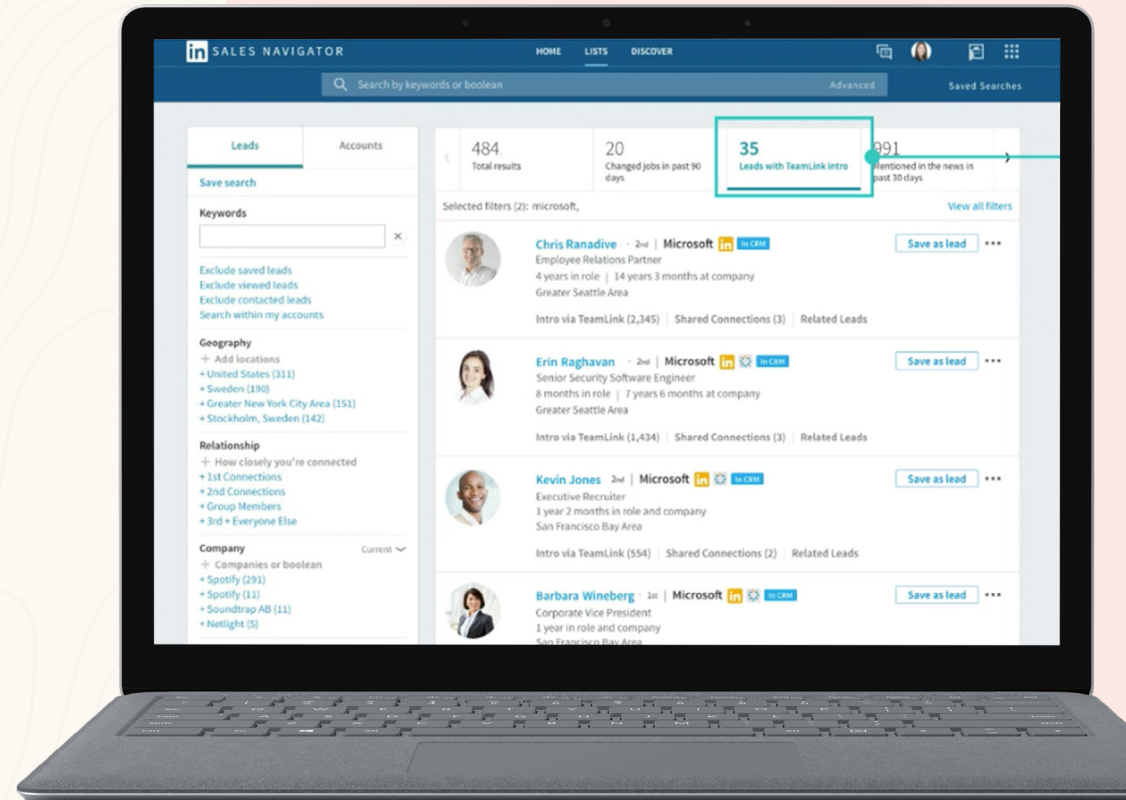
Referrals and introductions have been the primary way to build trust and generate new revenue since the sales profession was born. However, it's challenging to get referrals at scale beyond your direct contacts. Enter the TeamLink feature within Sales Navigator.

TeamLink allows you to leverage a powerful asset: the collective network of all employees working in your company. Specifically, it alerts you when a prospect is connected to any of your colleagues.



1/3

At LinkedIn, we drive **one-third** of all business through TeamLink. No matter the connection, TeamLink is a key relationship builder.



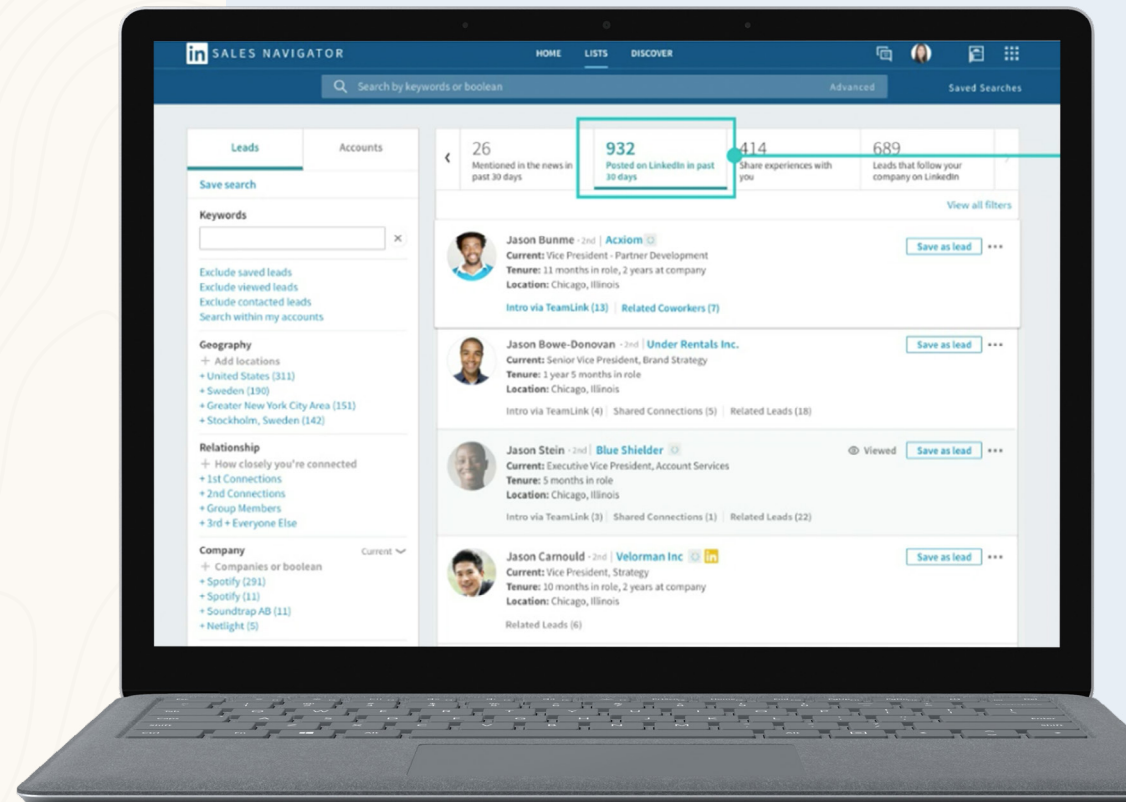


Know what's top of mind

If you're lacking a referral and no one in your network is changing jobs, you might turn to cold calls and email blasts. But most sales professionals are seeing diminishing returns with this type of outreach. What if instead you could access new layers of intelligence about the people you're trying to reach? **You can do this by understanding what they are posting and sharing on LinkedIn.**

This insight helps you understand what your target audience cares about most—insights you can often use to engage with them in a meaningful way.

Differentiating by being uber-personalized in your outreach helps build trust in a way that cold calls and blast emails do not.

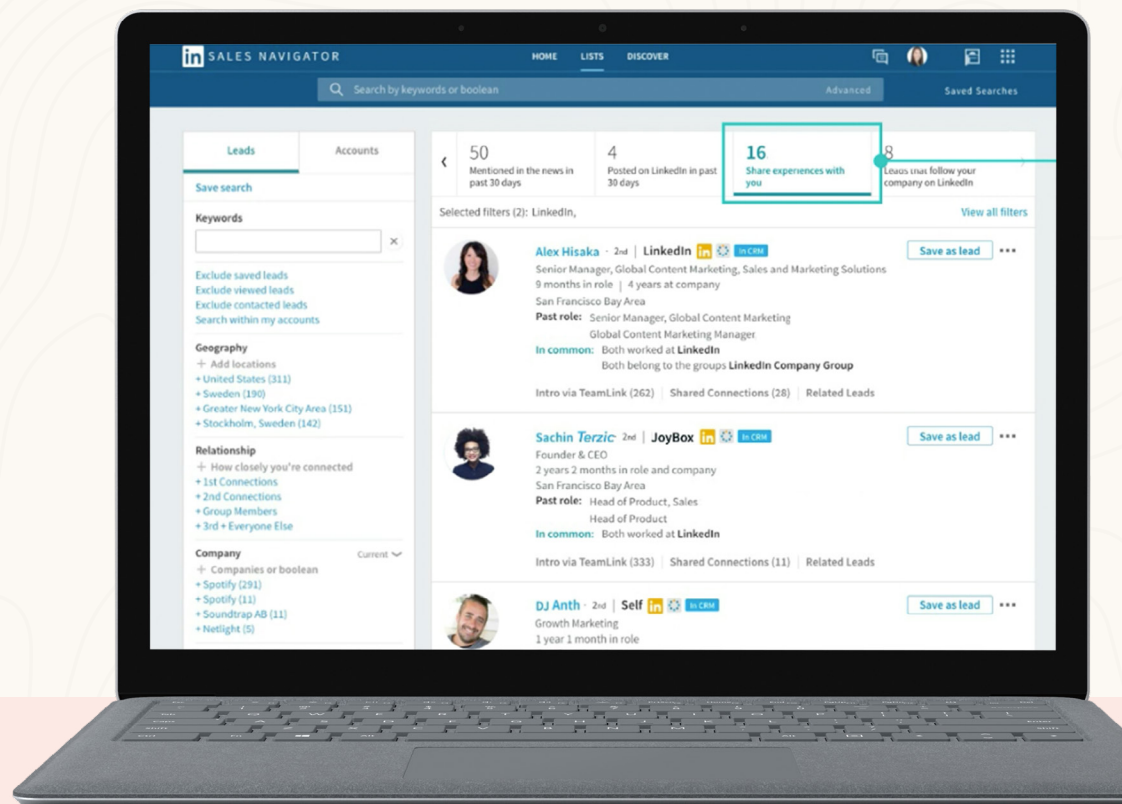




Capitalize on shared experiences

As humans, we naturally seek reasons to connect with others. To that end, LinkedIn will highlight when someone you are trying to reach has attended the same schools, worked at the same companies, or belongs to the same LinkedIn Group as you. This paves the way for you to successfully engage.

In fact, if you and a prospect share a school in common, you are highly likely to see a response to your InMail.



InMail lets you send a message to those you're not directly connected to on LinkedIn.

While it doesn't replace email and the phone, it's a powerful supplement for getting in touch—and in a less crowded channel.

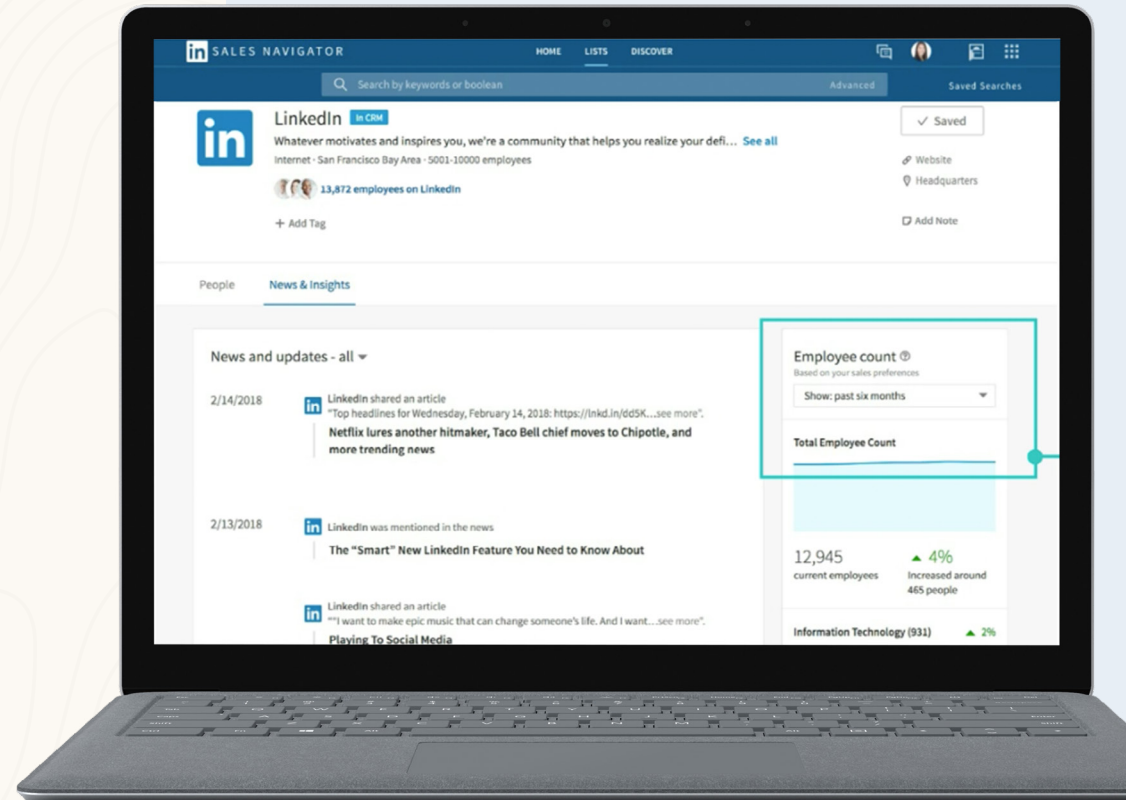


Be more targeted in your approach

The Company Page within Sales Navigator gives you a new layer of data that lets you be more targeted in your approach.

Specifically, zeroing in on company growth—both at the company and department levels—helps you spark a conversation that earns trust with prospects.

By showing you've done your homework—such as by clearly understanding where a company is and isn't growing headcount—you can engage with meaning.



Conclusion: Personalize, Prioritize, and Engage

Sales Navigator is a powerful, yet easy-to-use tool that makes your job easier while helping you focus your time wisely and changing the way you engage with prospects.

In fact, it equips you to be more productive in three key ways:

1

Personalize whenever possible. Personalization is tough to scale but with Sales Navigator, you can find and leverage the data that will deliver the most value.

2

Spend your time on the right targets and accounts. With Sales Navigator, you can use your time smartly to pursue the opportunities with the highest likelihood of converting to deals.

3

Get to the right people more quickly. Sales Navigator makes some of the hardest parts of your job easy by shining a light on who to talk to and what to talk about.

To see how you can harness the power of Sales Navigator to your advantage, request a demo today.

[Request Demo](#)

LinkedIn Sales Solutions

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 600 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.

