LinkedIn SALES NAVIGATOR

The LinkedIn Pocket Guide to Sales Data

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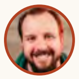
The Bright Promise of Data for the Sales Organization

Here's What the Experts Have to Say:

In this digital age of computers, smartphones, and the internet, salespeople and sales organizations have reams of data at their fingertips. How important is this data, information, intelligence—or whatever term you want to use for the insight provided by analyzing target accounts, deal outcomes, or customer usage feedback—to your sales organization?

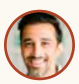


Pete Kazanjy, Founder of Atrium HQ, has an answer to that question. (Spoiler alert: He thinks data is essential for today's sales organization.)

> "Accurate data," he says, "is the lifeblood of an operationally excellent sales organization, from account and contact data for prospecting efforts to accurate activity data, all the way to eventual customer usage data. Accurate data allows modern sales organizations to act with efficiency, speed, and precision in a way that can be a company-defining source of advantage."

Lori Richardson, President of Women Sales Pros, agrees.

> "I've seen deals lost due to poor information and bad insight," she says. "I never lost a deal from having too much data, however."



Marc Wayshak, Founder of Sales Insights Lab, makes the case that effective data usage separates top performing salespeople from their peers.

> "In today's world of selling," he says, "data is critical for mining new leads, researching top opportunities, identifying key pain points, knowing best points of entry and understanding key decision makers. Salespeople that don't leverage data are playing darts in a pitch-black room. The top salespeople are only getting better at leveraging data to close more sales, thus further getting away from the hordes of average salespeople."

Ian Moyse, EMEA Sales Director for Natterbox, adds that data can make entire sales and marketing organizations more effective.

> "Accurate data insight," he says, "can quickly guide your focus to avoid wasted efforts in marketing to the wrong segment and spending time on the wrong prospects or clients."

With the ever-increasing use of data, the future for sales organizations and sales people is bright, says **David J.P. Fisher,** President of Rockstar Consulting.

> "We're going to see sales roles evolve from 'worker bee' positions that focus on rote activity to ones that involve salespeople leveraging their business acumen to process and analyze what is happening in their customers' businesses," he says. "That consultative role will demand both deep acumen and precise data. The salesperson of the future isn't going to spend their time on routine activities and reports. It's going to be crucial that they can look at data and make predictions about where they can leverage their time most efficiently."

Mike Kunkle, VP and SPARXiQ, wraps up the conversation.

> "I've joked a few times that in five years, we'll all be data scientists. That's hyperbole, but those who don't begin to understand data analysis are going to fall behind and become irrelevant, and I think that's as true, or more true in the sales profession, than any other."

Read on, because taking full advantage of data is not as easy as it sounds >

02

Data: Big Opportunities, Big Barriers

Finding Accurate Data Can Be Challenging

The availability of data presents a huge upside for sales organizations, but that fact doesn't mean the pathway to data excellence is going to be easy.

While data is also crucial for sales organizations in setting strategy and in deciding, for instance, which regions, vertical markets, and accounts to target, finding accurate data can be challenging and costly.

Inaccurate, expired data can have real, bottom-line consequences.

Annually, dirty data costs the U.S. economy

$3.1 TRILLION[1]

The Numbers Tell the Story:

60% of companies believe their data is "unreliable"[2]

77% of companies believe their revenue is affected by bad contact information, resulting in 12% of revenue being wasted[3]

Employees waste up to 50% of their time dealing with mundane data quality tasks[4]

50%

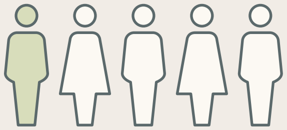
Less than 25% of Sales Ops leaders are highly confident in the quality of data in their CRM data[5]

<25%

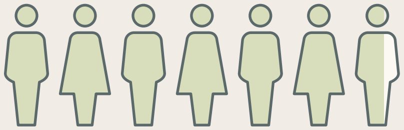
1. Source: IBM 2. Source: Sirius Decisions 3. Source: Experian 4. Source: MIT Sloan 5. Source: CSO Insights

Like milk, data can go bad—and potentially sour a deal. Making sure data on customers and prospects is up to date in your CRM requires constant vigilance.

Here are Just a Few Reasons Why:



LinkedIn data shows that 1 in 5 decision makers change roles every year



Our data also shows that the average buying committee comprises 6.8 people, which means that at least one of those committee members is likely to change roles this year

The average B2B company sees its prospect and customer data double every 12 to 18 months, according to SiriusDecisions.

Every Sales Organization Struggles with Bad CRM Data

Sales leaders know that their CRM systems are rife with inaccurate information. We know that 1 in 5 decision makers change roles every year, so it's hard to keep your CRM data up to date. And the problem of bad CRM data gets worse when it's combined with suboptimal data quality behaviors, such as inconsistent upkeep and faulty initial data sources.

Bad Data Leads to 3 Key Challenges for Sales:

Missed Revenue. Not knowing about turnover in target accounts can put deals at risk. If a key stakeholder in a deal leaves a company, your reps may not know about it until it's too late. Meanwhile, not tracking former champions to new accounts can leave potential revenue on the table.

Lost Sales and Marketing Productivity. Reps have to constantly validate account or contact information prior to reaching out. This task is necessary for all accounts, but it's especially essential when a new rep is onboarded or a salesperson gets a new book. Even worse—think about the time wasted when reps don't complete that validation and reach out to prospects who are no longer with that customer. Meanwhile, marketers lose effectiveness and ROI on their campaigns when they reach out to prospects who are no longer at the right account.

Running Costly Data Quality and Data Hygiene Efforts. To confirm data accuracy, companies often purchase expensive third-party datasets with information that might not be up to date. It's an inescapable fact that out-of-date CRM can hinder sales efficiency.

Tracey Wik, Managing Director of GrowthPlay, comments:

> No matter what CRM your organization uses there are issues with the incorrect, out-of-date and missing data."

Pete Kazanjy, Founder of Atrium HQ, agrees.

> In sales," he says, "all you have is your time, and bad data can be a massive waster of time and effort—like an SDR spending hours trying to book a meeting with an account that isn't actually qualified, even worse, succeeding, which then occupies an AE's time to have a discovery meeting with the account, only to find out that they could never buy—all of which you could have known if you had the right information to begin with, and spent all that time targeting accounts that were high probability targets."

Jeff Davis, Founder-CEO of JD2 Consulting Group, adds:

> "Incorrect data has a significantly negative impact on the prospecting process as it wastes sellers time looking for mundane information that adds no value to the sales conversation (e.g. email, phone, job title, etc.). A salesperson's time is much better spent obtaining business insights that add value to a conversation with a target buyer and get them interested in learning more about the product or service."

Julie Thomas, President-CEO of ValueSelling Associates, concludes:

> "Bad data is a sales organization's worst nightmare. When the customer data at the sales reps' fingertips is incorrect, out of date or missing, it negatively impacts a sales rep. Whether it's inaccurate or incomplete demographic, contact or customer history data, the sales rep is completely disadvantaged and the customer experience is likely compromised."

When it comes to intelligence, LinkedIn Sales Navigator—now more than ever—can help ensure your sales team has the most accurate and up-to-date data.

Read on to find out how to keep your CRM data up-to-date >

03

Introducing Data Validation in Sales Navigator

The New Data Validation Feature

Data Validation in Sales Navigator is a new set of capabilities that leverages the CRM Sync integration to validate information in a CRM system against the information that is on LinkedIn. The Data Validation feature compares the two datasets, highlighting any discrepancies between LinkedIn profiles and your CRM system, and leaving the power to take action in the hands of the sales professional.

As the largest professional network in the world with more than 660 million professionals and 30 million companies on the platform, LinkedIn has the intelligence required to highlight which contact records in your CRM have changed companies, so you can quickly pinpoint what parts of your CRM are out of date.

LinkedIn has more than

660 MILLION

professional members worldwide

At its core, Data Validation in Sales Navigator draws on:

A Trusted Data Source: LinkedIn Members maintain their own profiles and keep them up-to-date with accurate information

Real-Time Access: New data is updated as members enter it—and refreshed in your CRM every 24 hours.

Global Coverage: With more than 200 countries and territories represented, you can tap into the most comprehensive set of data in the world, on-demand.

Sales Navigator delivers the power of LinkedIn data to your CRM

LinkedIn created the new Data Validation feature to drive sales effectiveness. Here's how it works. One of the Data Validation features it the "Not At Company Flag," which flags when a contact's current account information does not match the company the profile is associated with in LinkedIn.

This flag can help data quality organizations identify where to validate and correct information. It also can signal to reps and their managers that a deal may be at risk from turnover. Additionally, it's a powerful capability that helps identify new business at accounts where you already have relationships. When existing champions in your current customer base move to new companies, that's a perfect time to prospect for new business.

Not only will this help prioritize accounts to focus on, but it increases rep efficiency by eliminating any extra validation steps to confirm contacts. This way, they spend more time selling. Meanwhile, marketers can use this field to identify incorrect contacts, target recent job changes, and improve the efficiency of their Account-Based Marketing Campaigns.

Best of all, our CRM Sync runs daily in the background, so you are automatically keeping your CRM up to date without any extra effort from you or your sales team.

To set up a demo of Data Validation, click here >

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 **660 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.

For more information, visit **sales.linkedin.com**