



LinkedIn SALES NAVIGATOR

5 LinkedIn Sales Navigator Tips for Lawyers

Today, lawyers are also responsible for selling.

But here's the problem — they struggle to sell because they're not trained to do so.

However, times have changed. To succeed as a lawyer, you need to find net new business for your firm. Businesses are showing less loyalty to individual firms, leaving firms constantly scrambling for new business. What's more, mergers and acquisitions often result in rainmakers leaving the firm — taking their teams and clients with them. Like it or not, the lawyer's role has evolved beyond practicing law to include driving new business. In fact, business development is proving to be the secret to success for more and more law firms.

That's why we created this Pocket Guide. It provides insider tips on how others are effectively using LinkedIn Sales Navigator to establish and build relationships and sign on new clients. This tool marries scalable intelligence about LinkedIn members with an ability to identify existing connections with those members within your firm. It's the perfect tool for lawyers who know how to execute effectively by capitalizing on connections and relationships.

Read on and discover five effective ways to turn your team's natural relationship-building skills into new business.



5 tips for selling with LinkedIn

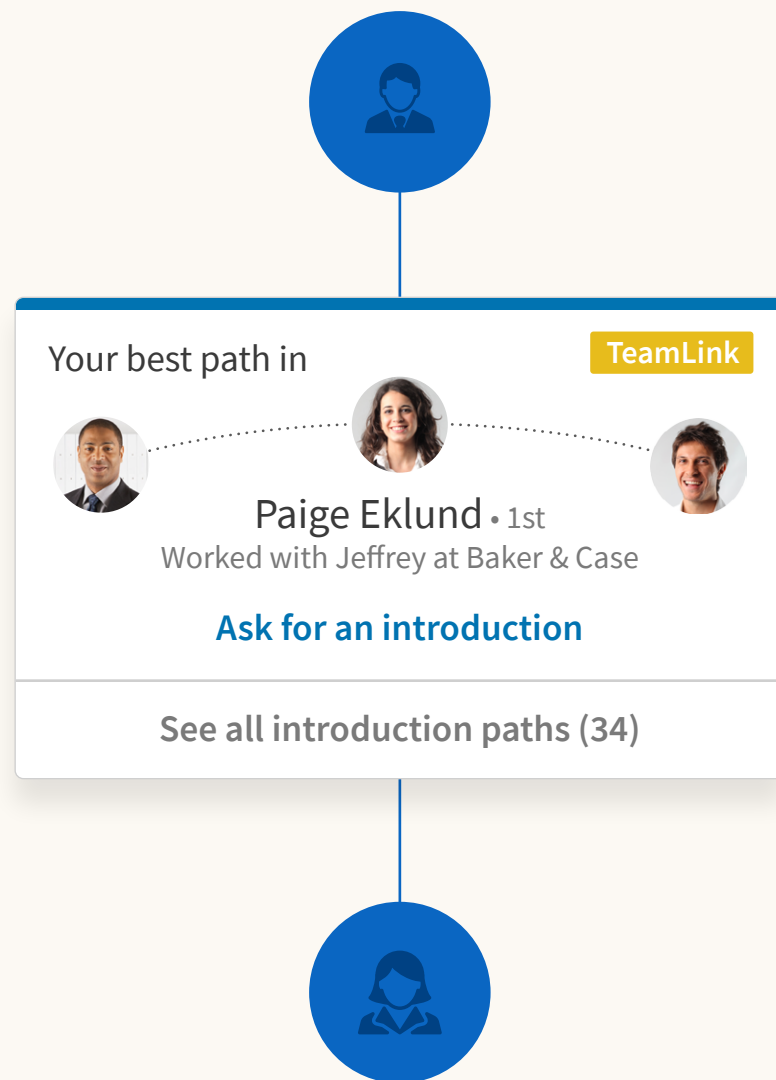
LinkedIn Sales Navigator provides tools designed to help you find the right people so you can build and nurture meaningful, trusted relationships. We're letting you in on the secrets of successful lawyers on LinkedIn, with five best practices you and your attorneys can apply easily today.

1

Find out who knows who

By using Sales Navigator, your lawyers can see the firm's extended LinkedIn network when looking at someone's LinkedIn profile via the TeamLink Extend tool. (Each employee can participate on an opt-in basis, so private connections can be kept private.)

This provides a network of connections that's wider, more comprehensive, and more accurate than what's in your firm's CRM system, which is likely outdated. Additionally, we see better opt-in rates with lawyers since they're open to sharing their professional network on LinkedIn — rather than sharing their direct contacts — with colleagues. If someone is connected to a prospective client, your attorneys can immediately find a potential referral path.



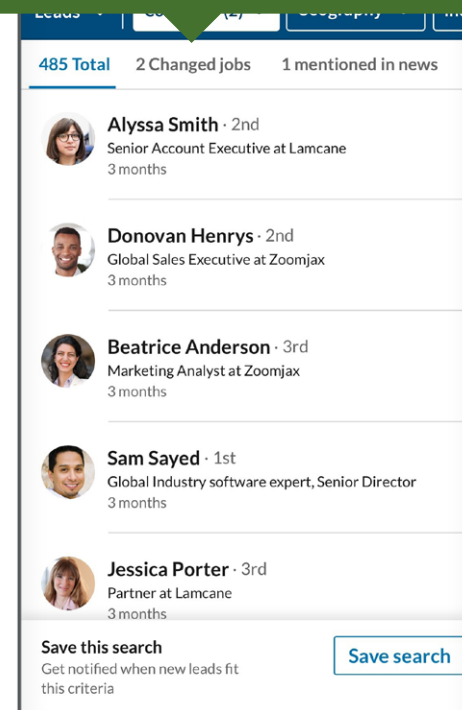
2

Track job changes

Want to know any time someone with a key title leaves their job? Sales Navigator keeps your attorneys up to date on these changes, giving them a reason to reach out.

That means they can connect at just the right time to seize an opportunity, rather than lose out to the competition.

Get notified on desktop and mobile, so you're in the know even on the go.



3

Save your searches

When researching potential clients on LinkedIn, your attorneys can dig up lots of valuable information to help prioritize outreach and spark conversations. Using nearly 30 criteria, they can perform quick searches to find promising connections.

Each search yields excellent results that can be saved and notated. So each time someone new matches a criteria on one of your attorneys' searches, that attorney receives an alert in a daily and/or weekly digest.

You can get your attorneys up to speed in a single training. After they configure Sales Navigator once, they will continue reaping the benefits. Even your most technology-averse attorneys will use this tool once they see the high value of daily and weekly alerts.



Steve Malenski · 2nd
General Counsel
1 year 2 months
San Francisco Bay Area



You both worked at **Otherco Inc.**

[Save](#)



Francis Burns · 2nd
General Counsel
3 years 4 months
Baltimore, Maryland Area



24 TeamLink introductions

[Save](#)



Jeffrey Cortez · 2nd
CEO
1 month
Greater Atlanta Area

Mentioned in: Ventofase Technology is leading the way for on demand grocery delivery.

[Save](#)

4

Take advantage of profile views

In Sales Navigator, you can research prospective clients without making it apparent by viewing their LinkedIn profile anonymously. You can also see anyone who has looked at your profile in the last 90 days — even if you're in anonymous mode. This gives you far better information than seeing only the last five views of your profile on LinkedIn.com while not in anonymous mode, and not at all while in anonymous mode.

Seeing who has viewed your profile gives you a reason to reach out.

The image shows a laptop displaying the LinkedIn Sales Navigator interface. A pop-up window titled "WHO'S VIEWED YOUR PROFILE" is overlaid on the right side of the screen. The pop-up shows that 23 people viewed the profile in the past 7 days. Below this, it lists "RECENTLY VIEWED" profiles: Solar One Inc., Jake London, Mike Schumak, John Leeroy, and Flexis. Underneath, it shows "RECENTLY SEARCHED" terms: "manager, greater los angeles area, greater chicago area..." (searched 2 hours ago), "SW region potential leads" (saved search, 1 day ago), "design lead, san francisco bay area, flexis, aber, fac..." (saved search, 3 days ago), "gregory slevinson" (searched 5 days ago), and "airlines/aviation, vp of product" (searched 1 week ago). The background shows a LinkedIn profile for Noah Gold, VP of IT, with details about his current and previous roles, education, and mutual groups.

WHO'S VIEWED YOUR PROFILE

23 people viewed your profile in the past 7 days

RECENTLY VIEWED

- Solar One Inc.**
- Jake London**
- Mike Schumak**
- John Leeroy**
- Flexis**

RECENTLY SEARCHED

- manager, greater los angeles area, greater chicago area...**
Search • 2 hour ago
- SW region potential leads**
Saved search • 1 day ago
- design lead, san francisco bay area, flexis, aber, fac...**
Saved search • 3 days ago
- gregory slevinson**
Search • 5 days ago
- airlines/aviation, vp of product**
Search • 1 week ago

SALES NAVIGATOR

Noah Gold 1st

VP of IT

I'm a seasoned executive, leader in management, product development

San Francisco Bay Area

Current

- VP of IT at Fresh Inc. • 4 y
- Owner at Golden Phase •
- [+ 3 more](#)

Previous

- Director of IT at Zoomjax

Education

- University of New South

☒ Decision Maker ☒ Hi

Highlights

What you share in common

2 mutual groups

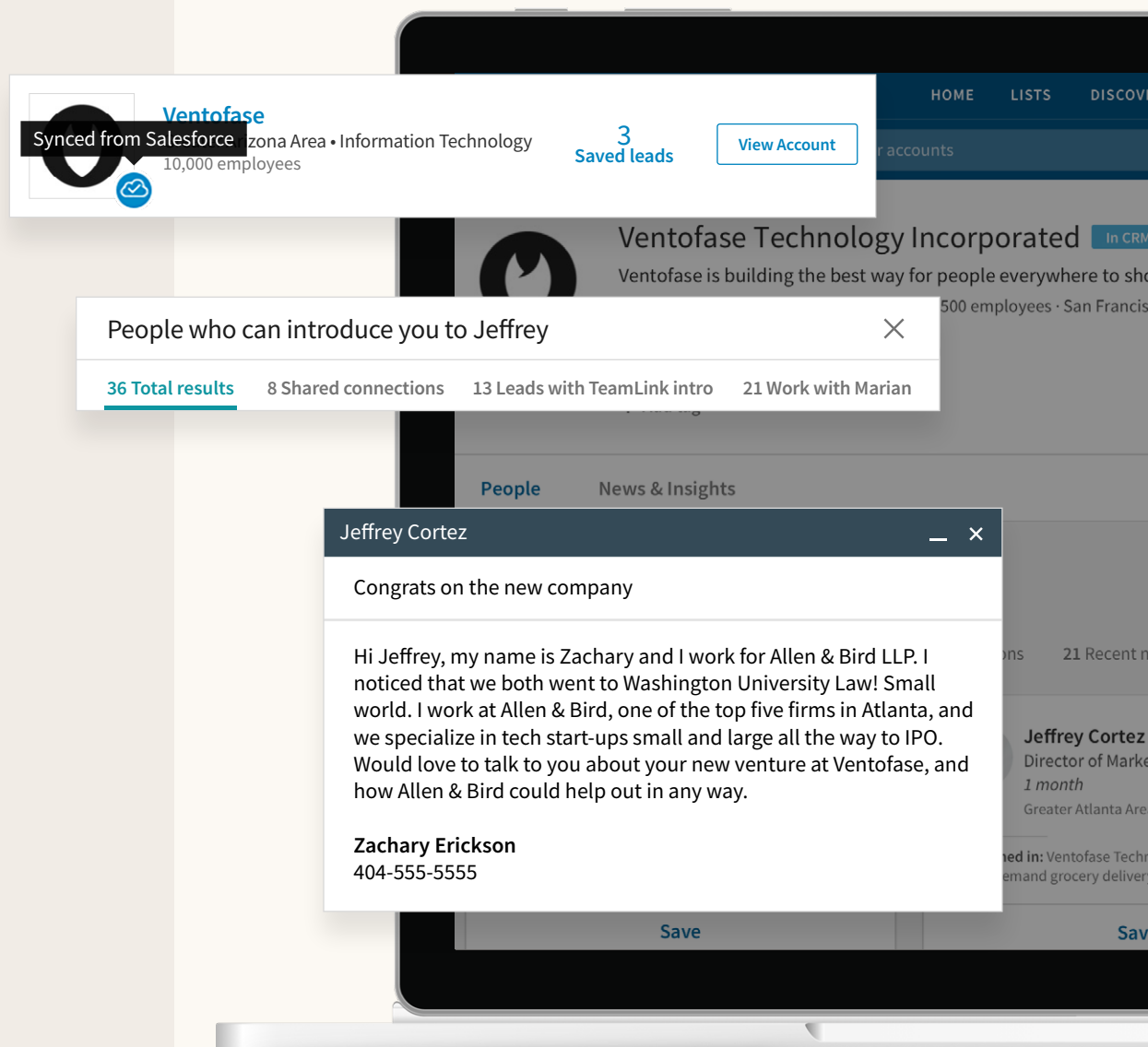
You and Noah are both in the Great IT Tools Group and the Global Management and Leadership Group

[See all \(4\)](#)

5

Get more for your training dollars

Many legal firms are re-allocating their training budget on coaches, in-house workshops, and more, to bring their attorneys up to speed on social media. With Sales Navigator, you get a full-featured tool along with trainings and presentations that accelerate your firm's understanding and mastery of social selling best practices.



LinkedIn equips lawyers to drive new business

Whether you're managing existing relationships or developing new ones, Sales Navigator is a tool that helps you do it easily and effectively in the modern world. Using Sales Navigator, your firm can:

- **Identify** new business opportunities
- **Stay in the know** on existing and potential clients
- **Maximize training investments** with a tool that delivers immediately as well as long term

Now that you've learned the five Sales Navigator tips for lawyers, success is yours for the taking!

See firsthand how you can harness the power of LinkedIn. Request a demo of Sales Navigator today.

Request demo

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