LinkedIn SALES NAVIGATOR

The Ultimate Guide to Sales Efficiency

13 actionable tips from experts to help you spend more time selling

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INTRODUCTION

Your job is to close deals. To crush your quota. **To sell.**

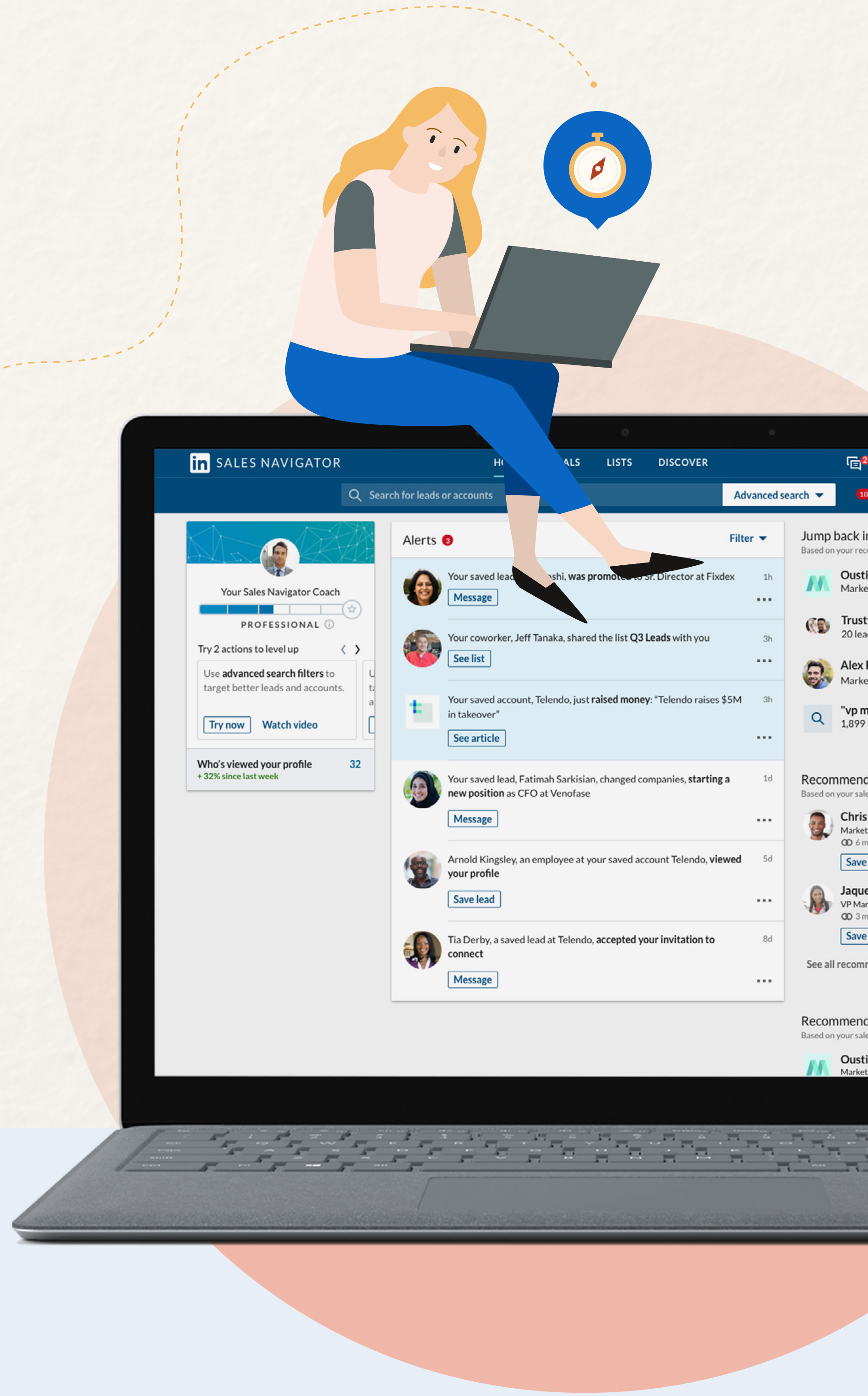
But data shows that salespeople like you spend only a small percentage of their day-to-day actually doing what they're supposed to do: selling.

According to LinkedIn's State of Sales report, which surveyed more than **2,500 sales professionals** around the globe, salespeople spend **37.67%** of their time selling. The remainder of their day is spent updating their CRM, filling out expense reports, training, and sitting in internal meetings.

So these are crucial questions for salespeople: How can you be more productive? How can you make the time you spend selling be more efficient?

> **One way is with LinkedIn Sales Navigator. Sales Navigator is a tool that harnesses the power of LinkedIn, the world's largest professional network. Sales Navigator helps sales professionals acquire new business, expand existing customer relationships, and maximize productivity.**

With LinkedIn Sales Navigator, users can identify the right leads and accounts by using our advanced search and powerful filters. Sales Navigator also provides inroads into these relationships by showing you paths to buyers through the connections and communities you share. Finally, we help you take action by offering a wealth of insights and tools to help you build your relationships in a personalized way.



INTRODUCTION

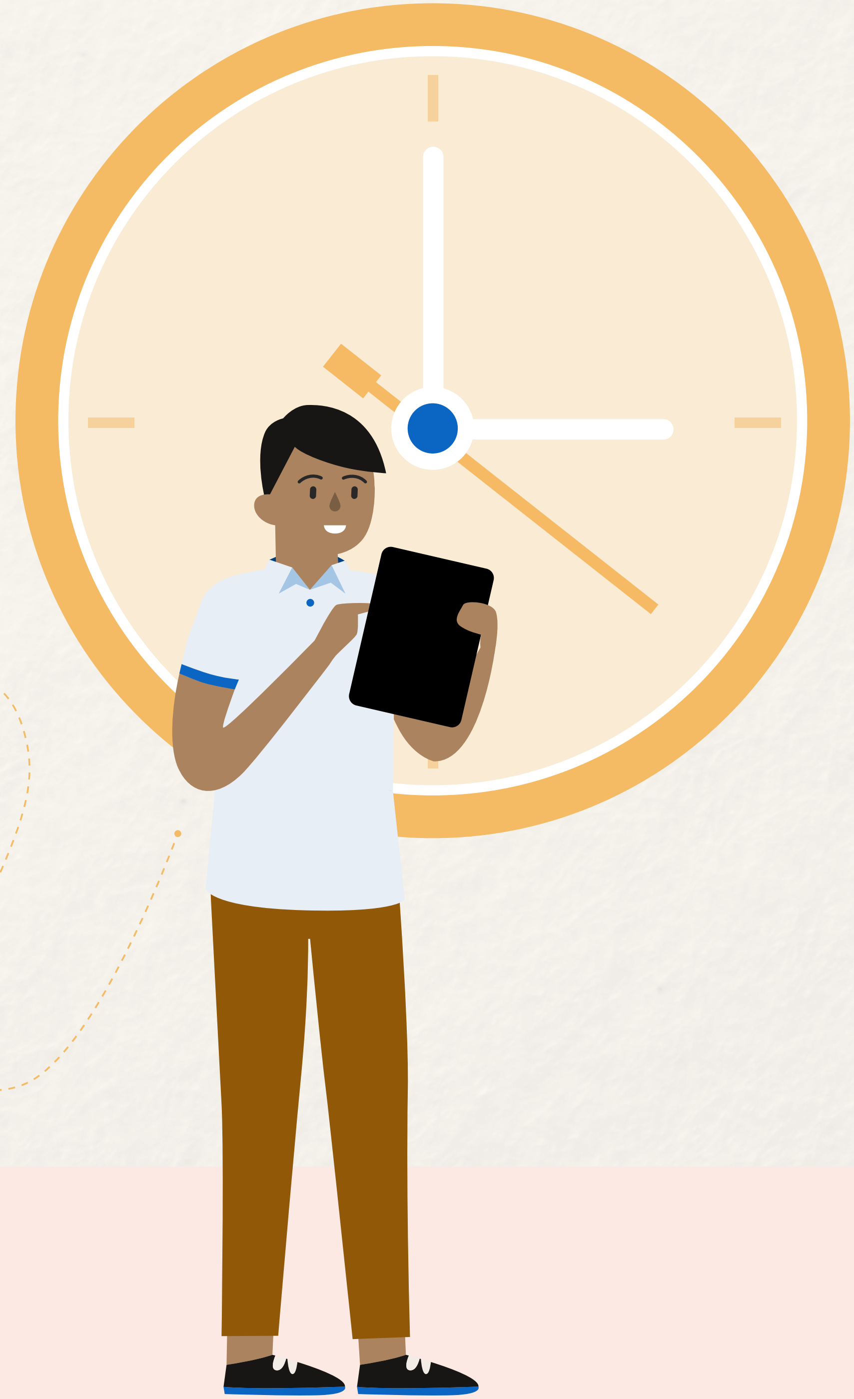
Recent updates have further boosted Sales Navigator's capabilities to make you more efficient.

Our newly redesigned homepage showcases alerts on your leads and accounts, so you can easily sift through the noise and take immediate action.

The ability to create custom lists of your saved leads and accounts allows you to better organize and prioritize your work, right within Sales Navigator.

We continue to deepen our partnerships across CRM and Sales Productivity tools so you can refer to Sales Navigator's lead and account insights, without ever leaving your workflow.

But Sales Navigator isn't the only pathway to improved efficiency. We asked 13 sales experts their best tips to help sales professionals be more productive. We've gathered their tips in this guide, so you have them all in one place.



Read on to find some advice that will have you crushing your quota in no time.

TIP 01

Just say no

The RAIN Group Center for Sales Research conducted its Extreme Productivity study of 2,377 sellers and professionals to find out which work habits and hacks drive productivity.

The findings revealed that **The Extremely Productive (The XP)** possess 9 habits, including the following. **Extremely productive sellers:**

Obsess over TIME: The XP spend **46%** more time on Investment activities (think direct selling versus administrative activities) per day than the rest. In fact, **48%** of The XP start their day with their greatest impact activity (GIA), whereas only **12%** of everyone else does.

Say no: Only **31%** of people say no at work. Extremely productive sellers say no to unnecessary meetings, co-worker interruptions, and accepting tasks that aren't theirs; thus they can get out one more call, one more email, and one more value added touch to their buyers.

Play hard to get: The XP are **3.8x** more likely to not be distracted, **1.8x** more likely to turn off alerts, and **3.4x** more likely to signal "do not disturb," or, in other words, give off the direct message and indirect vibe not to bother them.

— Mike Schultz, President, RAIN Group

TIP 02

Success leaves clues

Be focused. Only you can do that for yourself.

At the end of the day, set up what your top three priorities are for the next day. Always make time to do this, so that you don't walk into your office with no idea what to do next. If your software helps you stay organized, as some sales engagement platforms do, use that to help you get your work done. Find the holes where things can slip through the cracks and fix them. Take breaks, and especially a creativity break when you feel overwhelmed or not accomplishing what you'd planned to. Look at those around you who get things done and learn what they do, because success leaves clues.

— **Lori Richardson**, CEO, Score More Sales/President, Women Sales Pros

TIP 03

Prevent yourself from bouncing around like a butterfly

A salesperson's most valuable resource isn't time…it's attention.

So it's critical that salespeople learn how to focus that attention. It starts with putting time in your schedule at the end of the week to plan out the next one. Then, by "chunking" similar activities (prospecting, email correspondence, research, etc.) into blocks of **30-90 minutes**, you will prevent yourself from bouncing around like a butterfly. You'll be less reactive and more proactive. And finally, it helps to plan out only **60%** of the day to allow for spontaneous opportunities and meetings that pop up.

— **David J.P. Fisher**, President, RockStar Consulting

TIP 04

Absolute clarity

Time is the most precious resource for every salesperson, and that's why they need absolute clarity about their Ideal Customer Profile (ICP) and the buyer personas they seek to engage.

Buyers expect us to already know them, and we must create a narrative that provides value in a conversation, well in advance of talking about our product, service, or solution. We all need to focus on the customer and their opportunity for better results rather than bang-on about ourselves and attributes of what we offer. Next, embrace technologies for productivity and time-block daily outbound activity to consistently build quality sales pipeline through combinations of outreach using all available channels. Technology, especially AI and automation, is changing the world, so blend human insights and emotional connection with the technologies that take your productivity to super-human levels.

— **Tony Hughes**, Managing Director, RSVPselling

TIP 05

Spend more time on the things that work

This answer is simple: spend more time on the things that work, less time on the things that don't work.

For me, I track where every lead and close originated, so I know where to focus my time. For my business, it's all LinkedIn and speaking events. That's how we get 100% of our business at my company. We've been in business for three years, and haven't made a single cold call or sent a single blast email. **Go with what works!**

— **Robert Knop**, CEO, Assist You Today

TIP 06

Own your calendar

The No. 1 thing I see that separates high-performing sales professionals is their ability to own their time and their calendar.

By having a strict focus on what you need to accomplish during your day, week, or month, you avoid falling into the trap of wasting time doing busy work, which most of the time doesn't lead to closed business. **Focus on those things that provide you with the highest ROI first.**

— **Jeff Davis,** Founder and Revenue Strategist, JD2 Consulting Group

TIP 07

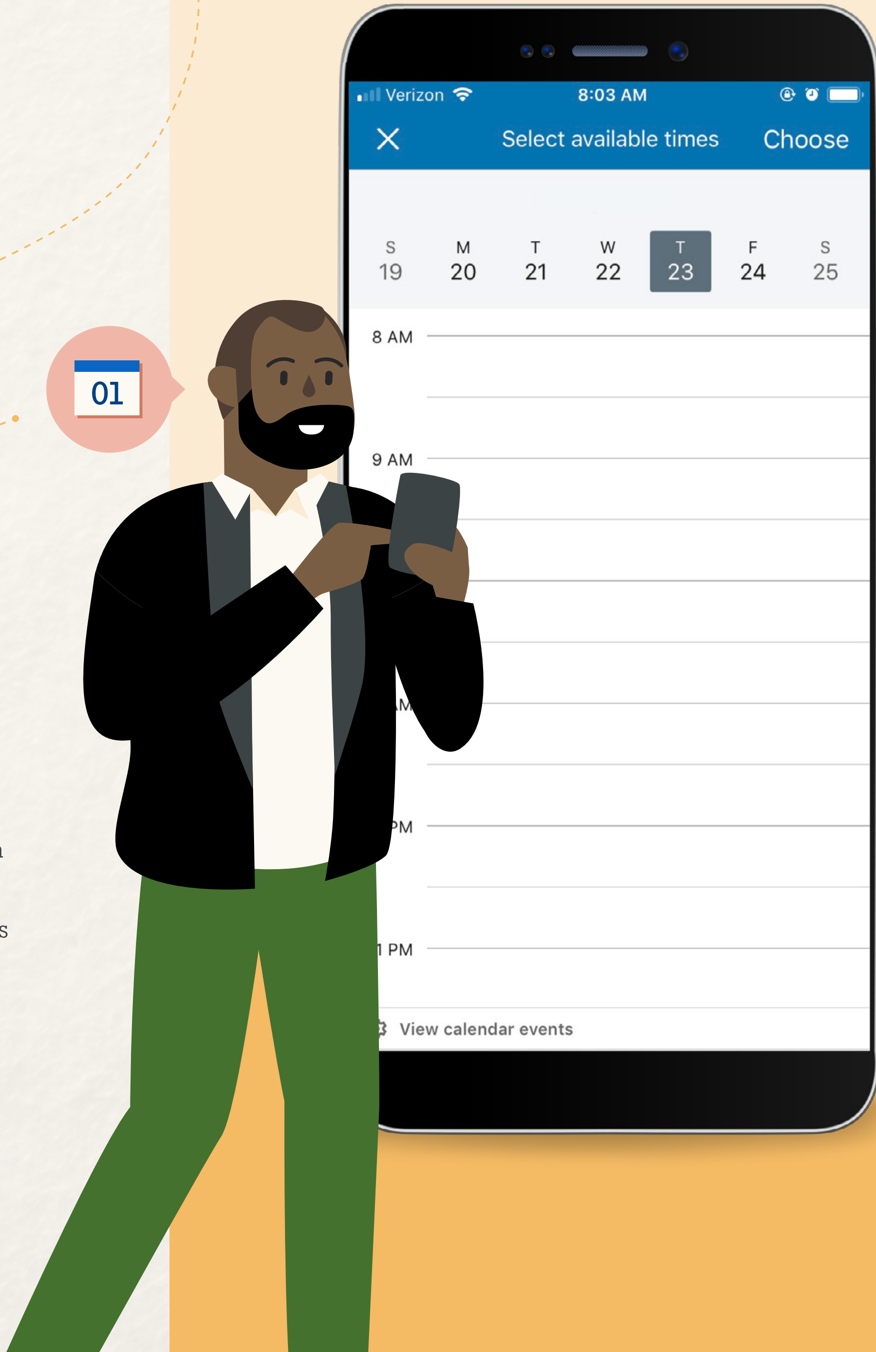
Task tools are essential

With today's distractions—I am married to my calendar.

If it's not in there, it's not happening. (Including things like my morning meditation, dinner with family, and going to the gym. My business partner cracked up when he saw "go to bed" on my calendar—but without it I might not get the alert and catch myself working at 1 am!) Fortunately, there are several apps and extensions that work with my calendar to make appointment setting easier on both sides. Even LinkedIn is getting in on the game with their calendar feature in Messaging! I also find reminder and task tools essential to getting everything done. I personally use my iPhone's integrated Reminder and Task apps.

Finally, I probably save hours a week using Text Expander on Chrome and Text Replacement on my iPhone to auto text my replies to invitations and messages on LinkedIn and through email. Life is so busy and noisy—any tool, app, or extension I can use to save me even a few minutes adds up—giving me my most valuable asset back—time!

— **Viveka von Rosen,** Chief Visibility Officer, Vengreso



TIP 08

It’s not about the sales funnel

In sales, we used to say Activity = Productivity. But in modern sales, we should say Customer Activity = Sales Productivity.

Indeed, in the new era of selling where digital transformation has changed the way customers buy, sales activities need now to reflect differences in the buyer journey. It’s not just about sales activity and productivity anymore, it’s about sales activity and productivity geared to the customer activity and productivity. For modern sellers, the best way to manage their time and energy is to develop a specific time management cadence and playbook addressing the customer journey—yet it’s not linear, and it’s not about the salesperson’s sales funnel.

There are five components in a playbook that should reflect the customer journey, namely:

1. The media
2. The content
3. The touches
4. The timing
5. The stakeholders

Consequently, modern sellers should arrange their time around those five components, and not around their sales funnel. It’s about a diversified time and energy engagement process with specific time allocation strategies and attempts on the playbook’s five components. **Indeed, in digital sales, it’s not about how you manage your time, it’s about how you invest it in the customer journey!**

— **Joël Le Bon**, Ph.D., Marketing and Sales Professor,
The Johns Hopkins University

TIP 09

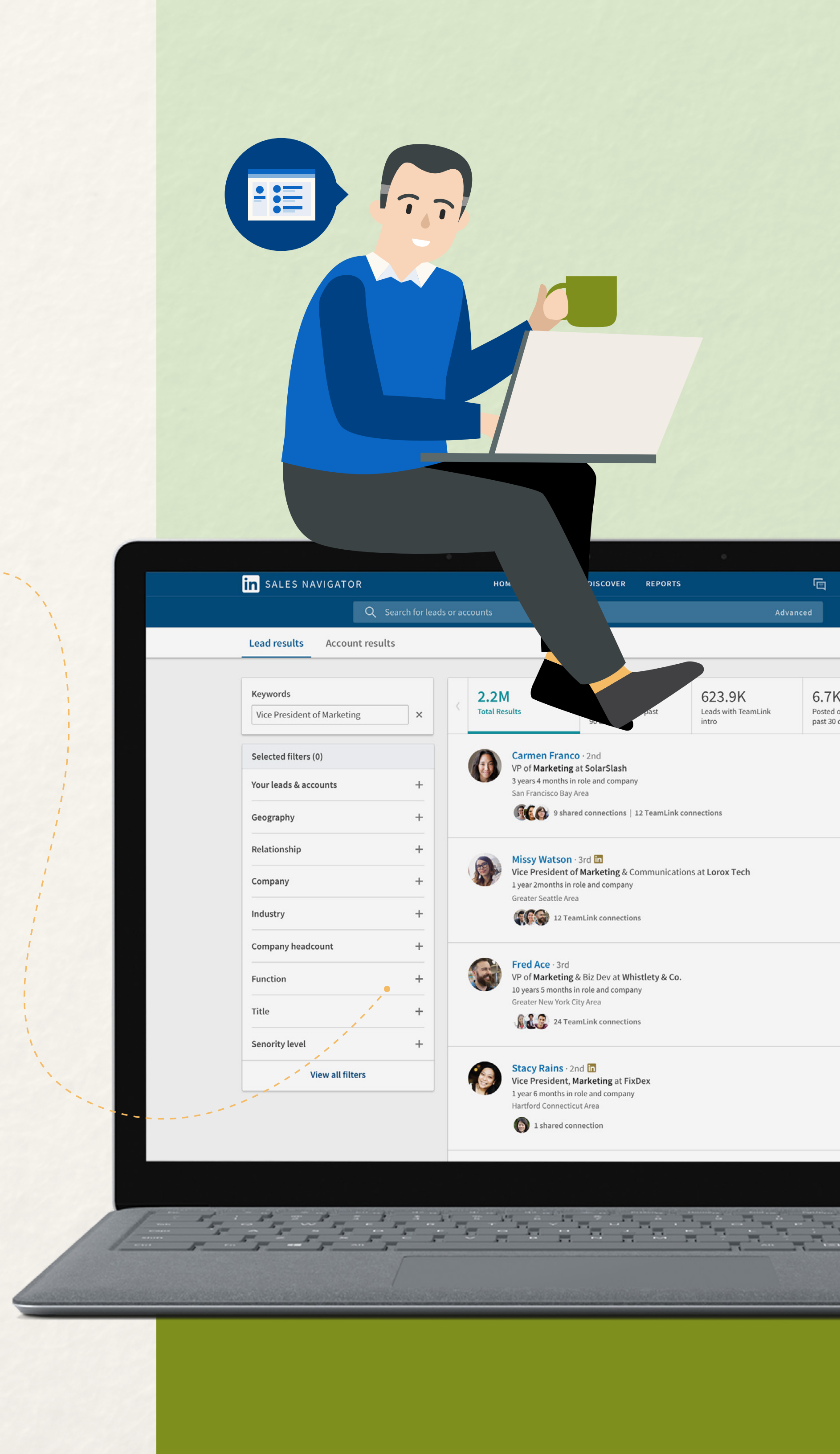
Jump over to Sales Navigator

To be more productive, I start every day with my morning routine.

Instead of watching the morning news or reading the newspaper, I do a few of the following activities, which take about an hour. You may think an hour is a long time, but I bet the first hour of your day is unfocused and unproductive.

1. Set an intention for each day: I will book five appointments today or I will close at least one new client.
2. Have some personal time by exercising, reading a book, or listening to motivational programs or podcasts that will put you in a positive mindset.
3. Log into LinkedIn and check your new connection requests, check LinkedIn messages for new opportunities, scan your newsfeed for interesting content posted by your network, or check the notifications tab to see who's interacting with the content you're sharing on LinkedIn.
4. Jump over to Sales Navigator and see who's viewed your profile. If they look like a good prospect or a good fit for your professional network, send them a message or invite them to connect. Tell them why you want to connect in your customized invitation message.
5. Check your network to see who's changed jobs or was mentioned in the news. These are great opportunities to start conversations with people in your network who have fallen off your radar (and you may have fallen off their radar).
6. Scan your saved accounts to see which accounts are in the news or are sharing new content. Reach out to your key contacts in those accounts and congratulate them when they make the news. Share their new content if the content is worth sharing to your network.
7. Check your Saved Searches to see if you have any new hot leads.
8. **Have fun!**

— **Ted Prodromou,** Author, *"Ultimate Guide to LinkedIn for Business"*



TIP 10

Understand your Ideal Customer Profile

There are three solid areas to get the most out of your time as a seller.

1. **Understand your Ideal Customer Profile.** An Ideal Customer Profile means that you know which customers you can bring the most value to with your product or service. Prioritize your time working with or prospecting within your ideal customer to make both you and your customers more successful.

2. **Align sales and marketing.** This sounds so easy and yet there is a constant disconnect between these two lines of business. Leverage each other's strengths. Allow marketers to use their creative genius and marry that with the relationships sales has with clients. **Personalizing marketing and tracking its effectiveness with specific clients is a great way to connect these two critical departments.**

3. **Spend more time with up-front research.** Today this is critical. There is so much information about your clients and their business, online as well as customized material they've posted to LinkedIn. If you're not leveraging Sales Navigator to better prepare and understand your clients' business, you're sending the message that you care more about what you have to sell them than what they need to buy to make their business more successful. People see through this today. If you want to sell me, you need to know me.

— **Kelly Marberry**, Sales Manager, LinkedIn

TIP 11

Avoid unwinnable opportunities

The single biggest productivity drain is spending time chasing unwinnable opportunities because they are unqualified.

High-performing reps continuously qualify all their opportunities. They are rigorous and understand that qualification is a process and not an event.

Too many sales reps think of qualification as progression through their own sales process. Checking off activities and milestones to advance a deal. Unfortunately, that is incomplete. To best qualify opportunities, the process has to reflect the buyer's process, not the seller's.

Qualification is best when we understand and are completely knowledgeable on the four questions buyers answer when making a purchase:

1. Should I buy this?
2. Is it worth the investment?
3. Have I involved the right people to authorize the purchase?
4. What has to happen for me to be convinced and when will I execute this purchase decision?

— **Julie Thomas**, President-CEO, ValueSelling Associates

TIP 12

Create an email-free zone

According to most sellers I talk to, email is a big distraction getting between them and their clients.

Turn off the sound and visual alert that appears on your computer screen signaling you have a new email, and check your email at scheduled times throughout the day. Only respond to the emails that involve a follow-up for a client. I know this sounds simple, but far too few sellers don't have good discipline about emails. They lose themselves in non-revenue generating activities like responding to email because it gives them a feeling of accomplishment having responded. **Get clear on what is a revenue-generating activity for your sales process. Make sure the majority of your time, even if it is a small majority of 51%, is spent on those things.**

— **Tracey Wik,** President, GrowthPlay

TIP 13

Integrate modern selling techniques

Sales professionals can boost productivity by embracing and integrating modern selling techniques into their workflow.

It's critical to target the right decision makers at the right time with the right information. Cold calling into the wrong decision makers can slow the sales cycle and quickly damage a sales professional's brand. **Instead, leverage your networks to look for warm introduction paths and leverage personalized insights to increase outreach response rates and build meaningful relationships.**

— **Allison McGreevy,** Sales Manager, LinkedIn

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 630 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.

To learn more about how the latest changes to LinkedIn Sales Navigator can boost your productivity, click here:

Learn more