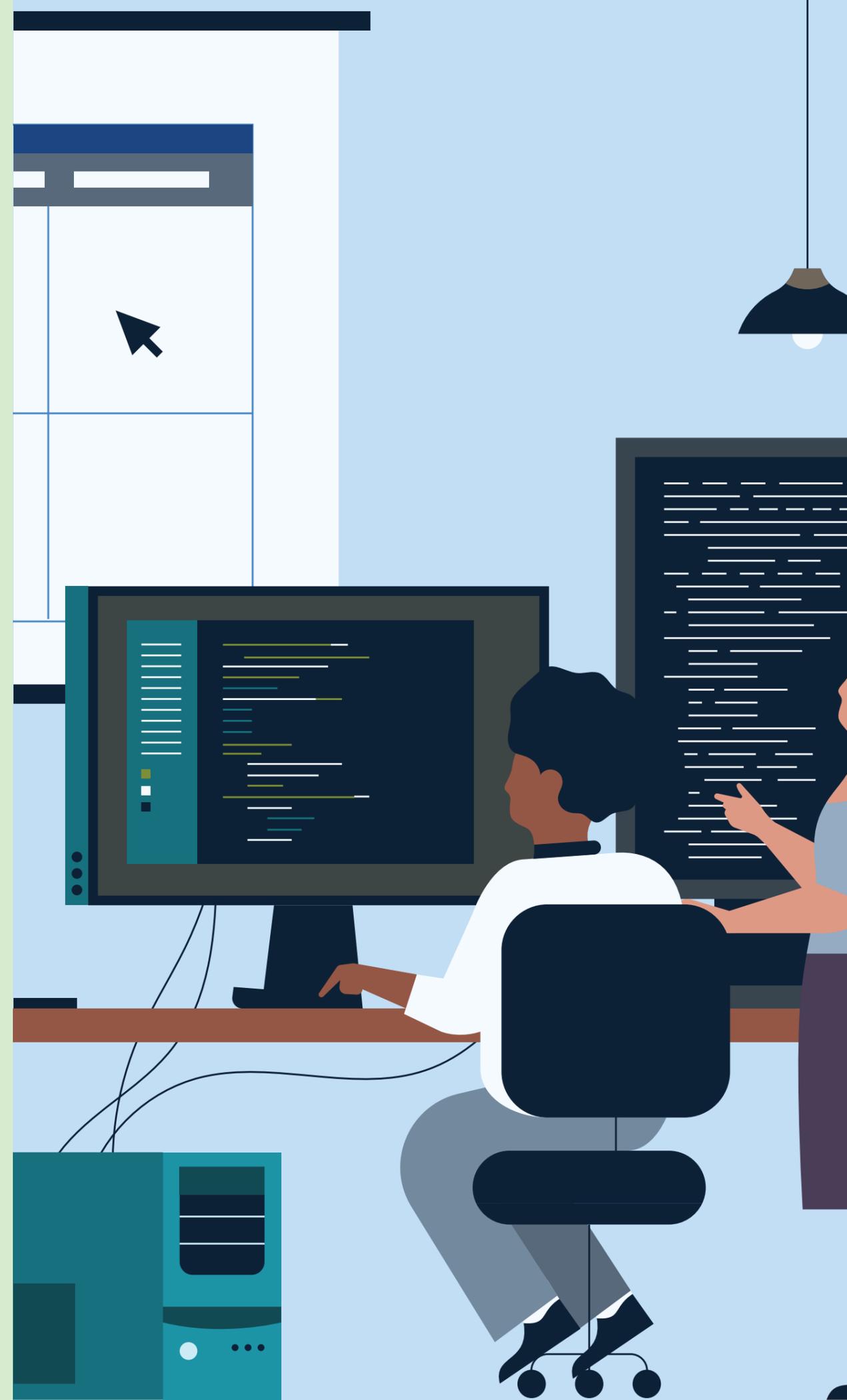


Mastering Technology Enterprise Sales with LinkedIn Sales Navigator

LinkedIn Sales Navigator



Introduction

It's no secret that the sales profession has changed dramatically over the last few years. Quotas are harder to meet. Sales professionals have followed their buyers online and new technologies, ranging from CRM systems to LinkedIn Sales Navigator, are now the tools of the trade. The rise of larger buying committees has also made it imperative that sales professionals have multi-threaded connections to prospect companies.

A variety of new & different skills are required from the sales leaders of today. Our LinkedIn 2020 State of Sales report showed that manager coaching is the most sought-after activity they want to spend more time with in the next year.

Aimed at sales leaders and executives in global technology companies, this kit will help you identify the key attributes needed in needed for modern selling, as well as give you insights on how to build stronger collaborations with your cross-functional partners, for example, across marketing, sales operations and strategy.

You'll find case studies, and interviews with with sales experts from global technology companies such as Salesforce, Microsoft and LinkedIn and learn valuable techniques on how to effectively communicate with clients. You'll also learn how your business can use LinkedIn Sales Navigator to connect with buyers and guarantee them the best customer experience possible.



How to be a better sales manager, by Salesforce

In this video you'll hear from Salesforce's executive sales leadership. Learn some of the most important qualities needed to be a good sales manager, from having an open mind to hiring for diversity, as well as the qualities your sales team should possess, from high EQs to customer curiosity. Learn how your team can better listen to prospects and build client relationships that are meaningful and authentic.

[Watch here](#)

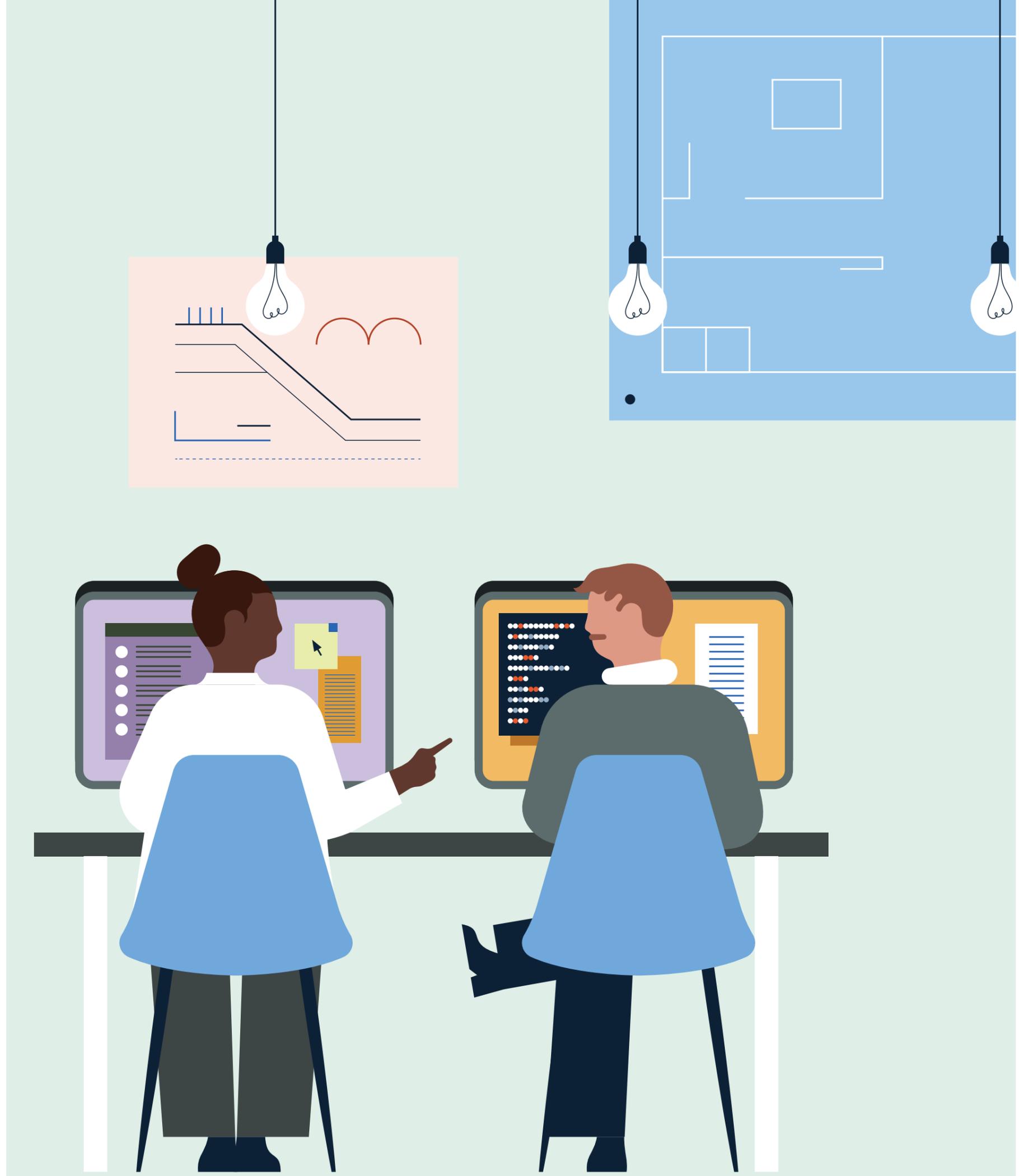


How LinkedIn and Microsoft are adapting to the transformation of the sales process

In this video you'll hear from two sales leaders from *LinkedIn* and *Microsoft* respectively, as they explore the role of millennials in the sales world and integration of technology into the sales process, as well as what it takes to be successful in sales.

You'll also hear how LinkedIn Sales Navigator has helped large scale tech companies overcome new challenges in the sales process.

[Watch here](#)



How Sword Active Risk engages prospects more efficiently with LinkedIn Sales Navigator

This case study explores some of the biggest hurdles *Sword Active Risk* navigates in trying to prospects. It reveals how the company uses LinkedIn Sales Navigator to engage with valuable prospects and how being able to access relevant information on clients in real time has a significant business impact.

[Read the case study](#)



How Symantec have been able to stop cold calling and using inaccurate lead lists

Before implementing LinkedIn Sales Navigator, *Symantec* were using cold calling as a way to change potential clients to prospects, a process that was costing time and money and slowing down their sales cycles. With LinkedIn Sales Navigator they have been able to switch to a social selling initiative that has proved hugely successful. The platform also gives them access to reliable and up to date information about their prospects.

Read on to learn how Symantec overcame their sales challenges with LinkedIn Sales Navigator, which is helping them accurately measure performance and effectively expand their social and brand footprint.

[Read the case study](#)



What impact has LinkedIn Sales Navigator had on other businesses?

Across Technology Services, LinkedIn Sales Navigator users see measurably improved business outcomes on influenced accounts.

Ready to learn more about LinkedIn Sales Navigator?

[Get a demo now](#)

¹From opportunities with activities in LinkedIn Sales Navigator prior to opportunity creation. For Technology Services, 32% sourced opportunities with LinkedIn Sales Navigator or LinkedIn activities prior to opportunity creation.

Technology Services



More Pipeline

+18%

More pipeline from sourced opportunities from LinkedIn Sales Navigator¹



Higher Win-Rate

+9%

lift in win-rates from modern selling activities



Larger Deals

+36%

larger deal sizes from modern selling activities

On average, **64%** revenue influenced from LinkedIn Sales Navigator

