

Savvy Selling: December 2020

Becoming Buyer First Cheat Sheet



The move to a virtually-driven world has accelerated a shift to a new sales model, one that emphasizes building meaningful relationships as the key to delivering customer value and getting deals done.

Jonathan Lister, head of LinkedIn’s Sales Solutions, calls this model “Buyer First” Selling. In his recent [Open Letter to the Sales Industry](#), he addresses what it means to move to a Buyer First mindset, where the interests and needs of the buyer are at the center of the selling experience.

Ready to step it up?

Here’s your quick cheat sheet on how to become Buyer First today, using the tools already in your [Sales Navigator](#) arsenal:



1 Learn, then define

Get to know your buyer, their business, and their situation deeply, to define their unique business needs before you reach out. You can do this by searching your [accounts](#) and [leads](#) in Sales Navigator, and then saving them to [Custom Lists](#) to get real-time alerts and updates on meaningful business changes.



2 Share, readily

Showcase your expertise in your LinkedIn profile, with the content you post publicly, and through private [InMails](#) and emails you send directly to your buyer. Use [Conversation Insights](#) and the [Shared Experiences spotlight features](#) to help empower your outreach. These suggestions will show up when you compose a new [InMail](#) message within Sales Navigator.



3 Solve, don’t sell

Continue to monitor lead news, career changes, and new decision makers [alerts](#) to adapt to your buyers changing needs -- be the first to jump on new opportunities as they come. You’ll see these [alerts](#) in the feed on your homepage, or in your email Inbox if you have the alert notifications [turned on](#).



4 Deliver value

Keep track of valuable buyer data to use when you need it. Organize and prioritize your accounts using [Custom Lists](#). Capture details of your interactions with Buyers, by [adding private notes](#) or [tracking outreach activity](#), which you can later reference.



5 Earn trust

[Establish your brand and build credibility](#) by sharing relevant insights on your LinkedIn profile. Follow industry leaders closely and interact with their content on LinkedIn, becoming part of the conversations, personally. Stay on top of breaking news to showcase how knowledgeable and informed you are in important conversations.

Get ahead of the competition and dive deeper into the Buyer First how-tos below, then get started by using all the great features already available to you with your [Sales Navigator access](#).

[Learn more](#)