



LinkedIn Sales Navigator Use Cases

Use Case 1:

Changing team habits to drive more sales

The scenario:

Your sales team are enthusiastic sellers, but the move to a virtual selling environment is happening faster than they can adapt. They see how LinkedIn could help with prospecting, but where do you start?

The solution:

The solution is **training and upskilling your sales team** and creating a network of skilled Sales Navigator experts who can sell more efficiently **whilst** enabling their colleagues to become digital selling masters, too.

These internally developed trainers **(all volunteers from within the company)** can go through virtual sessions and workshops, where they learn to recognise and communicate successful digital selling behaviours.

The second part of **successfully** implementing a successful Sales Navigator programme is to focus on **performance**. With LinkedIn's performance metrics this is **simple, the** data is robust, accurate and in-depth. But, if you're planning on a phased rollout, it pays to compare digital selling success against dynamic averages based on global, regional, and national peers.

This provides much more useful and actionable information than comparing against one overarching baseline. The resulting insights enable leadership to learn from those that outperform and help those that underperform.



The results

7x pipeline

when trained on digital selling behaviours on top of Sales Navigator training³.

On average, sales professionals using Sales Navigator **well** see a **7% win-rate lift and a 33% deal size lift¹**.

The same cohort see **61% of total revenue influenced** by Sales Navigator².

18% more pipeline from sourced opportunities¹.

Use Case 2:

Getting a holistic view of an entire buying committee

The scenario:

Your team are highlighting target accounts, finding the **decision makers** in the business and reaching out. **Nothing.** So, what's the issue?

The solution:

Starting with the ever-increasing buying committee, Sales Navigator is far more effective at making connections between the employees of your targets. **Advanced Search** gives your teams full visibility into how companies are structured internally so you can confidently map the **decision makers** and influencers. Not only that, it helps you quickly discover the right people at target accounts with lead recommendations based on your activity. **The more you use it, the better Sales Navigator gets with its information.**

The other thing it's great at is showing your sales team's common links, both in terms of people they know, and hobbies or interests they share. Customers who have a Sales Navigator Team or Enterprise account also have access to TeamLink, which is a tool that utilises the power of your entire team's network to help you find the best path to a lead. It does this by showing you Sales Navigator license holders on your team account who are 1st-degree connections to the lead, even if you're not connected to your teammate. With this information, you can easily see who can help you connect with potential leads and make a warm introduction.

And finally, with 1 in 5 decision makers changing roles every year⁶, it's a thankless task to keep on top of all changes across your customer database and maintain up-to-date contact information. Research shows that about 70% of CRM data goes obsolete annually⁷. Our 706+ million members keep their accounts updated themselves, and with CRM sync we ensure that your data is updated every day so you never miss an opportunity again.



The results



7% lift in win rates for existing customers

when a sales team is multithreaded with 6+ **decision makers**².

40% of sales professionals

we have spoken to are engaging in a warmer outreach².

8% more pipeline

from sourced opportunities¹.

On average, sales professionals using Sales Navigator **well** see a

7% win-rate lift and a 33% deal size lift¹.

Use Case 3:

Uncovering new leads in a changing market

The scenario:

Traditional sales tactics are seeing diminishing returns for your sales team and your business is suffering as a result. Seeing that competitors are utilising tools to find, research and contact prospective buyers quickly, you identify the need to do the same **or risk being left behind.**

The solution:

Sales Navigator can help you become familiar with a new group of buyers, allowing you to understand their different criteria, concerns, and behaviours when it comes to purchasing. It will also allow you to figure out how to identify leads sooner and keep them engaged throughout the sales cycle.

Sales Navigator's **suggested leads** list gives salespersons the ability to see what the prospect is posting, learn about their current initiatives, and determine whether it's a good time for them to consider your solution. Sales Navigator also allows users to leverage common connections, and use existing relationships to create warm introductions to new leads; **no more going in cold.**

As your sales team embrace Sales Navigator, their interactions will leave a trail of data that give insight into how different people benefit from the platform. Incorporating Sales Navigator into your CRM also enables sales operations to measure the health of their program and discover best practices.



The results



On average, reps who use Sales Navigator **increase pipeline growth 2.2x faster** than those who don't.

They can also achieve an average **16% higher win rate** compared to those who don't.

Team members who use Sales Navigator to post content, follow profiles, and connect with buyers via InMail **increase deal size by an average of 42%.**

To find out more about how LinkedIn Sales Navigator can become a part of  our sales toolkit, organise a demo [here](#).

References:

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