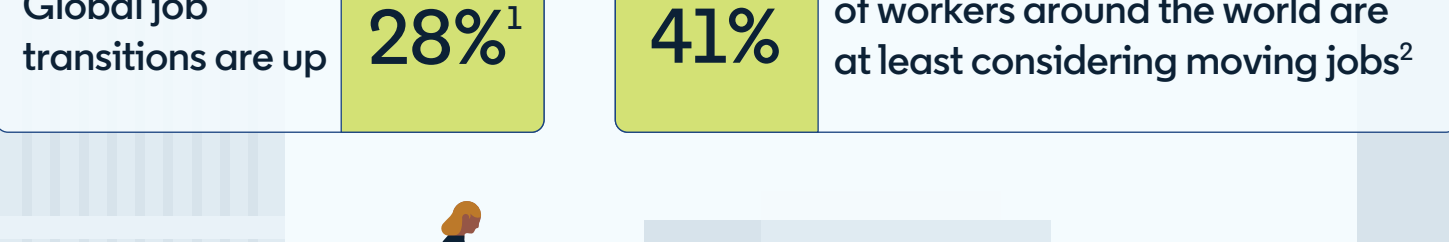


The Great Reshuffle

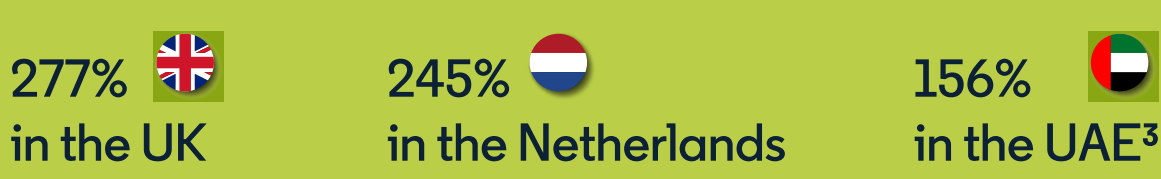
And what it means for the world of sales

A workplace renaissance is in motion

Professionals who have been empowered by remote working and new opportunities across the market are not hesitating to look elsewhere for work.



Remote job listings are hitting their peak, with increases as high as:



A momentous career shifts

People are reconsidering their work goals. Whether they've been made redundant or are pursuing new career aspiration, key buyers are on the move.

People in director-level-and-above roles make up the majority of buyers – buyers who are now more difficult to pinpoint.

Turnover among corporate directors and those more senior has been as high as **31% in recent months**

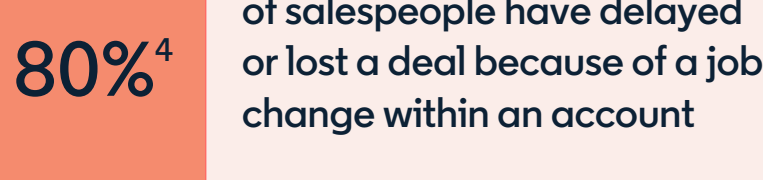
The pandemic has also created a fresh cohort of entrepreneurs – France, Germany and UK saw new business registrations rise sharply in 2020

These are driven people who want more freedom, flexibility and opportunities. They're also likely to want more services and products to help them succeed. So, prepare to meet a fresh cohort of buyers.

The great sales challenge

With buyers moving through the job market at pace, it is challenging for sellers to keep track of their connections. Buyers' priorities and needs are also shifting each time they move jobs. And many buyers are now working remotely.

The Great Reshuffle is having a real impact on sales success



But the Great Reshuffle is also a time of great opportunities. As one connection leaves, they open the door at a new company. And as new starters join, they open the door for stronger relationships at an account.

[Read the full executive report](#) for more insights on the Great Reshuffle

To act fast when new prospects surface, the agile seller needs data that identifies them immediately. This is exactly what LinkedIn Sales Navigator and Sales Insights bring.

A lead-finding tool

Uncover the warmest leads to build relationships that stick through job changes. Use Sales Navigator's key intelligence tools:

- Lead Recommendations**
Sales Navigator highlights new leads based on your preferences and previously saved leads, so you can grow your connections
- Sales Spotlights**
Quickly discover the leads who have changed jobs and been active on LinkedIn recently, so you can find the warmest leads
- Alerts**
Save leads and get notifications on job changes, new decision makers and when accounts are recruiting, so you can choose the best time to reach out

A multithreading tool

Connect with more people at companies. So that no potential win relies on a single connection. Tap into Sales Navigator's connection-strengthening tools:

- TeamLink**
View your colleagues' connections, so you can grow your leads within each account
- Account Map**
See the full buying committee at a business, so you can work with multiple decision makers
- Champions List**
See past buyers at companies, so you can identify the new ones' decision maker

A growth-finding tool

The Great Reshuffle isn't just about people changing jobs – markets are changing too. To find those markets enjoying a growth spurt, sales managers should lean into Sales Insights:

- Compare markets, regions, and segments to identify whitespace
- View the size and growth of specific departments and job titles
- View relationship-strength CRM data to select target companies

Unlock LinkedIn's full sales potential

- Find out more about LinkedIn Sales Insights
- Watch our short demo
- Discover LinkedIn Sales Navigator
- Arrange a demo or start your free trial