



Drive better results

LinkedIn for Sales Advanced Tactics



Introduction

Communication is the backbone of sales - and the two-year anniversary of the pandemic in the U.S. has inspired many of us to reflect on how communication has evolved, and selling has changed. While we've seen some things return to the pre-pandemic normal, many sales practices and behaviors now seem outdated. Simply put, buyers are demanding more from their experiences with salespeople.

Our research has shown that some sellers are missing the mark when it comes to understanding and delivering on buyers' needs, with 60% reporting an expected decrease in sales in 2022. But change doesn't have to be daunting. We want to help you refresh your approach to using LinkedIn as part of your successful sales strategy to ensure the best outcomes during this decisive moment for sales professionals around the world.

With more than 800 million members, LinkedIn serves up more relevant information and real-time insights about your target buyers than any other platform. With all that data at your fingertips, the chance to truly identify your prospects, and understand their unique challenges, solve their problems, and grow revenue with them are endless.

These are proven best practices for solving buyer challenges and creating lasting partnerships using the most powerful tools across LinkedIn and Sales Navigator. The results speak for themselves.

On average sellers using LinkedIn and Sales Navigator together see



5%+
win rate lift



37%+
larger deal sizes



27%+
more pipeline

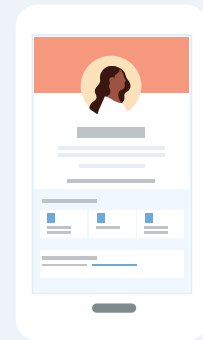


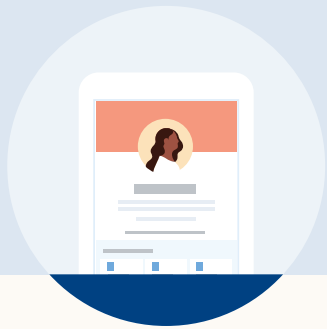
70%+
influenced revenue

Tip 01

Make a strong first impression

In today's time-scarce world, a few moments of attention from the right buyer is worth more than ever. You never get a second chance to make a first impression, and so fostering a strong personal brand online is a great way to catch the attention of potential and existing buyers.





Tip 01 | Make a strong impression

Craft a professional profile that shows prospects your values and character.

Put yourself in your buyer's shoes

Before editing your LinkedIn profile, ask yourself:

- 1 Who is your ideal buyer?
- 2 What challenge do they need help with?
- 3 Why will they choose YOU as their partner

By considering yourself from [the buyer's perspective](#), your profile will reveal what sets you apart from the crowd: your professional expertise, endorsements, skills, and other details that give people a sense of your credibility and capability as a partner in their important buying decisions.



81%

of top performers say they always put the Buyer First

Enrich your profile with up-to-date content

Complete profiles get the most attention on LinkedIn.

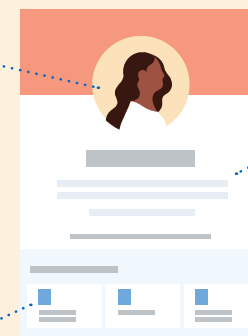
Polishing your profile is a chance to show off your personality – by sharing your passions, interests, and ethics you can help potential buyers envision what their professional relationship with you might be like in the future..

With that in mind, make sure you give some careful thought to these 3 key elements:

Profile photo

Headline & description

Skills and endorsements



Establish trust from the start

Profile photo

Your profile photo is your first chance to show people that there is a friendly, trustworthy, and professional human behind the computer screen.

- **Include a high-quality**, in-focus photo where you are facing the camera
- **Dress to impress** just as you would for an in-person meeting with your ideal buyer
- **Smile!** A relaxed, confident grin is a universal sign of trustworthiness



Profiles with a photo attract:



21x
more profile views



9x
more connection requests

Headline & description

Buyers are being bombarded with information.

Buyers are being bombarded with information online. Your LinkedIn profile should give a quick synopsis of what you do and what makes you unique.

Consider [this your digital elevator pitch](#) - you have a matter of seconds to sell yourself, so use this space to demonstrate what makes you and your expertise valuable to buyers.



- Provide a clear, brief overview of your current role
- Detail your areas of specific expertise
- Share examples that describe how you work with buyers to address their challenges and deliver outsized results

Skills & endorsements

Your skills can be a direct reflection of your expertise, the product you sell, and your ideal buyer's needs.

Consider [what skills your buyer would be looking for](#) in a solutions partner or consultant, and then curate your skills list to accurately reflect your capabilities in these areas. (Need to brush up on relevant skills? Check out some of the courses on [LinkedIn Learning](#).)

Sellers report that endorsements also contribute to cultivating trust.

- **Nurture your soft skills:** active listening, empathy, and, emotional intelligence are key
- **Hone your hard skills:** sales presentations, product knowledge, and time management
- **Get certified on [LinkedIn learning](#)** to impress your network with your newly acquired skills
- **Reach out to your network** to request personal endorsements
- **Return the favor!** Offer to provide relevant endorsements for your colleagues and clients – endorsements you give can help showcase the strength of your relationships and highlight your specific areas of expertise.



Tip 02

Personalize your outreach with Advanced Search

Today's buyers expect personalized communication from the first point of contact. The cold call is officially dead. In fact, most cold sales emails go unread these days - according to Gartner, only 24% of cold sales emails are even opened.

That's where Sales Navigator comes in – you can find the right buyers, understand their challenges, and engage them with personalized outreach that allows you to develop long-term working relationships with honest and meaningful conversations.





Tip 02 | Personalize your outreach with Advanced Search

Remember that another human being is sitting on the other side of the screen – one who also craves authentic relationships and connections.

Curate a criteria list which works for you

There are [more than 800 million members on LinkedIn](#), so manually searching through your connections might not be the most efficient or precise way to find leads.

Fine-tune your sales outreach by using [Sales Navigator's 45+ People & Company filters](#), from the traditional “school” and “seniority” to hyper-targeted “leads with shared experiences/commonalities.”

Some of the 45 filters available for you to work with include:



People search

- Industry
- Company type
- Company size
- Leads with recent job changes
- Leads mentioned in the news



Company search:

- Company revenue
- Company headcount growth
- Headquarters location
- Recent senior leadership changes
- Hiring on LinkedIn





“Saved Search: Don’t get lost in the Great Reshuffle”

Activating Saved Searches not only saves your filter criteria to make it easy to re-run previous queries – it turns on email and Sales Navigator alerts that notify you whenever a new decision maker joins your target accounts or market.

As buyers change jobs in the [Great Reshuffle](#), [Saved Searches](#) allow you to never lose out on a new opportunity.



56%

The majority of decision makers will consider a brand if the sales professionals understand their business needs. Swoop in and act in advance of notable company changes, when leaders are making important decisions during times of change.

Think of Sales Navigator as an intuitive, modernized evidence board, where you join the dots in the big picture.



Empathy is key in your InMails

If you've ever felt overwhelmed by emails, messages, and calendar invites, imagine how your buyers might feel when receiving unsolicited prospecting. Instead of cluttering their spam folder with anonymous emails, take the time to make your InMail messages a positive, one-to-one interaction for them.

Consider

- Fully **reviewing the person's profile** for unique details
- Using **personalization** in outreach via InMail
- **Mentioning any close contacts or mutual connections** - sharing first and second-degree connections on LinkedIn are proven to improve response rates



Tip 03

Drive engagement with data analytics

You don't want to lose the hard work you've done in expanding and personalizing your outreach. LinkedIn Sales Navigator has your back when it comes to keeping track of your existing and potential connections and conversations. Sales Navigator's Advanced Search results page points out when prospects are most likely to want to connect, and even spotlights what to prioritize in your approach.





Tip 03 | Drive engagement with data analytics

Learning to understand and use LinkedIn's engagement technology can enhance your approach strategy.



That's no small deal

As 35% of decision makers rank "Trust" as their top contributor in closing a deal - above ROI or price.

Expand your network

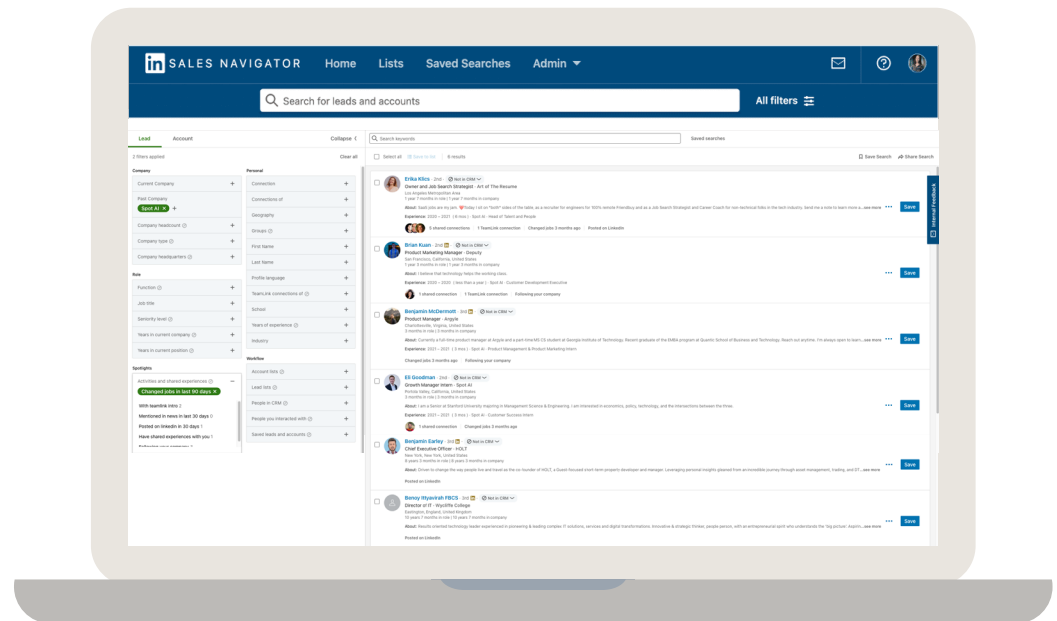
There's more to finding new leads than networking at conferences. Find the people who want to meet you, without either of you having to step out of the office.

At the click of a button, Navigator's "view similar" function opens up hundreds of leads who match your existing buyers' characteristics, so you can scale beyond your direct contacts"



90%

of C-suite executives say they don't respond to impersonal B2B sales outreach





Use the data

You can theorize about what your buyers want, or you can simply go with the evidence.

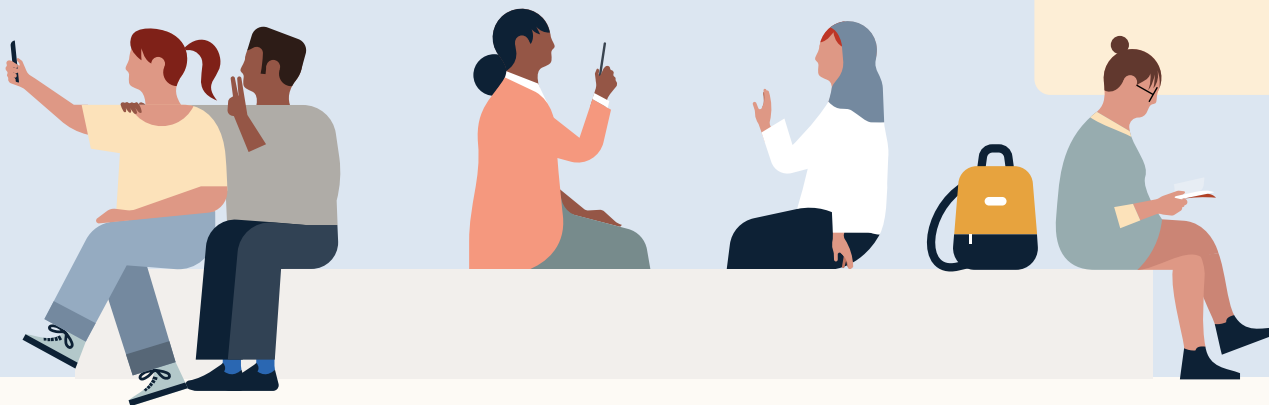
Consider scanning your [Sales Navigator dashboard](#) for the current breakdown of your top buyers. Learn what they have in common, and how they differ from your ideal buyer.

You can also [use this data to adapt your search strategy](#) when finding new prospects through Sales Navigator.

Go mobile

[Download the mobile app for real-time updates](#) about saved accounts and leads, so you can reach out naturally to a prospect who's posted on their LinkedIn profile, or been mentioned in the media, and authentically connect over news or changes in their professional life.

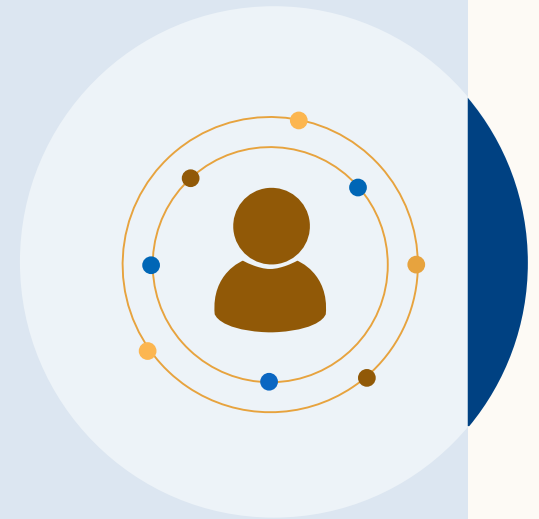
[It pays to stay engaged:](#) HubSpot data shows us that 35-50% of sales go to the vendor who responds first.



Tip 04

Identify and seize new opportunities

These days, your contact list can reach into the thousands. That's why it's more important than ever to stay on top of who's who, so you can identify emerging opportunities before your competitors, or even your prospects, have realized that a sale is on the horizon.





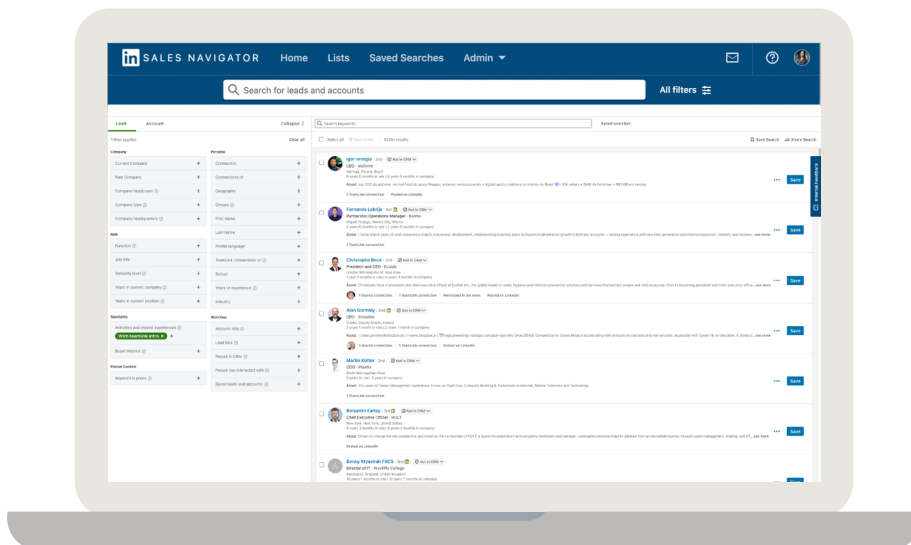
Tip 04 | Identify and seize new opportunities

Sales Navigator can help you find those golden moments and meet your buyers when they're most prepared to hear your solutions, by combining your personal strategy with data-driven insight.

Teamwork makes the dream work

Another helpful way to improve your list of prospects is to **leverage your teammates' networks**. Word-of-mouth and peer-to-peer recommendation more important than ever in a digital sales environment. Buyers agree that they rely on mutual connections for a sense of security and trust, with LinkedIn regularly voted the most-trusted social network.

Sales Navigator's **TeamLink tool** allows you to search within your colleagues' connections and networks, quickly and easily. It's a tool which helps you find new leads close at hand, and set up a warm introduction via a familiar face.



Remember - Be personal in your messaging.

Only 17% of salespeople think they're pushy, in comparison to 50% of prospects. **You'll stand out if you're human.** (Refer to messaging tips in Chapter 2.)



Talk to people who want to talk to you

Sometimes, finding the right people is all about looking past the not-so-right people. Sales Navigator filters can remove leads who you know aren't the best fit.

It's while managing change and challenge that decision makers are most open to taking risks and trying new things. When a company is undertaking a transformation project, or appointing new talent to buying positions, you want to be standing ready with the right product to ease the transition.

Your search can be as broad or narrow as you require. Other ways to prioritize your search while prospecting include using the "exclusion" function to pinpoint your outreach, and save time.

Remember - the key to a successful connection is personalization, so make an effort to craft an original message to each lead.



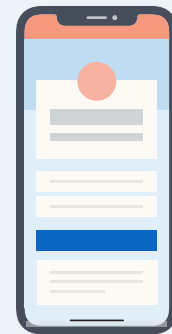
For example, you could search for all software companies in Bangalore, excluding those which have grown or shrunk in the past year. From that list, you can identify all Heads of Cybersecurity, excluding those who have already posted about "growth."

The [Advanced Search feature](#) in LinkedIn Sales Navigator shows you company structures, which allow you to map the buying committee and place yourself in the right conversations.

Tip 05

Prioritize the right accounts, every day

Our lives and workplaces are moving more quickly than ever before, but sales professionals can keep up by working smarter, not harder. The revamped Sales Navigator takes a load off your hands by seamlessly integrating daily notifications into your feed, delivering a personalized, professional news stream.





Tip 05 | Prioritize the right accounts, every day

Stay on top of what's important in your world with a mobile agenda that does the work for you.

Master your time, master your life

Set your agendas based on the latest happenings in your network with Mobile Briefings. Sales Navigator provides you with a curated newsfeed of what you need to know to start your working day: the latest appointments, announcements, and posts from your network.

Simply [sync your calendar with Sales Navigator](#) to review details about your upcoming appointments, and meeting participants, based on their LinkedIn profiles and Company pages.

Let the news come to you

Sales is no longer just about [waiting](#) for the right moment or the right connection. Proactive sales professionals are taking up the Buyer First approach by combining personalized tools and messaging.

[Get ahead of competition](#) with prioritized sales alerts and notifications, delivering the content most relevant to you at the top of your homepage each day. Available in both browser and mobile app, you can use Sales Navigator to display your sales alerts above your traditional feed, so you can tailor your homepage experience to prioritize leads and accounts.



Hint

Increase precision by turning on [push notifications](#) for shared searches, shared lists, viewed smart links, and alerts on leadership researched accounts.





Thank you

Find out more [here](#)

