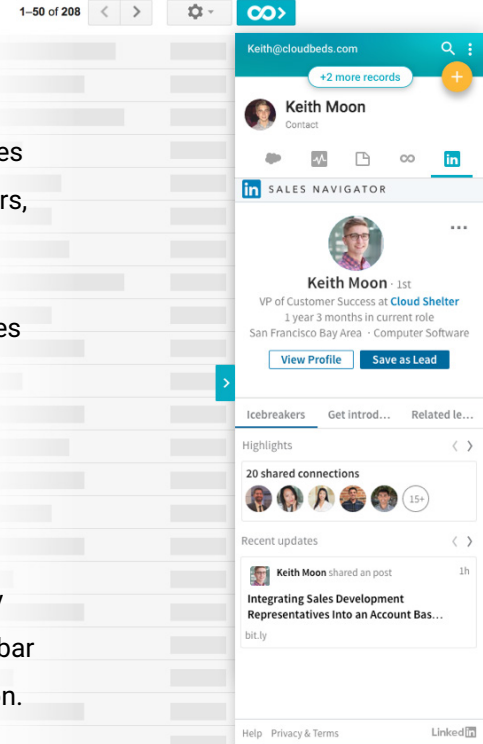


## Overview

Account based sales is focused on forming genuine customer relationships and gaining a deep understanding of all stakeholders. That's why LinkedIn Sales Navigator provides priceless data for your sales teams to target the right buyers, personalize outreach efforts, and keep track of your customers.

That's why we are psyched to announce Groove's inclusion in the LinkedIn Sales Navigator Application Platform (SNAP) partner program. As our first venture, we're thrilled to introduce the Groove Omnibar, a power tool that displays Salesforce and LinkedIn intel side-by-side. It equips your team with everything they need to know to communicate with confidence with their customers.

The best part is that Omnibar is available right where Groove users are already working – in Gmail, Google Calendar, Salesforce, and Groove Flow. With Omnibar they won't have to switch between multiple browser tabs to see the information.



Your team can communicate with confidence and build meaningful connections with customers using new Omnibar features, including:

**Icebreakers:** This tab gives users ideas on how to start a conversation based on mutual connections, recently shared posts, and published articles.

**Get Introduced:** This tab opens the door for social selling. Getting introduced by a coworker or friend is the most effective way to build a relationship. That's a great example of how powerful LinkedIn's economic graph is for account based sales.

**Related Leads:** This tab gives users an idea of who else is related to the contact or the account they are trying to sell into. This helps users maximize the number of meaningful connections they can make, and allows them to form relationships on all levels.

Additionally, the Groove Dialer functions seamlessly with Omnibar, which has been the favorite feature for our beta testers currently using Omnibar. When you receive an inbound phone call, Groove's Omnibar will automatically pull information on the caller from LinkedIn and Salesforce so you are instantly prepared for a great customer call.

*Groove is the only platform that offers a complete view of Salesforce data and LinkedIn data side-by-side.*

## How can I use Groove's integration with LinkedIn?

The integration is now available to users of both LinkedIn Sales Navigator and Groove. To get started, head to <https://business.linkedin.com/sales-solutions> to sign up for LinkedIn Sales Navigator or <https://www.groove.co> to get up and running with Groove.