

# The simple guide to social triggers

## WHAT ARE SOCIAL TRIGGERS?

Social networks are defined by one thing - relationships. Relationships that are built through sharing experiences and knowledge that adds value to their connections.

The same goes for sales. The most successful sales professionals build and nurture strong relationships by being relevant and adding value.

In a face to face environment you are limited by a finite resource - you. With social networks, sales professionals are able to build and nurture a greater number of relationships - this is the power of social selling.

The first step is to understand what these social triggers mean.

**Here's the tip sheet on how to engage with insights.**

## The 4 Types of Social Triggers

### THE SALES TRIGGER

This is an update or notification from either a company or connection that indicates there is now the opportunity to open a sales conversation. This could be because of expansion or the blocker to a sale at an account has moved on.

### THE RELATIONSHIP TRIGGER

These triggers offer the canny sales professional the opportunity to either strengthen an existing relationship directly or offer insights that position themselves as a thought leader. Examples are group discussions, shared articles or a mention in the news.

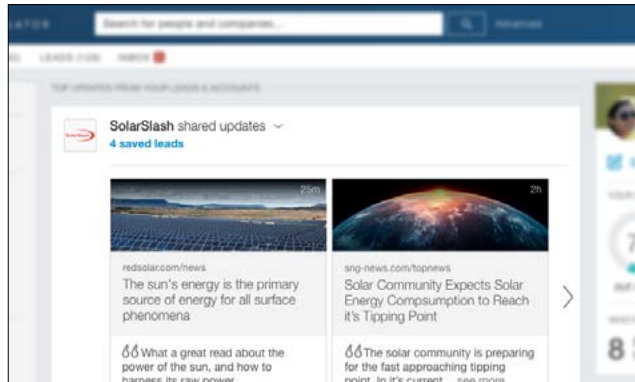
### THE CONNECTION TRIGGER

When you're looking for a way in to an account, using relevant news shows that you are invested in forming a relationships and have "done your homework". Examples are interviews or news article mentions .

### THE RISK TRIGGER

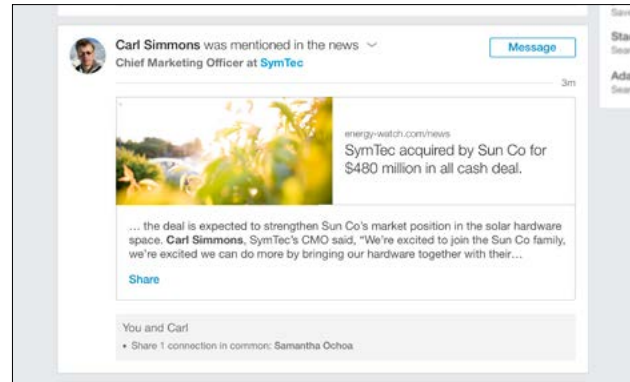
The opposite of sale triggers but just as essential. Risk triggers identify when there could be a risk of losing a customer or allow you competitors a way in. A new decision maker joining a customer, bad earnings or relocation should all spark activity.

## HOW LINKEDIN SHOWS YOU THESE UPDATES



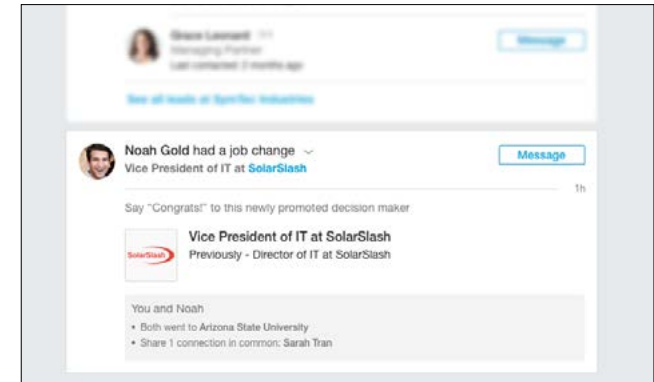
### COMPANY SHARES

See what your accounts are sharing over social media and through news channels.



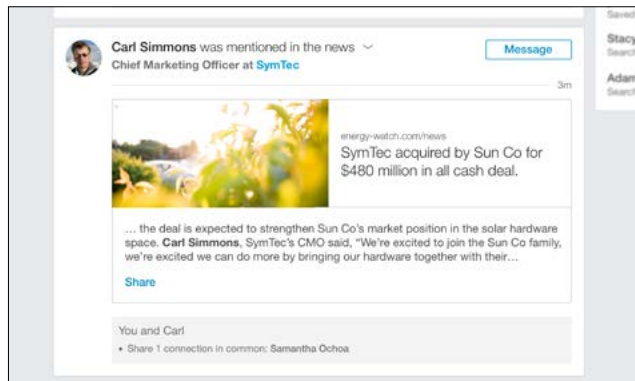
### COMPANY NEWS

Get relevant news on your prospect or customer accounts that they haven't shared on LinkedIn.



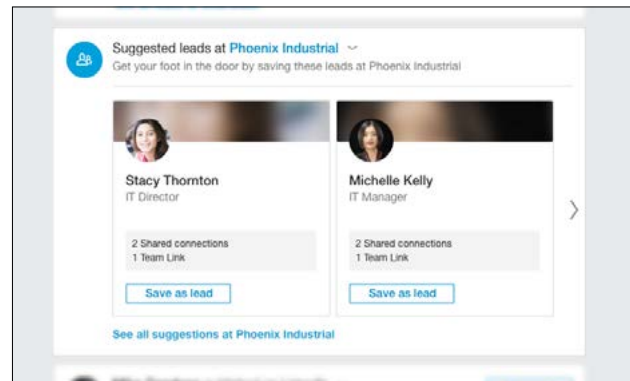
### LEAD SHARES

Everything your prospect or customer shares on LinkedIn in one place.



### LEAD NEWS

See what the rest of the world is saying about your prospects and customers.



### LEAD RECOMMENDATIONS

News articles that show what potential decision makers at your target accounts are saying.

**PRO TIP**

In Sales Navigator you don't need to be connected to a prospect or customer to get insights - All you need to do is save them as a lead!

# Turning updates into action

Here are just some of the real time updates you can get from Sales Navigator. With 50% of all sales going to the first salesperson to contact a prospect - use these to connect and build stronger professional relationships.

## NEW EXECUTIVE HIRE

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New executives want to make their mark so this could either be a risk, connection or sales trigger. Building a relationship before competitors is critical.

## JOB/ROLE CHANGE

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A decision maker moves to a different division or company? Have they been a blocker or an enabler? If they were a customer, you could have a new account open to you.

## A BUSINESS WIN

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Your prospect has just landed a major account or gained market share? They could need to invest in new solutions to meet their new business needs.

## RELOCATION OR CONSOLIDATION

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This could be to reduce cost or due to outsourcing. Either way it could mean more or less employees which will impact their requirements.

## COMPANY EXPANSION

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Growth is what all businesses want but with it comes the needs for more of what they've got or shiny new things.

## NEW PRODUCT ANNOUNCEMENT

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New products mean new business challenges and potentially the need for new vendor capabilities.

## MERGER OR ACQUISITION

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When two companies combine there is always an examination of what went before and a look to optimize.

## EARNINGS ANNOUNCEMENT

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Whether it was a good quarter or bad, can your product or solution reverse losses or strengthen gains?

## INDUSTRY DISRUPTION

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When a new competitor or technology enters a market incumbents will need to adjust to keep market share.

## AWARD WIN

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Everyone likes feeling good about themselves and where they work. Get conversations started on the right foot with a happy buyer.

## NEW LEGISLATION/OPERATING ENVIRONMENT

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Any changes in how businesses operate mean a fresh look at all processes to make sure they are fit for purpose and reflect new legislative requirements.



### PRO TIP:

Buyers want to hear from vendors that add value to their journey  
- Use insights to show you understand their industry and operating environment.

# About LinkedIn Sales Navigator

With over **380 million members** and two new members a second, LinkedIn is the ultimate resource for anyone who all customer facing professionals. LinkedIn Sales Navigator is LinkedIn's flagship solution that has been designed around the needs of sales professionals.

If your role is to acquire new customers or retain existing customers, LinkedIn Sales Navigator makes it a lot simpler. Request a demo today to see how we're changing sales for the better.

[business.linkedin.com/sales-solutions](https://business.linkedin.com/sales-solutions)

**LinkedIn**  Sales Solutions

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To learn more about how LinkedIn Sales Navigator could make your life easier. Contact us so we can walk through a demo and start taking the complexity out of selling.

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**REQUEST A DEMO**