

LinkedIn Sales Navigator

A Visual Guide to the Ultimate
Sales Intelligence Tool

TARGET THE RIGHT BUYERS,
UNDERSTAND THEIR BUSINESS NEEDS,
ENGAGE WITH CREDIBILITY

LinkedIn

The **FOUR** reasons why deals are lost

1. Missing critical players

B2B buyers are becoming more risk averse and purchase decisions are being made by consensus rather than an all powerful decision maker. To succeed in this new world, sales teams need to connect and engage with every stakeholder.

 **6.8**
people involved
in the buying
decision¹

2. Lacking credibility

With so much content available to buyers, the role of the sales professional has changed. By using sales intelligence tools, sellers can better understand their buyer and what's important to them, instantly becoming more relevant and therefore more credible.

 **77%**
of buyers don't
believe that sales
reps understand
their business²

¹ Corporate Executive Board

² Forrester Research



3. Losing touch with prospects

As sales complexity increases so do sales cycles. This means there's more chance for key contacts to change roles or hidden stakeholders to destabilize a deal. Sales organisations need better insight into the buying committee and be proactive in reaching out to influencers.


24%
of forecasted deals go dark³

4. Getting to the buyer second

Buyers are reaching out to sales professionals later. But the earlier your sales teams can engage in the purchase journey, the more likely they are to win. This means sellers must use customer intelligence tools to reach out to the right buyer at the right time and nurture the relationship.

50%
of deals are lost when you're not the first vendor in⁴

³ CSO Insights

⁴ InsideSales.com



How Sales Teams Can Win

Across all the reasons sales teams lose deals, the common theme is a lack of customer intelligence. Whether this is recognising all stakeholders involved in the purchase decision, understanding what is relevant to a decision maker, or knowing the best channels and content to keep front of mind and add value throughout the buying journey.

Social selling is a set of tactics sales teams employ to use the digital body language of their prospects and customers to be more relevant, more credible and engage, when they are ready to buy.



Sales teams that leverage LinkedIn:



QUOTA

51% more
likely to hit
quota



DEAL

Close deals that
are, on average
13% larger



PIPELINE

Generate **45% more**
opportunities
a quarter

Social Selling with LinkedIn Sales Navigator

Target

With more than 467 million professionals on LinkedIn, and growing at **over 2 new members every second**, sales professionals can map the buying committee faster than ever before.

Not only can sales teams search the entire database, but using predictive algorithms, LinkedIn Sales Navigator will recommend potential leads that are part of the purchase decision.

Customer Success Story: Hyland Software

Hyland Software faced two challenges. First, they were competing with much larger players who had existing access into the executive team, unlike Hyland. Second, IT purchase decisions had changed, going from a single executive to a project team of around 8 people.

Sales Navigator was able to address both these problems, not only building new pipe, but shortening sales cycles as the sales teams knew who to engage throughout the purchase journey.

Sales Navigator Strategic Contributions

Sales cycles reduced

30% - 60%

31%

of closed
business

40% - 60%

more qualified pipeline

Understand

It's easy to forget that buyers are putting their credibility on the line when they purchase a solution.

Get it wrong, and at best they've lost the trust of their peers and management team. Credibility when engaging with buyers is therefore essential to close the sale. There's no shortcut to credibility - it's all about understanding what's most important to your buyer.

Customer Success Story: JLL

JLL saw two factors as critical to success. One was maximising the value of long term professional connections and second, gaining insight into new opportunities.

After implementing Sales Navigator, David Reynold, National Director at JLL was informed of when a key contact was back in the country. After reviewing his profile and recently shared content, David saw the buyer developing a property deal, the first in the country. David used this information to reach out with relevant information and take control of the relationship.

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Engage

Buyers are consuming more content as they self direct their buying research. Only reaching out to sales professionals at the end of the journey. But the data shows that the earlier sales teams can engage their buyer, the higher the win rate.

Sales teams need to use their professional network to build referrals and get away from repetitive emails and phones calls to check up on a deal. Instead, use social triggers to engage at the right time and add value to the purchase journey.

Customer Success Story: SAP

With a new cloud offering, the customer profile for SAP was different to other lines of business. This new buying committee also brought a more rapid sales cycles - shifting from around 2 years to sometimes only 2 weeks.

The inside sales team at SAP recognised they needed to be first to the buyer and nurture multiple stakeholders until they were ready to buy. Using Sales Navigator they could follow prospects and engage with content to stay front of mind, waiting for buying signals. Over the initial rollout of Sales Navigator, sales pipeline increased by more than 40% and was directly attributable revenues of over \$4 million.

4M

in revenues **directly attribute to Sales Navigator** in Asia from first phase

Sales pipeline increased by more than

40%

Sales Navigator directly responsible for several individual deals of

US \$300k
or more

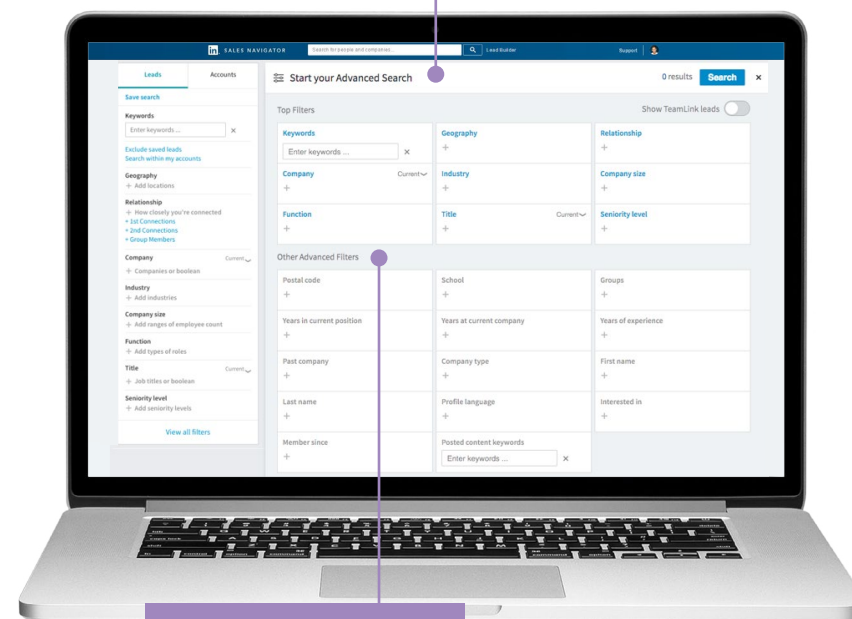
Sales Navigator

A Visual Guide

TARGET THE RIGHT BUYERS

Lead Builder

Build the ultimate lead list with unlimited access to the entire LinkedIn database of over 267 million members and growing at over 2 a second.



Target only the people that matter – use over 20 advanced filters so your sales organisation can focus on the perfect buyer.



Want to target companies rather than individuals?

No problem, lead builder is ideal for account based marketing strategies to get a 360 view of target accounts.

Search Results

Prioritise leads using search 'spotlights'. For example, only show leads that were mentioned in the news recently, or those who've changed roles.

Get up to speed fast by importing and save all your opportunities from Salesforce into Sales Navigator with a single click.

Get insights on relevant decision makers - saving leads and accounts helps Sales Navigator find hidden stakeholders involved in purchase decisions.



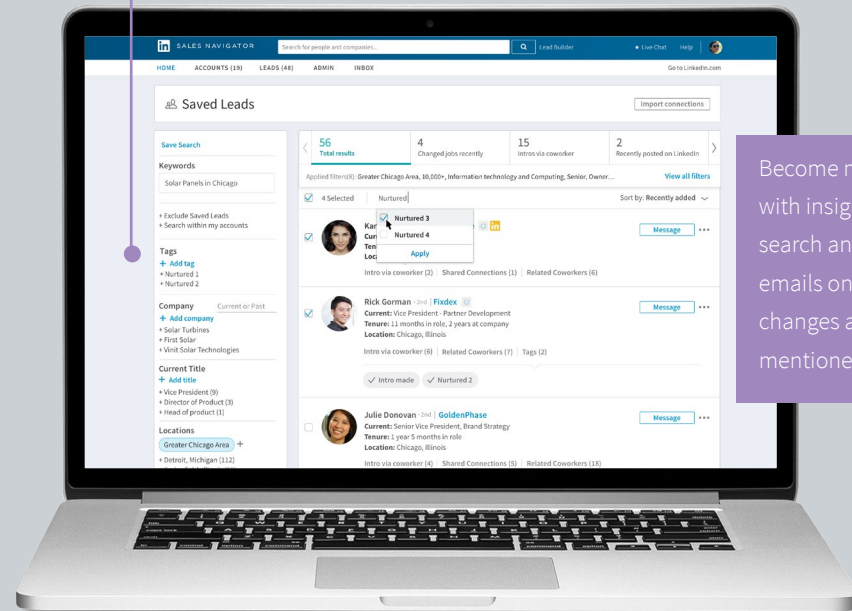
PRO TIP

Decision makers are 60% more likely to evaluate a new purchase within the first 6 months of a new role - prioritise your territory with recent job changes.

Saved Searches

Using tags helps sales teams organise their lead lists and improve productivity. Never fail to follow up on key contacts and never miss a chance to sell.

Become more proactive with insights: save your search and receive regular emails on recent job changes and who's been mentioned in the news.



PRO TIP

Sellers that stay informed about key decision makers and respond quickly to "trigger" events see a 9.5% increase in yearly revenue and increases in forecasting accuracy.

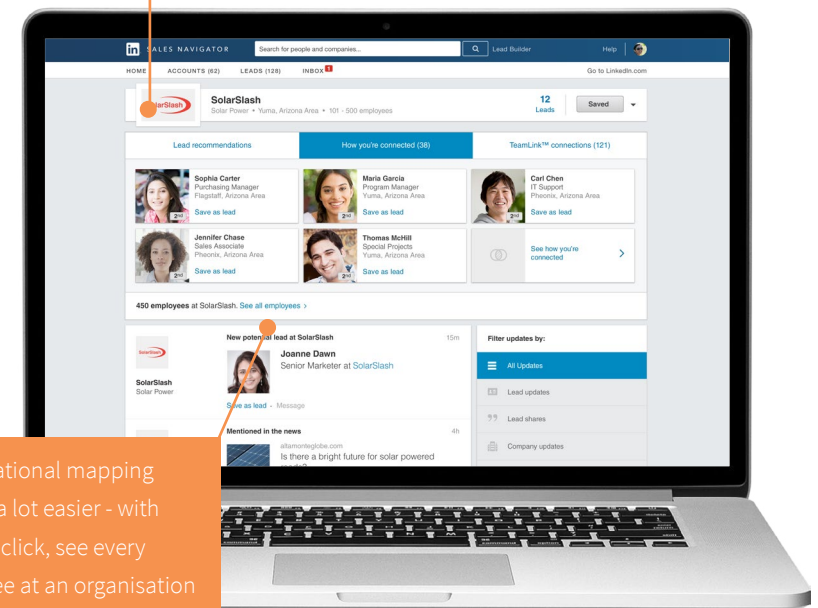
Sales Navigator

Understanding your customers

Account Page

Use lead recommendations to map out the decision making committee - Sales Navigator only shows you prospects that you haven't saved or connected with yet.

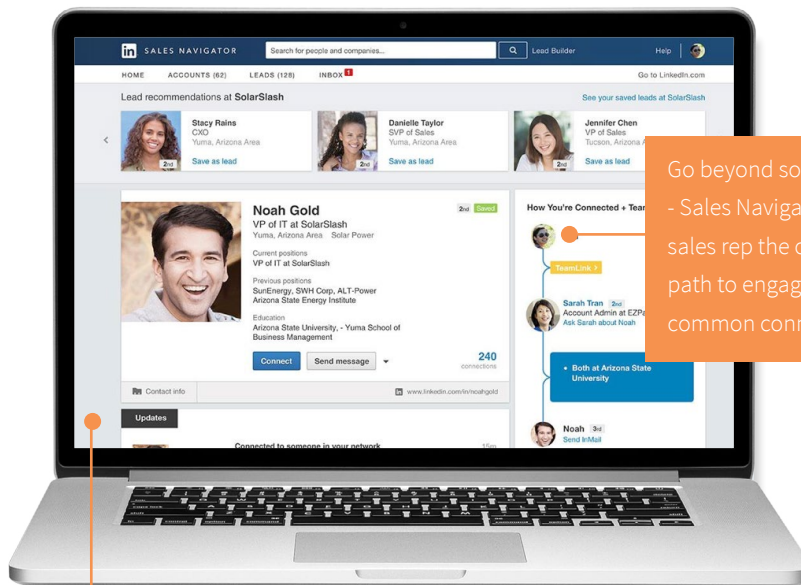
The account page is a 'one-stop-shop' for up to the minute information about target companies - pulling in news from company pages and over 200,000 news sources so your sales team is never in the dark.



Organisational mapping just got a lot easier - with just one click, see every employee at an organisation and filter down so you don't miss out on critical players.

Immediately see how well connected a sales professional is at target accounts. With multiple stakeholders involved in every purchase decision, sales teams should have multiple contacts.

Profile Page

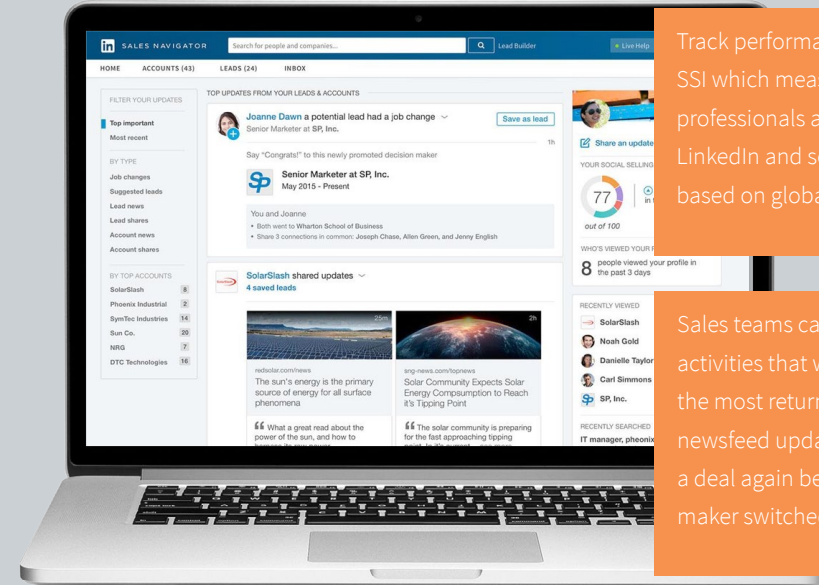


Go beyond social listening - Sales Navigator gives the sales rep the optimum path to engage through common connections.

Understand how to influence target decision makers - view their background and see recent updates so your sales teams can build rapport quickly with shared interests.

With 7 or more stakeholders involved in B2B purchases - Sales Navigator uses network algorithms to uncover decision makers that are important to new and open opportunities.

News Feed



Track performance using SSI which measures sales professionals activities on LinkedIn and scores them based on global best practice.

Sales teams can focus on the activities that will generate the most return by filtering newsfeed updates - don't lose a deal again because a decision maker switched companies.



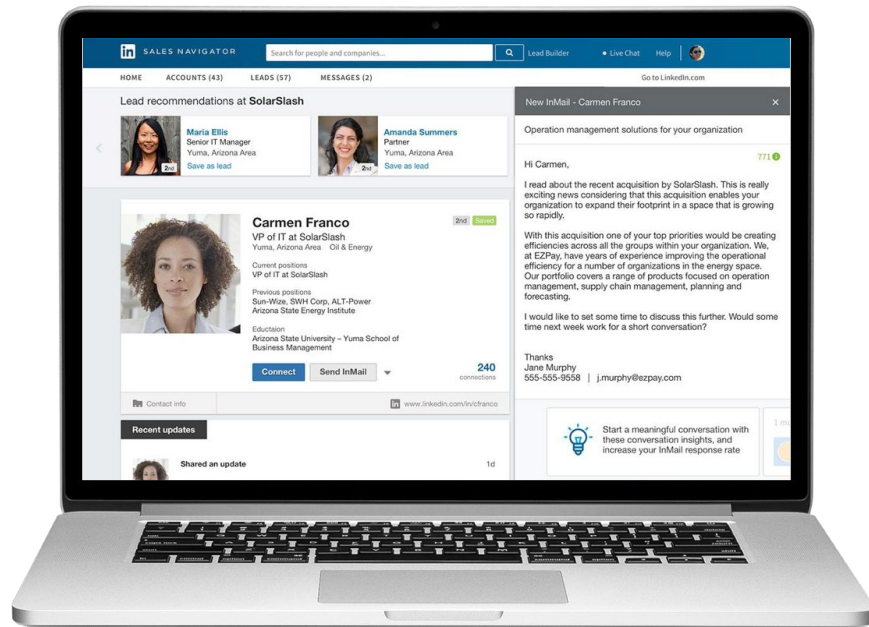
PRO TIP

Sales reps with an SSI over 70 are 51% more likely to hit quota and generate 45% more opportunities a quarter.

Reduce noise and increase sales productivity - the newsfeed in Sales Navigator only shows updates from those leads and companies that have been 'saved' and highlights other decision makers that are involved in purchase decisions.

Sales Navigator: Engaging Key Decision Makers

InMail

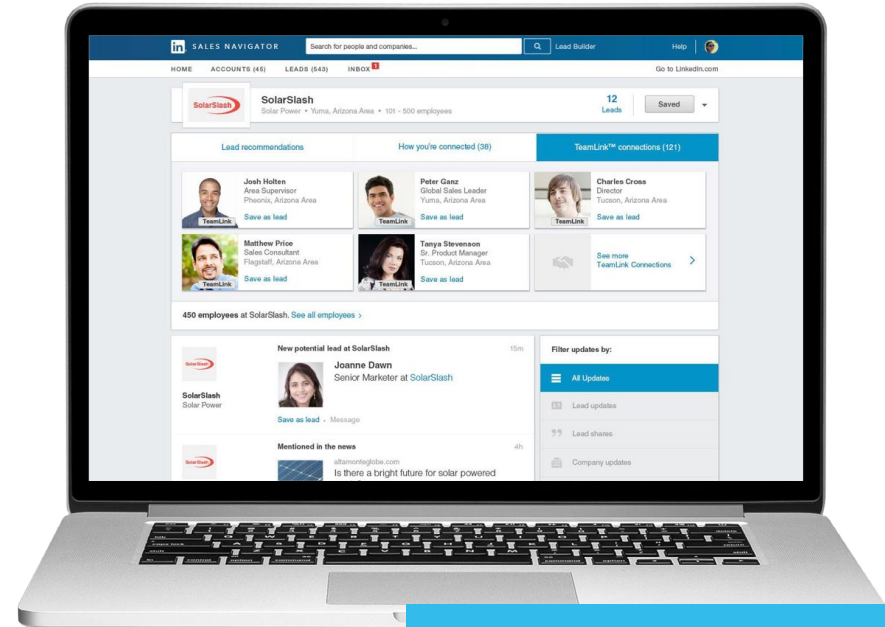


Stand out from the crowd. With InMail notifications over email, mobile and on the desktop - response rates are 3 times higher than email.

Take advantage of embedded InMail tips to increase response rates even further and use the buyer's profile to tailor outreach.

Reduce admin with a flick of a switch: With one click, sales activity can be logged in your CRM.

TeamLink



PRO TIP

Sales teams are 5 times more likely to get a meeting with a decision maker by getting an introduction by a common connection.

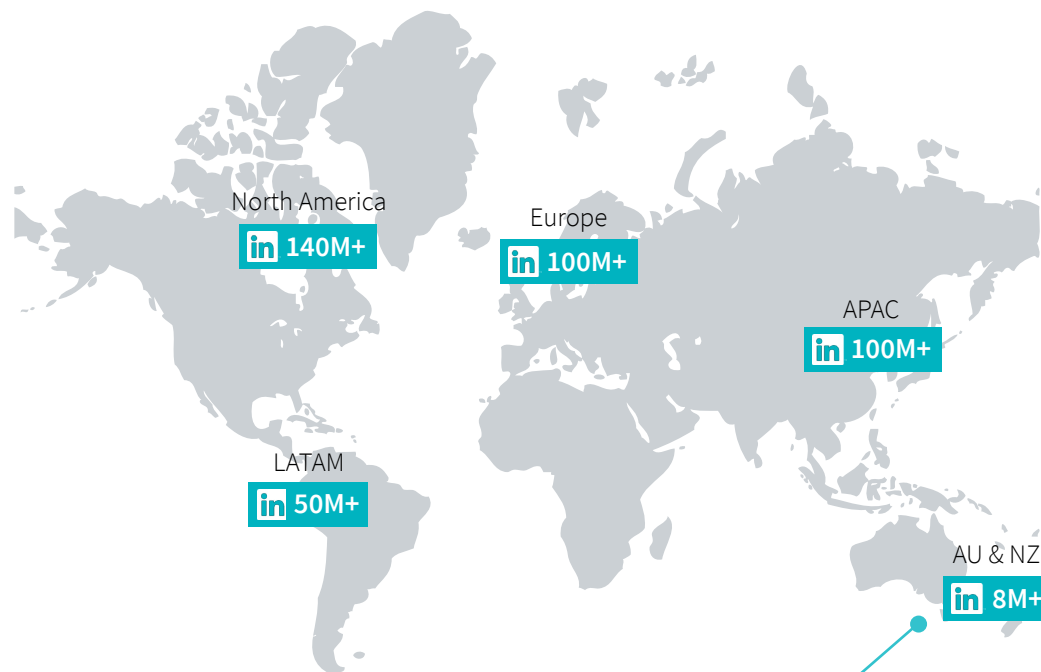
Leverage your company's network to find introductions into your accounts or territory, even when you're not connected.

On both the account page and on an individual's profile page, Sales Navigator shows how you can use your company's network to get a warm introduction.

LinkedIn connects you to opportunity

Business is all about relationships. As the world's largest professional network, LinkedIn can help you connect to new business opportunities at massive scale.

Across the network there are more than 467 million professionals in over 200 countries and territories. By accessing this information, sales & business development professionals can actively counter the four main reasons sales fail.



Australia & New Zealand Decision Makers Seniority

Senior/Manager - 2,200,000+

Director/VP - 614,000+

Owner/Partner - 400,000+

C-Suite - 97,000+



To find out more about industries your team can access tomorrow, contact the team to get a personalised demo.