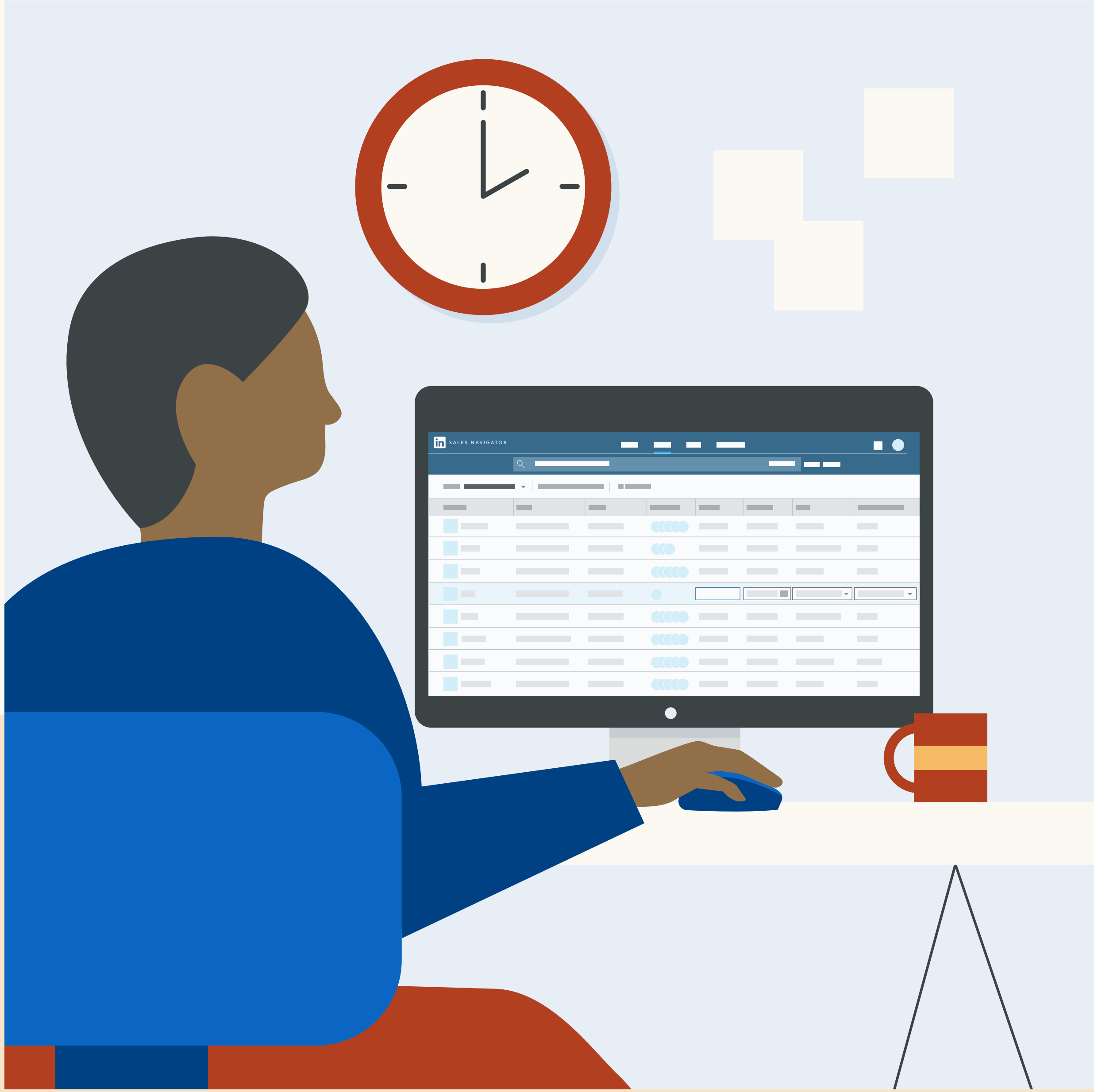
LinkedIn Sales Solutions

Seeing is Believing



Overcoming Barriers to ROI with Sales Navigator

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A Message to the Modern Sales Leader

What keeps you up at night?

We ask this question of sales leaders frequently, and the answers tend to revolve around three professional challenges: driving more pipeline, winning larger deals, and increasing win-rates.

Everyone wants to conquer these objectives. Many come up short. And the underlying reasons generally tie to one thing: The business environment has changed, and continues to change, making conventional sales tactics far less effective than they once were.

As the B2B marketplace shifts more and more to digital, the strategies for growing pipeline and closing deals need to shift along with it.

Those who are reactive, rather than proactive, are falling behind the curve. All it takes is one bad move—one unprepared cold call from your rep or one meeting without the right people involved—to damage a relationship and leave a negative impression with long-term repercussions.

In this eBook, we'll examine the problems plaguing modern account executives and account managers, and provide data-driven strategies for overcoming them. The end result? A healthier pipeline, higher win rates, more revenue.

Oh, and a better night's sleep.

The Problems Plauging Modern **Account Executives**

We find there are three problem spots that consistently put your win rates and deal closures at risk:

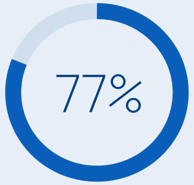
PROBLEM #1: Missing Critical Players

The latest research by CEB tells us that an average of **6.8 people** are now involved in B2B purchase decisions, with some holding considerably more influence.

What's more, typically **1 in 5** decision makers change roles per year.

PROBLEM #2: Lacking Credibility

Buyers now expect highly personalized experiences tailored to their specific needs and want to be approached with relevant offers at the right moments.



If **77%** of buyers don't believe that sales reps understand their businesses well enough, we've got a problem on our hands.

PROBLEM #3: Losing Touch with Prospects

When your reps enter an account through a weak connection, like a cold call, chances of the deal going dark increase.

This problem can be overcome; Internal studies show a significant lift in win rates when sellers engage with their leads' content on LinkedIn throughout the sales cycle.

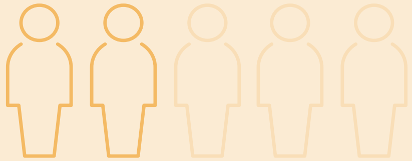
The Problems Plauging Modern **Account Managers**

There are three hold-ups widely preventing optimal account retention and growth:

PROBLEM #1: Loss of A Key Relationship

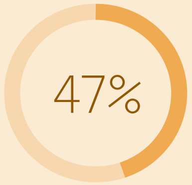
When a decision-maker leaves one of your key accounts, your AM is left hanging, wondering if they can build or strengthen other relationships quickly in the short-term. In addition, sales orgs run the risk of losing business when their account managers leave the company.

Two out of five accounts are at risk this year due to combined decision-maker and rep turnover.



PROBLEM #2: The Overly Comfortable Account

Account managers often stop asking questions and proactively looking for new business across the account, because they assume it will land in their laps. Meanwhile, your competitors are actively trying to capture new market share.



Average bookings at an account are **47%** lower when he or she doesn't have relationships with six or more people.

PROBLEM #3: Customer Experience in The Digital Age

Finally, we know that today's technology has disrupted every industry, leading to unprecedented price wars and discounting.

At the same time, we know that customer experience is the single most important variable in an account renewal, more than product or price. Rising above the noise that technology creates to deliver white glove experiences is what sets the best account managers apart.

How LinkedIn Creates Value for Modern Sales Teams

Below are the main reasons your reps should be active on LinkedIn:

Massive network of decision makers

LinkedIn offers the world's largest professional network with more than **55 million** business decision-makers in over **250 countries** and territories through which sales reps can initiate and nurture customer relationships.

Decision makers are active and engaged

Compared to an average active member on LinkedIn, business decision-makers are **85%** more connected, **29%** more likely to check InMail and twice as likely to share content on LinkedIn.

Salespeople get a credibility bump

Our data shows that LinkedIn members who are connected to one sales rep in a company are more than **2x** as likely to engage with that company's Sponsored Content on LinkedIn, and almost **5x** more likely to share that content. LinkedIn members exposed to relevant marketing content on the platform are **25%** more likely to respond to a Sales Navigator InMail.

Compared to an average active member on LinkedIn, business decision-makers are:

85%
More connected

29%
More likely to check InMail

2x
More likely to share content on LinkedIn

Seeing is believing, but you won't see anything if you can't get your salesforce on board.

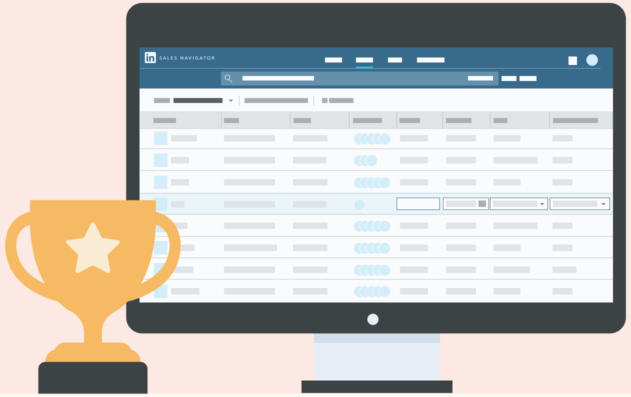
Here's how to ensure the adoption you need to see ROI:

01 Identify an executive sponsor and confirm success metrics

02 Announce product and schedule trainings for all seat-holders

03 Communicate usage and success metrics up to leadership

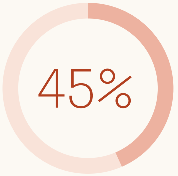
04 Drive adoption where necessary with live training and online education



How Sales Navigator Creates Value for Modern Sales Teams

Sales Navigator sits on top of the credible, connected network that is LinkedIn and lets users target decision makers and influencers, understand what they care about, and engage in a way that drives efficiency and revenue.

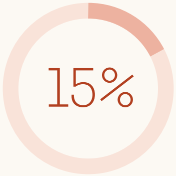
Sales Navigator can help your company achieve the following results:



More pipeline: Up to 45% more sourced opportunities

› Identify and connect with new prospects and buyers

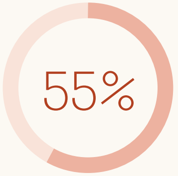
› Build relationships with more decision makers and influencers



Higher win-rate: Up to 15%

› Find warm introduction paths to decision-makers

› Tailor outreach and selling based on what buyers value



Larger deal size: Up to 55%

› Focus seller efforts on high growth prospects

› Gain more insight into key deal stakeholders

Source: based on a June 2017 analysis of 600+ CRM-synced companies

A Blueprint for Success: **Account Executives**

SOLUTION #1: Target the Right Buyers

- ❑ Use LinkedIn Sales Navigator's Advanced Search to identify the right decision-makers.
- ❑ Map your Buyer Circle using new Deals functionality to determine where efforts should be concentrated and where the critical players fit in.
- ❑ Connect with your coworkers to expand your network.

SOLUTION #2: Understand Your Prospects and Their Business

- ❑ Evaluate the prospect's LinkedIn profile to learn about their needs and pain points.
- ❑ "View Recent Activity" to monitor their activity, including content shared and comments left.
- ❑ Follow your prospect and their LinkedIn Page.
- ❑ Save your prospects and target companies as Saved Leads and Accounts to be alerted on opportunities to engage.

SOLUTION #3: Engage Through the Deal Cycle

- ❑ Identify common connections using LinkedIn Sales Navigator's TeamLink functionality to find potential warm introductions.
- ❑ Stay active on social, sharing content relevant to your niche, and staying in front of prospects by commenting and liking posts.
- ❑ Work with your sales manager to consistently track pipeline using Sales Navigator's Deals functionality and lean on them to influence stagnant deals.

A Blueprint for Success: **Account Managers**

SOLUTION #1: Target the Right Buying Committee

- ☐ Use LinkedIn Sales Navigator's Advanced Search to build a list of your named accounts, which you can then track methodically.
- ☐ Map your Buyer Circle using new Deals functionality to determine which parties you should be interacting with most regularly and where the account is vulnerable to churn or turnover.

SOLUTION #2: Understand Your Accounts and Their Business

- ☐ Save your prospects and target companies as Saved Leads and Accounts to be alerted on opportunities to engage, changes in leadership, company announcements, mergers and acquisitions, news mentions, and more. These are often great times to reach out for relationship building or upselling.
- ☐ Follow each account's LinkedIn Page.

SOLUTION #3: Engage Credibly to Maintain and Strengthen Relationships

- ☐ Identify common connections using LinkedIn Sales Navigator's TeamLink functionality to generate referrals and warm introductions.
- ☐ Work with your sales manager to consistently track upsell opportunities and churn risks using Sales Navigator's Deals functionality.

Sales Navigator Case Studies

CRANE WORLDWIDE LOGISTICS

Quick Facts:

- **Industry:** Logistics and Supply Chain
- **Company Size:** 1,400+
- **Headquarters:** Houston, Texas

ROI Generated with Sales Navigator:

3-6 Month reduction in sales cycle time

Key Advice

Tim Zubradt, CSO, Crane Worldwide Logistics

› **Use Sales Navigator to identify the buying committee based on leadership titles.** Crane usually needs to seek out anywhere from **5-7 decision makers** per account.

› **Use PointDrive to multithread an account.** Crane reps send a presentation to their prospect and watches who it's shared with to identify other decision makers on the account.

› **See how your colleagues are connected to key leads using TeamLink.** Have connected colleagues foster warm introductions so that your relationship starts on a credible foot.

Learn More

Other impressive numbers:

RHUMBIX

ROI Generated with Sales Navigator:

78% Opportunities sourced

2.44x Increase in win rate

1.67x Life in deal size

69% Influenced revenue

Learn More

Sales Navigator Case Studies

Infosys

Quick Facts:

- **Industry:** IT and Services
- **Company Size:** 10,000+
- **Headquarters:** Bangalore, India

ROI Generated with Sales Navigator:

31% of deals sourced

30% win rate lift

$450M pipeline influenced

Key Advice:

Jagjit Singh, former Manager, Sales Effectiveness, Infosys

- **Identify Sales Navigator champions in each of your regions.** This will help you more quickly tell the story of what Sales Navigator is about and how it can benefit each team member.
- **Outline how to use Sales Navigator for specific prospecting examples.** Do this by segmenting training sessions based on the industries you sell into.
- **Gamify the adoption process.** Infosys created six levels of avatars that reps could achieve by accomplishing certain tasks in Sales Navigator, like getting an introduction through TeamLink or getting a response from an InMail. This made adoption fun!

Learn More

Other impressive numbers:

pendo

ROI Generated with Sales Navigator:

68% Opportunities sourced

97% Lift in win rate

50% Bigger deal size

89% Influenced revenue

Learn More

You can see it.
Do you believe it?

The sales landscape is changing.

LinkedIn Sales Navigator can help companies overcome these new and old problems through a range of solutions designed to make your account executives and account managers more successful. **The payoff is more pipeline, higher win rates and bigger deals.**

Other big companies are already using Sales Navigator to drive impressive ROI.

Ready to see for yourself? Start your pilot program with LinkedIn Sales Navigator.

Learn More

LinkedIn Sales Navigator makes it simple to establish and grow relationships with prospects and customers by helping you tap into the power of LinkedIn, the world's largest professional network of more than 500 million members. Designed for sales professionals, LinkedIn Sales Navigator combines LinkedIn's network data, relevant news sources, and your accounts, leads, and preferences to produce customized recommendations and insights.

With LinkedIn Sales Navigator, you can focus on the right people and companies, stay up-to-date on what's happening with your accounts, and build trust with your prospects and customers.