

Leverage the Power of LinkedIn Sales Navigator in Groove



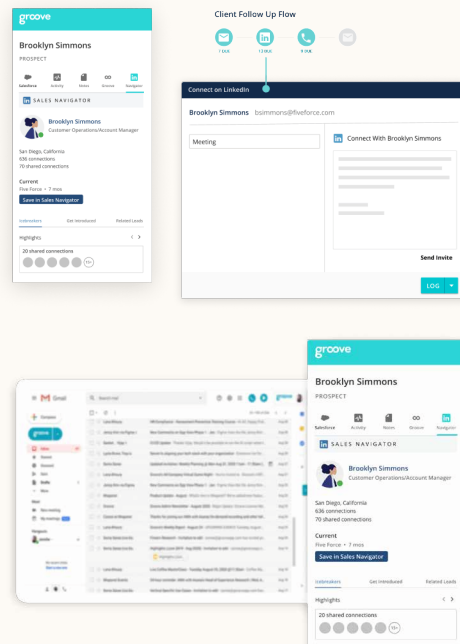
LinkedIn Sales Navigator helps sales teams target the right buyers, understand key insights, and engage with personalized outreach. As a LinkedIn Sales Navigator Application Platform (SNAP) partner, Groove has developed a deep integration that makes it easy for reps to leverage the power of LinkedIn from their existing workflows.

With Groove for Sales Navigator, you can integrate Sales Navigator with Groove Flows and Omnibar.

Groove Omnibar

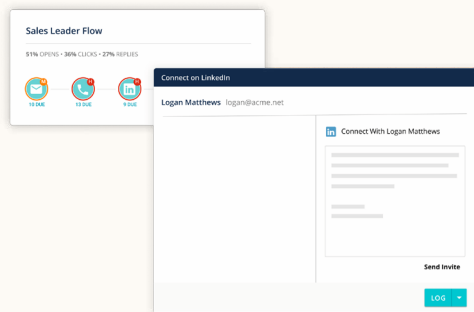
Conduct research, review activity, send InMails, and add leads to Flows from the Groove Omnibar.

- View, create, and respond to InMails and connection requests within your workflows.
- Conduct research on leads or accounts, including recommended leads, recent activity, and relevant news.
- Add leads to multi-step Flows featuring InMails and connection requests.
- Spend more time personalizing messages and less time switching between applications.



Groove Flows

Forge deeper, more meaningful connections by integrating LinkedIn steps into Groove Flows.



- Add LinkedIn InMails and connection requests alongside emails, calls, and SMS in multi-step Flows.
- Allow reps to use proven templates for InMails to boost consistency and results.
- Access Sales Navigator information from the Groove Omnibar to personalize InMails and connection requests.
- Track engagement with LinkedIn actions as prospects move through Flow steps.

* Embedded Profiles are available with Advance and Advanced Plus.

Get Started with LinkedIn Sales Navigator for Groove
Visit <https://business.linkedin.com/sales-solutions/partners/find-a-partner/groove>