

Unleash your team's potential by integrating LinkedIn Sales Navigator and Salesforce

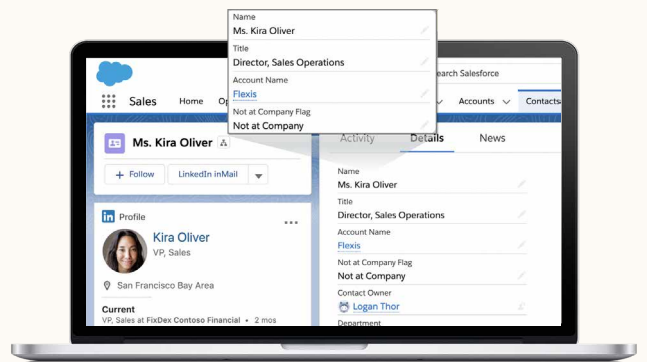


LinkedIn Sales Navigator helps sales teams target the right buyers, understand key insights, and engage with personalized outreach. The Sales Navigator for Salesforce integration provides a unified solution that enables your team to sell smarter by leveraging data and insights across both platforms to gain a holistic view of your buyers.

Stay up-to-date on people and companies

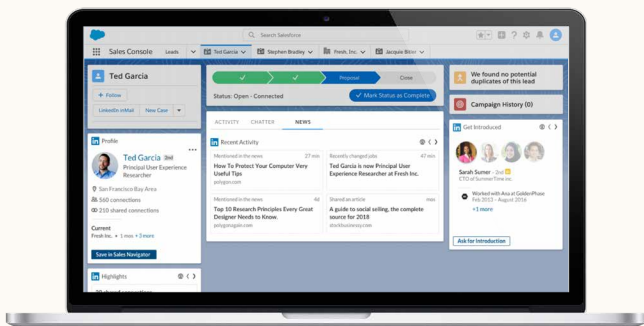
Record Matching & Auto-Save: Seamlessly bring your team's book of business into Sales Navigator, allowing them to surface relevant, actionable insights on people and companies.

Data Validation*: Using LinkedIn data to automatically flag when CRM Contacts have changed companies.



Enhance your Salesforce experience

Embedded Profiles: Display live and up-to-date Sales Navigator member and company information across every record within CRM.



Measure rep activity and key results

Activity Writeback: Log key Sales Navigator activities such as InMails and messages back to CRM.

ROI Reporting: Measure the revenue impact of your Sales Navigator program and understand the actions your team took to close key opportunities.

Identify and fill key gaps in customer data

Search Filters: Find gaps in your CRM by filtering searches to include or exclude buyers not in your CRM.

Contact Creation*: Fill missing gaps by creating new Contacts in CRM from Sales Navigator.

* Embedded Profiles are available on Advanced and Advanced Plus; all other integration features require Advanced Plus.

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