How To Maximize LinkedIn's Value with Sales Navigator

Zero-in on high-potential connections and build trust faster

LinkedIn Sales Solutions

Why Does My Business Need Sales Navigator?

By Alex Hisaka, Content Marketing Manager. LinkedIn Sales Solutions

Social media and the ubiquity of data have fundamentally changed the way products and services are bought and sold. We are now in an era of social selling where the art of appealing to the savvy buyer takes place online long before the deal is closed.

LinkedIn has unlocked a world of possibilities to sales teams facing B2B buyers who are closing the door on cold calls and relying on social media to steer their buying decisions. Consider that:

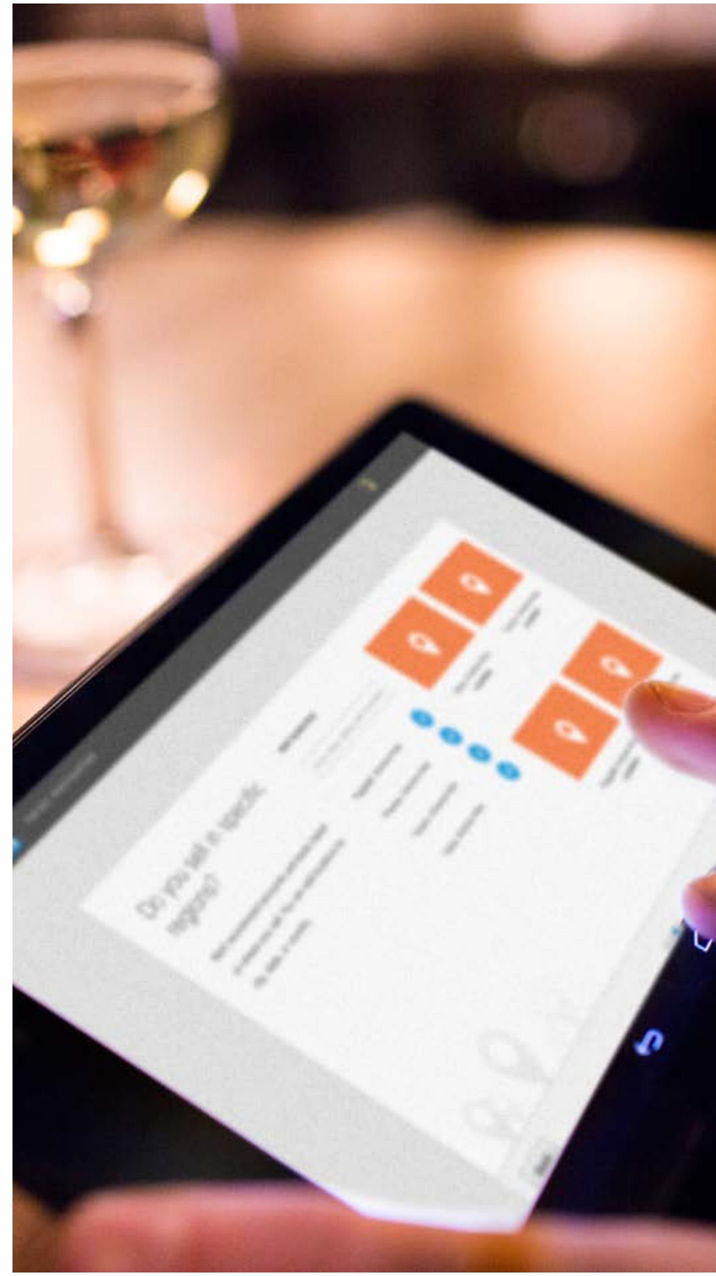
- There are 400 million members on LinkedIn and 2 new members every second — so you can find the right person, or people, to focus on.
- There are 2 billion member updates per week — so you know what these people are talking about and what's going on with them.
- LinkedIn is a platform that enables you to forge relationships with these professionals — so you can reveal connection paths between your company and your target account that you can leverage for a warm introduction.

But to truly tap into the power of LinkedIn, you need to tailor your experience to just the information that is relevant to your sales role.

Designed specifically for the sales professional, LinkedIn Sales Navigator combines LinkedIn's network data, relevant news sources, and your accounts, leads, and preferences to help you better connect, and build relationships with the buyers you need to engage.

But what does that mean as you use the tool day-to-day? This guide was written with you - the social selling professional - in mind. It includes everything you need to know about Sales Navigator, from the perspective of LinkedIn experts and power users, to help you stay focused, informed and trusted while you build and grow relationships.

Let's get started. Shall we?



Sales Navigator Helps You Find The Right People

Shorten The Path To Success By Quickly Building A High-Quality Pipeline

By Devin Avilla, Enterprise Account Executive, LinkedIn Sales Solutions

Sales people waste a ton of time finding the right people to talk to — if they can find the right people to talk to. Most of the time, they can't even get that far.

How can you be sure you start with the right person so that you can speed the deal without backtracking? The answer is Sales Navigator. Its capabilities help you quickly find the right people so you aren't wasting time and energy. Listen to what Philadelphia-based user Michael Russ, Upmarket District Manager at ADP, has to say.

"In sales, it is extremely difficult to find the right contacts to have those key conversations with," says Russ, who manages Major Accounts. "Since I started using LinkedIn's Sales Navigator, I've been able to identify the key players on an account, and that has allowed me to be more strategic in my territory planning. It has not only increased my number of executive meetings, but because I'm having conversations with the right people, I've decreased the amount of time it typically takes to close on a deal."

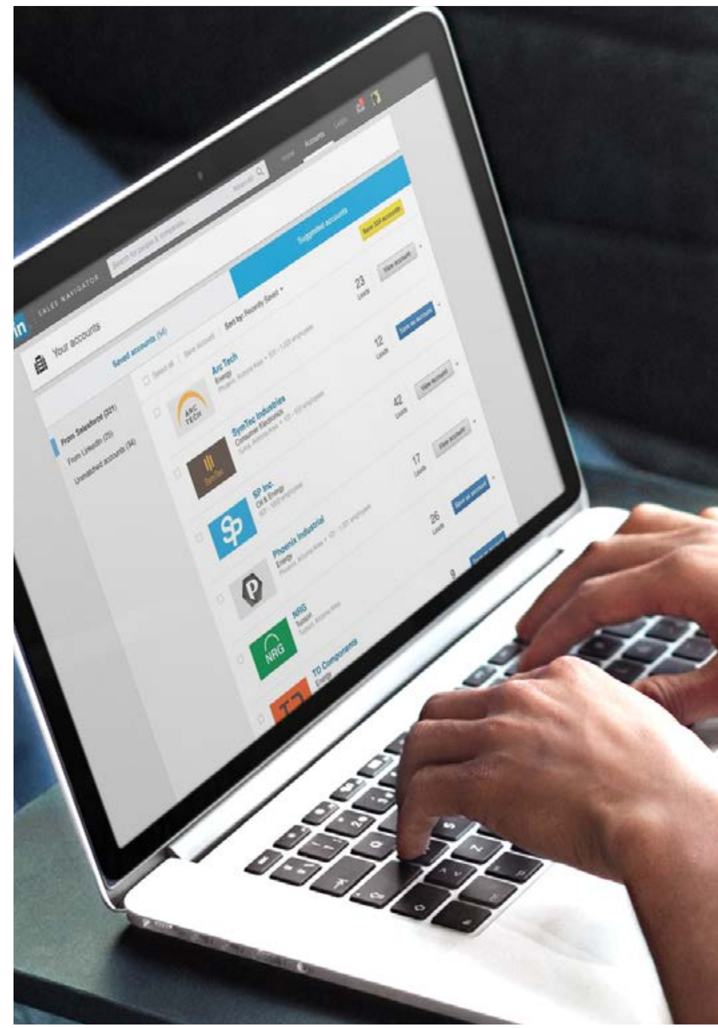
Here's how it happens:

Users like Russ build a target company list using Premium Search. As they're doing this, Sales Navigator learns from the searches and automatically starts combing through LinkedIn data to contribute lead recommendations that are tailored to the search criteria.

Boom! They've just filtered out reams of non-essential LinkedIn data and are on their way to a higher-quality pipeline, which accelerates the sales process. You can't do this using LinkedIn alone.

As Russ and other Sales Navigator users talk more about their experiences and outcomes, it's becoming clear that Sales Navigator's overarching benefit is that it enables salespeople to be very efficient and very productive. It minimizes the amount of "business calories" they need to use to be successful. It's the only license from LinkedIn that can save accounts and leads, and proactively send you actionable information.

The fundamental way we sell has not changed. The data on hand that we're providing in terms of accuracy and richness is what's changed, and Sales Navigator can streamline and automate the processes of sorting through that data to identify the highest-quality leads.



Best Practices for Identifying High-Quality Leads

1. **Use Premium Search filters based on personal or organizational parameters.**

   You can sort by a number of factors — including geography, sector and company size — and scope the size of each opportunity by filtering by company revenue. Next, look for names on accounts where you have a 2nd-degree connection or good introduction opportunity. This becomes your list of target companies.

   Load the list into Lead Builder and filter further by titles to identify decision-makers. Filter for director-level sales and business development titles.

2. **Use the target's LinkedIn Profile to identify the best introduction opportunities.**

   Use the In Common panel in the Profile to quickly see what you have in common with that LinkedIn member. You can find out more about the prospect by perusing these sections: Following, Groups and Volunteer Experience & Causes. By looking at endorsements in the Skills & Expertise section, you'll gain a better understanding of what the prospect's LinkedIn connections think of him/her. Use this information to prioritize relationships to yield good introductions so you'll be optimizing your time.

3. **Use Lead Recommendations to automatically receive leads based on presets and historically saved leads.**

You can:

- Receive pre-vetted leads;
- See similar decision-makers and influencers at recommended companies;
- Have new leads automatically flow into your email and accessible on all Internet-connected devices;
- Look at the recommended decision-makers and influencers within your target accounts that Navigator automatically sends, and identify potential new leads; and
- Open the lead's profile by clicking on his/her name, or save the lead in Contacts for follow-up later.

> *"Sales Navigator turned me into an organized manager of opportunity and leads with new clients. I am now able to tag a new contact as a lead and engage with them over time — and more importantly for me … I don't forget. I can even view them by client and prioritize my time accordingly."*

— Randy Both, Client Partner, Filter Digital

Customer Success Story:
Hyland Software, Creator of OnBase

By Mike Cachat, New Business Development Developer, Insurance Market, Hyland Software

We used to do a lot of cold calling, emailing and marketing campaigns to build new business. The challenge was that the people who could best help us grow sales were unreachable or flooded with similar inquiries from similar vendors that sounded identical in nature. We recognized the need for a new strategy that would differentiate us. Sales Navigator is that strategy, and it has been a successful one.

One challenge Hyland faces is that OnBase is a comparatively stand-alone, focused player in the ECM (enterprise content management) space within the insurance sector. We're going up against a handful of massive companies — more platform vendors — so it's been tough to build some of those relationships when carriers don't have previous exposure to OnBase or existing relationships with Hyland.

At the same time, buyer behavior has changed. Instead of an executive making a decision and that whole decision riding on his or her shoulders, they've started allocating a lot of the buying process to a project team of six to eight folks. Working with a comprehensive project team provides a well-rounded perspective of the company's objectives, but without knowing each person and what their specific buying behaviors may be, it's nearly impossible to effectively present your solution to the group. Navigator has enabled our team to perform the necessary research and proper due diligence, thus putting our best foot forward to focus on our differentiators and make them resonate.

Sales Navigator has helped us address both challenges and has shortened our sales cycles, contributed to deals closed and built up our late-stage pipeline. It has provided a direct channel to prospects so that we can convey crucial information about what makes OnBase the superior choice for ECM.

Advanced Search with Lead Builder is one of my go-to features. I can execute extremely granular queries quickly to find the right people — without having to search on my own through the web or reports or other sources. InMail also has been a great tool. Its open rate is significantly higher than normal email, and prospects feel more comfortable responding to InMails.

We see Sales Navigator as a more professional way to reach out to our prospects. Instead of sending the same type of emails that are inundating everyone, Sales Navigator provides a more direct-connection channel—and the messaging is resonating at a higher rate. We are sending targeted messages, reaching the previously unreachable and focusing on higher quality opportunities to help Hyland continue to grow.

Sales Navigator Strategic Contributions

Sales cycles reduced
30%
to
60%

31%
of closed
business

40%
to
60%
more qualified pipeline

Sales Navigator Keeps You Informed of Key Changes in Target Accounts

Alerts Spotlight Warm Leads And Hot Opportunities

By Andrew Kellam, Enterprise Account Executive for LinkedIn Sales Solutions

Social selling engagement is built on information and trust, which go hand-in-hand. Information builds trust, but for information to be deemed trustworthy, it has to be buyer-focused and sent to the right person.

Timing also can build trust and open doors. If you provide tailored content when a connection needs it most, you can potentially double the perceived value of that content.

Sales Navigator automatically alerts you when there's a trigger event in one of your key accounts. Sometimes that trigger is a change in the contact's personal or professional life that indicates a new need, or it's a company change that surfaces a new, more fruitful connection. Either can be a red-hot opportunity, as Sales Navigator user Gordon Jen of AgilOne learned.

"Without using LinkedIn Sales Navigator, our recent sales win of French Connection couldn't have happened," Jen says. "I originally found a few members of their Marketing and eCommerce team using the traditional LinkedIn Premium, but I was unable to dig deeper into my connections to create a warmer introduction."

"With LinkedIn Sales Navigator, I was updated to a new Director of eCommerce. I would have missed out I had not been updated by saving/following the company. LinkedIn Sales Navigator automatically alerted me to the new hire and I was able to secure a meeting with her."

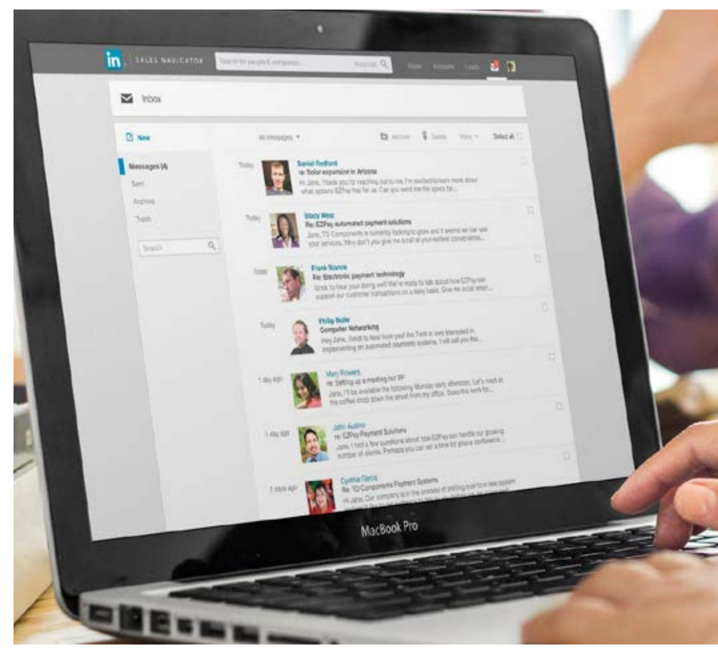
Jen's new contact looped in her IT team, and Jen also reached out to the company's email-marketing team, which he had saved as leads prior to the update. After a short demo period, Jen provided a proposal and promptly closed the deal in an astounding 67 days.

"Without Sales Navigator, we would have missed out on the fiscal budget-planning period and missed the RFP process. Navigator is the most powerful sales tool our team has ever used."

As Jen's story demonstrates, Sales Navigator enables sales reps to tailor a conversation around not just an industry, or a role or a company, but at the individual buyer level, where you're better positioned to cut through noise and build engagement with targeted content.

Think about it. If the other dozens of salespeople who are trying to get a buyer's time are using messages that are not tailored to that person's immediate circumstances — but you are — whose message do you think the buyer will pay attention to?

LinkedIn has always been a vast treasure trove of detailed buyer knowledge. Sales Navigator makes that knowledge actionable with automated tools, such as account alerts, which arm sales people with the ability to more effectively find buyers with a burning need that they can solve.



Best Practices for Staying In Touch With Key Accounts

1. **Use Saved Leads so that you'll be alerted to changes that signify a new need or opportunity.**

Some frequent buying signals are:

- Questions about industry-related topics
- Critiques of a competitor's solution
- Job changes

2. **Use the CRM Widget.**

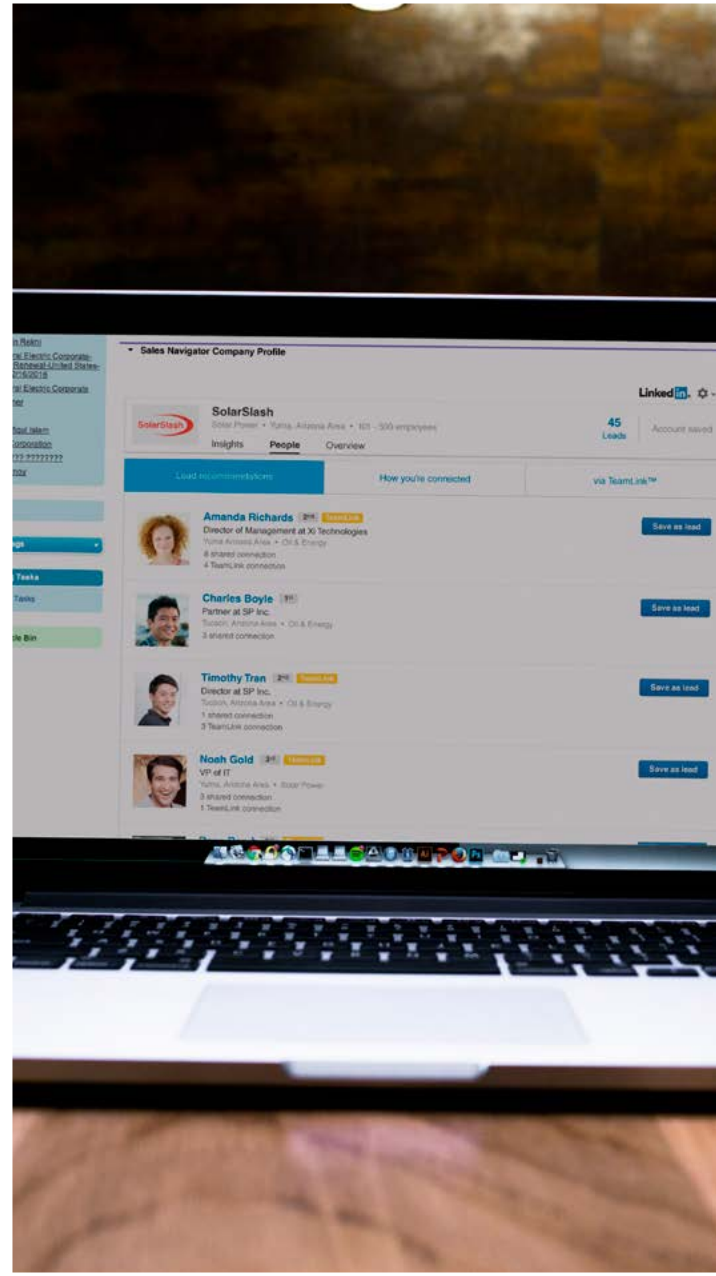
It combines the power of two solutions. Sales Navigator is compatible with several of the most widely used CRMs, including Salesforce and Microsoft Dynamics.

Account and contact information from CRM systems port easily into Sales Navigator, but integration also extends from Sales Navigator back into the CRM systems. Salesforce users, for example, can view LinkedIn information, insights and features, such as LinkedIn messages and InMail, from within the CRM system. This integration allows you to build relationships using pre-existing CRM contacts, while leveraging LinkedIn's network and features.

Automated daily syncing keeps data fresh without effort.

3. **Go out-of-network.**

Sales Navigator's Out-of-Network Profile Unlocks can help you uncover hidden leads. Profile Unlocks provides access to 350 million LinkedIn member profiles — even those outside of your network. Users can unlock profiles from search results to gain visibility into sales prospects beyond third-degree connections.



"Sales Navigator has enabled my team to tap into the vast networks that our own employees have in order to make connections with prospects and current customers, reducing sales cycles by as much as one-third! Indispensable."

— Bridget Gleason, VP of Sales, Yesware

Customer Success Story: JLL

By David Reynolds, National Director, JLL

I've always used LinkedIn in my consultancy work. I've found that Sales Navigator takes the value of LinkedIn to the next level. You can find out much more about potential buyers than using only basic LinkedIn.

When I know more about the people that I want to target, I'm coming across a little bit more informed. I look like I've done a lot more homework.

I can look at my contacts' Profiles and their activity to understand where they sit in relation to the company, as well as a little bit more about what's happening with them personally. I appreciate that the insight is limited to what they've uploaded themselves, but I can use that knowledge collectively. When I'm meeting a new person, for instance, I can subtly make the hint in conversation that I actually know somebody they know.

In one recent case, I had kept in contact with a gentleman at Second London Wall, which is a property management outfit. He had disappeared off overseas to do some project work in the United States. I hadn't heard anything of him for some time.

Then, I saw his changed profile. It said he was back in the UK. I went into Sales Navigator before contacting him to understand a little bit more about him and the firm that he was working for. It turned out he was working for Dalian Wanda Group. I also found out that he was actually trying to head up a first property deal in the UK. I got in contact with him and basically said, through Sales Navigator, "Long time, no see. Opportunity for a coffee? How can I help?"

Sales Navigator gave me the opportunity to understand what he wanted in terms of where he was going with his aspirations for development. Also, it was an opportunity for me to update him on what had changed with me. From our reconnection I managed to get key information on Wanda Group's first property asset foray into the UK.

For me the lesson is just because you haven't "LinkedIn" with somebody for a while, don't be shy. Don't assume it's a write-off. There's nothing wrong with dropping them a line to say, "Sorry it's been a while. What are you up to? Let me know." And then use Sales Navigator to understand a little bit more about them so the reconnection benefits both of you.

Sales Navigator Strategic Contributions

- Deeper knowledge of contacts than basic LinkedIn
- Maximizing long-term connections
- Gaining key insight on new opportunity

Sales Navigator Is Trusted By Your Prospects and Customers

Using A Trusted Name Facilitates Better Buyer-Seller Relations

By Joan Foley, Head Of Enterprise Sales West, LinkedIn Sales Solutions

These days, B2B sales people need to reach out via a brand that equates with quality and is known for not abusing member information or unknowingly letting it be used incorrectly. As the buyer-seller relationship evolves, neither participant wants to have to worry about the security of their data or anything else they might do or say online.

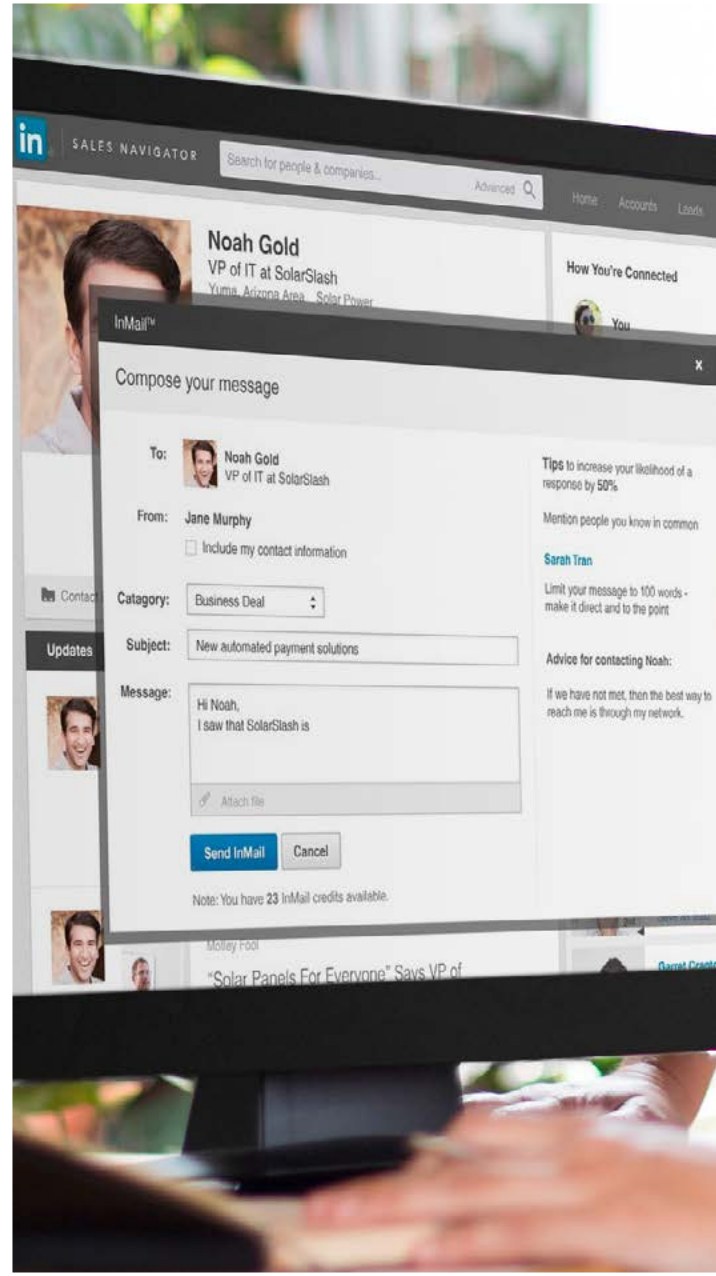
About 3.5 million business professionals already know, trust and use LinkedIn. Sales Navigator takes that trust to the next level by expanding LinkedIn's role as an always-on business partner for sales professionals. Sales Navigator provides all the information on prospects that sales pros are looking for; and then, Sales Navigator stores that knowledge and any new information prospects share over time as an individual or as a target account.

Sales Navigator serves as their private target account briefer on an as-it-happens basis. It is like having a personal assistant who gathers intelligence every day all day about every account and lead you want to follow without having to hire that person to do it. And you don't have to be connected to the prospects to get all of this information. It is the only LinkedIn license that provides this type of information in the format of saved leads and accounts served up for them in a platform just for sales people.

"LinkedIn Sales Navigator helps open those doors that typically would be hard to find within my territory," says user David Maybaum of Symantec. "Working as an account manager within the highly regulated industry of healthcare, sometimes finding the right individual to speak with about our solutions is as hard as finding the right specialists to work with within your personal healthcare life."

"Sales Navigator's LinkedIn roots can be particularly beneficial in building trust during the crucial early stage of a buyer-seller relationship. Not only does it provide a trusted name, but it also provides streamlined access to key insight, such as background and business interests of the person you're about to reach out to," adds Maybaum.

Maybaum sums it up this way: "LinkedIn Sales Navigator shines a beacon of light through the fog so that I can quickly and easily connect to the right person to close more deals quicker."



Best Practices: How To Use Sales Navigator To Build Trust

1. **Build a Premium Profile.**

   A thoughtful profile is essential to building trust because it's your digital first impression. Sales Navigator's Premium Profile has more options to personalize your profile than basic LinkedIn. Add content that focuses on your experience and achievement and continue to build as you post recent wins and successful projects.

   Update your profile often because outdated information in a profile tarnishes trustworthiness.

2. **Use TeamLink to make connections through peers.**

   Sometimes you just need a break—a little help to get you in front of the right person. Sales Navigator's TeamLink feature can help by tapping the credibility of another person's connection. A peer or team member can leverage their connection to make an introduction.

   And because the connection will be made on a Sales Navigator, it will carry the additional trustworthiness of the LinkedIn Brand.

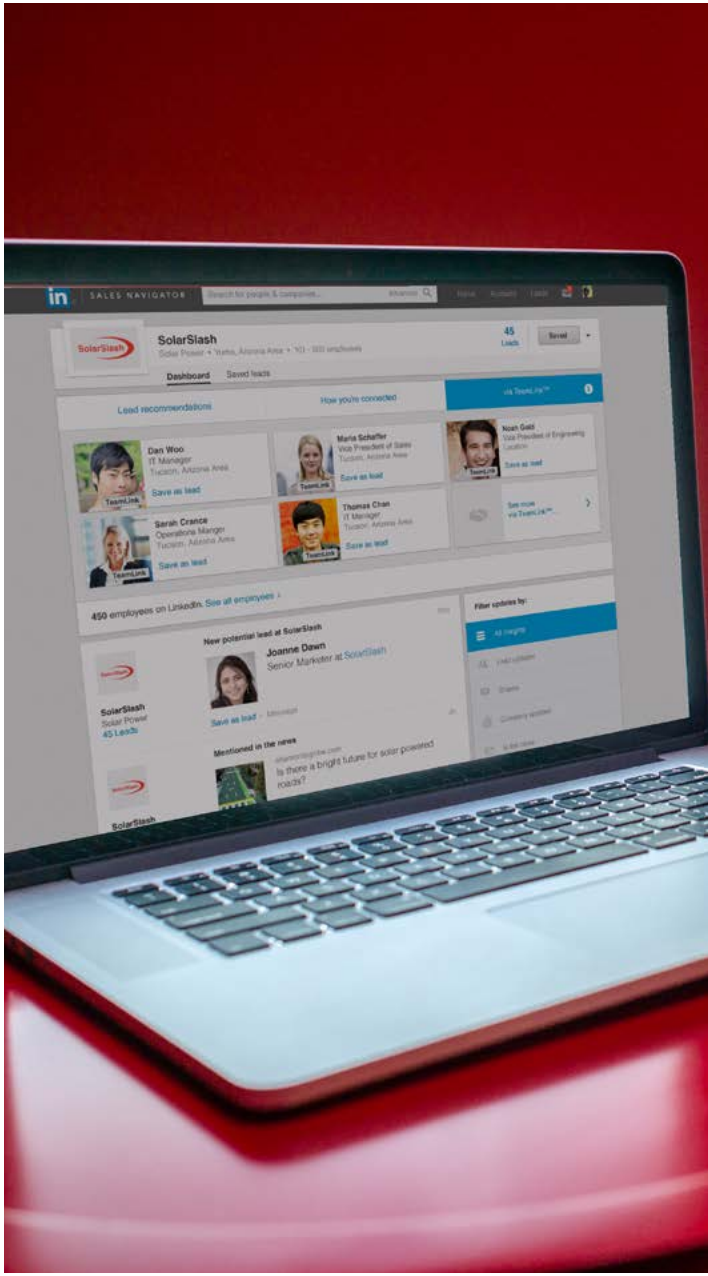
3. **Use InMail to rise above the inbox.**

   Once you're prepared to request a connection, how do you execute it? How can you increase the odds that your target will trust you and respond?

   One of the best ways to increase the odds is to use InMail. The message will be optimized for viewing on all devices and won't get lost or buried in a crowded in-box. Additionally, the trusted LinkedIn brand will be part of your request.

> *"The ability to send InMail really separates you from other B2B vendors. It allows you to be on a more peer-like level of engagement."*

— Jason Ellert, Sales Development Director, Deltek



Customer Success Story

Laura Heffron, Regional Account Director, Extended Stay America

I use LinkedIn every day to engage with new contacts within existing accounts, and Sales Navigator has helped me achieve my goal of becoming their trusted advisor for finding the lodging solution they need. I have both screens open all the time, whether I'm using my laptop or my mobile phone.

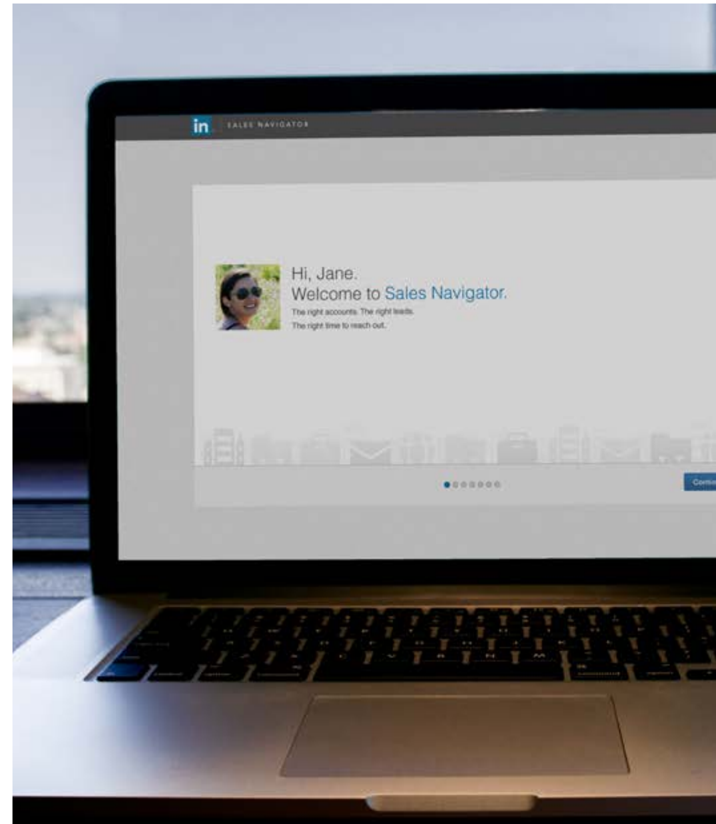
Sales Navigator has greatly streamlined my process for identifying high-opportunity leads. Just the fact that I can build a lead and put them in categories—from their role within the company to the areas where they're from — has helped me tremendously.

One account was a large company that has 100 branch offices. I was able to break that down by lead markets within Extended Stay and target roles within those branches that have opportunities for lodging.

LinkedIn is how I contact these new leads, set up appointments and qualify them. If they meet the criteria, have the need for the lodging and the spend, then the relationship begins.

I use both LinkedIn and Sales Navigator to manage lead generation. I build up knowledge on our existing accounts. I read all of their updates, and sometimes I comment on their updates. LinkedIn provides a trusted forum, so I've used comments to reach out if I see a client company that has a need.

I deal with several companies that have recruiters, and if I see that they're looking to hire, I'll comment, "Don't forget about us. We're happy to help lodge people coming in from out of state." It's been a win/win situation because I'm building new business while also addressing a client's need.



Sales Navigator Strategic Contributions

- Streamlined lead generation
- Better targeting
- Trusted forum for direct contact

The Takeaway

As more and more B2B selling goes social, the most successful sales professionals have evolved their sales strategy by leveraging the myriad opportunities available to them via LinkedIn. Social selling has unlocked a world of possibilities to sales teams facing B2B buyers who are closing the door on cold calls and relying on social media to steer their buying decisions. While social selling has become indispensable on its own, the stories here prove what Sales Navigator subscribers already know: the product's return on investment is undeniable. Sales Navigator has made it easier than ever to crush sales goals and close more business, and sales professionals who use it reap greater rewards than those who don't.

Click here for a free trial