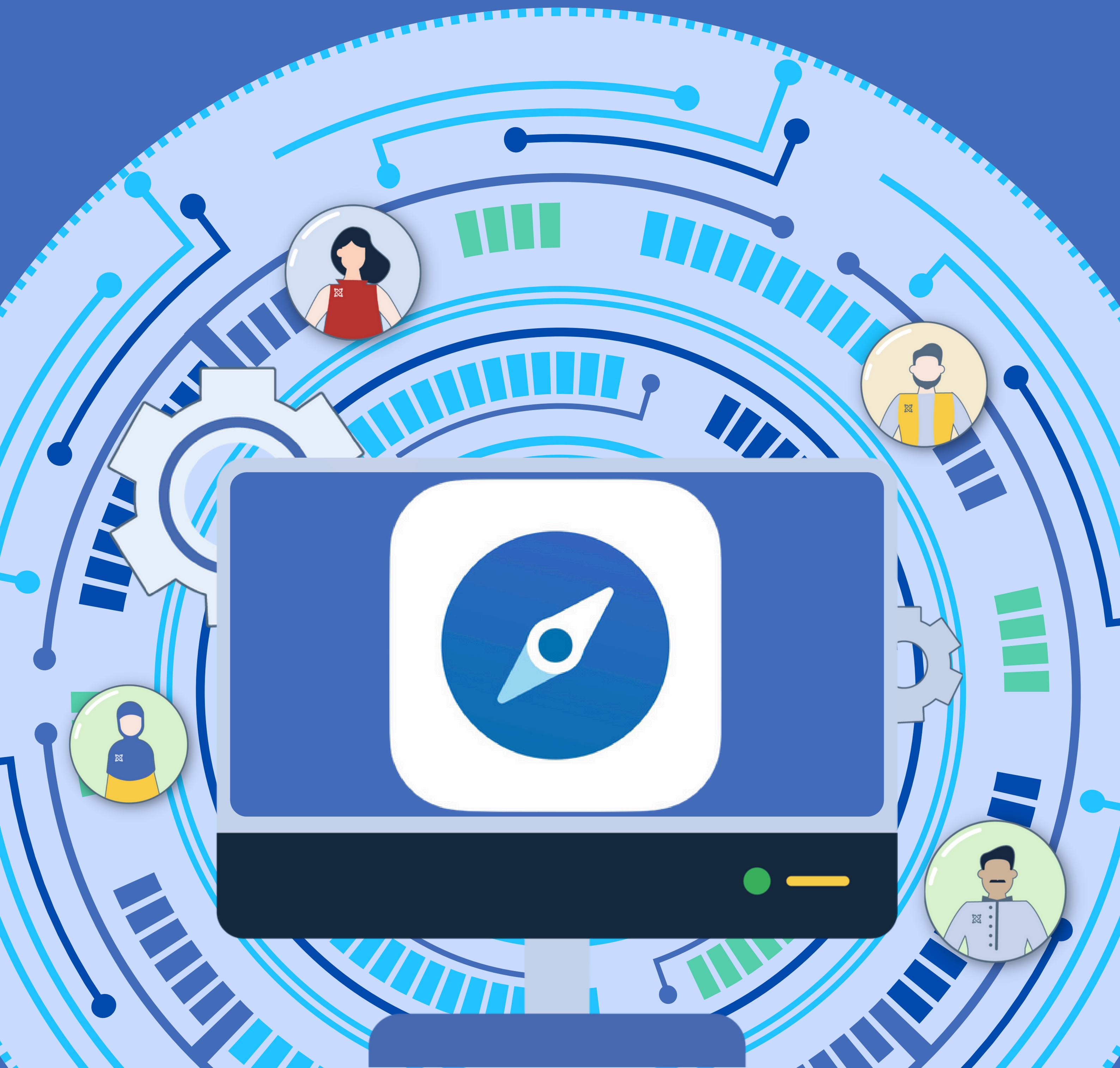
Social Sales Link™

10 Ways Sales Teams Need to Leverage Sales Navigator:

Get to Hello Faster and with a High Level of Credibility



"I used to say that I'd pay my Sales Navigator bill before paying my mortgage, but now I say Sales Navigator pays my mortgage (and a few vacations, too)." - Brynne Tillman, CEO of Social Sales Link.

It is time to embrace LinkedIn's Sales Navigator and transform how you and your team prospect. This powerful tool offers enormous functionalities designed to streamline your prospecting activities and increase your efficiency. Whether you are looking for targeted leads, manage relationships more effectively, or gain deeper insights into companies, Sales Navigator will enhance your outreach strategies.

The following pages include 10 tips for serious sellers ready to maximize their use of Sales Navigator. From utilizing advanced search options to integrating with CRM systems, these strategies will empower you and your team to cultivate stronger connections and drive more meaningful sales conversations.

1 Advanced Search Options

Use the extensive filters available in Sales Navigator to refine your search effectively.

Filters like geography, industry, company size, function, and seniority level allow you to create custom lists of your ideal buyers.

More advanced filters, such as years of experience, company headcount growth rate, and technology used, can further fine-tune your search to match very specific criteria. The real magic of Sales Navigator is the ability to leverage your social proximity, by including the relationship filter. You identify people and pathways to gain access to your targeted stakeholders with a high level of credibility.

2 Persona Search Features

Use persona-based search features to identify the buying committee within an account quickly. These include job title filters, role types, and function areas.

By creating and saving these specific persona searches, you can quickly access a list of your exact stakeholders and influencers within any targeted organization.

3 Account Search by 1st-Degree Connection

Leverage your direct connections to explore potential leads.

By filtering for accounts with a 1st-degree connection, you can leverage your existing relationships to facilitate introductions and gather insider insights that could be important in your outreach. In addition, you can gain access to stakeholders with a level of credibility and shorten the sales cycle, and gain a competitive edge.

4 Saving and Organizing Leads and Accounts

Keep your buyers organized by saving them as leads and categorizing associated accounts.

Sales Navigator allows you to create custom lists to manage these leads and accounts efficiently aiding in tracking your pre-CRM outreach and follow-up activity.

5 Searching Your Connections' Connections for Referrals

Tap into the networks of your direct connections to identify potential referrals with a 2nd-degree connection search.

This feature enables you to search your connections’ connections, allowing you to ask for introductions or permission to name-drop, which can significantly increase your chances of a warm reception.

6 Job Changes of Saved Leads and Leads in Saved Accounts

Monitor the career changes of your saved leads to seize timely opportunities.

Sales Navigator alerts you to job changes among your saved leads and accounts, providing a perfect reason and the right timing to reach out and offer insights that might be more relevant to their new roles.

A changed job triggers a second opportunity, as a new hire will most likely take over your current buyer's last role. Be sure to maximize both potential possibilities.

7 Account IQ

Account IQ offers you instant access to vital company insights with just one click.

This feature consolidates essential company details into an easily digestible summary, helping you quickly familiarize yourself with strategic priorities, potential challenges, financials, and even employee insights on LinkedIn.

Leveraging this comprehensive view can enhance buyer-seller interactions and have more informed, productive conversations.

Account IQ eliminates the need to manually comb through various sources, allowing you to focus on engaging with always current insights.

This tool can help you refine your account qualification, prioritize effectively, and prepare thoroughly for lead engagement.

8 TeamLink and TeamLink Extend

Use TeamLink to discover pathways to buyers through people your coworkers are connected to, even if you don't have a direct connection.

TeamLink Extend expands this capability by allowing you to connect with potential leads through the networks of all team members who opt-in, not just your direct connections.

9 Smart Links

Enhance content sharing with Smart Links. This feature lets you share content with buyers directly and provides analytics on who viewed the content and for how long.

This insight can be instrumental in understanding interest levels and tailoring follow-up communications.

10 CRM Integration

Streamline your workflow by integrating Sales Navigator with many CRM systems for teams that have 10 or more Sales Navigator seats.

This integration lets you synchronize your leads and accounts directly with your CRM, ensuring that all interactions and data are up-to-date and accessible across your sales team. This helps maintain a cohesive strategy and reduce manual data entry.

Mastering Sales Navigator is essential for any sales professional or team to enhance their prospecting efficiency and effectiveness.

By implementing these ten advanced features, from utilizing detailed search filters and monitoring job changes in your network to sharing content with Smart Links and integrating seamlessly with your CRM—you set the stage for deeper engagement and stronger connections.

Each feature is designed to save you time and provide strategic insights that can be turned into actionable opportunities.

Embrace these capabilities to meet and exceed your sales goals, ensuring every interaction adds value, helps you to start trust-based conversations without being sales, and leads to a stronger, more predictable pipeline.

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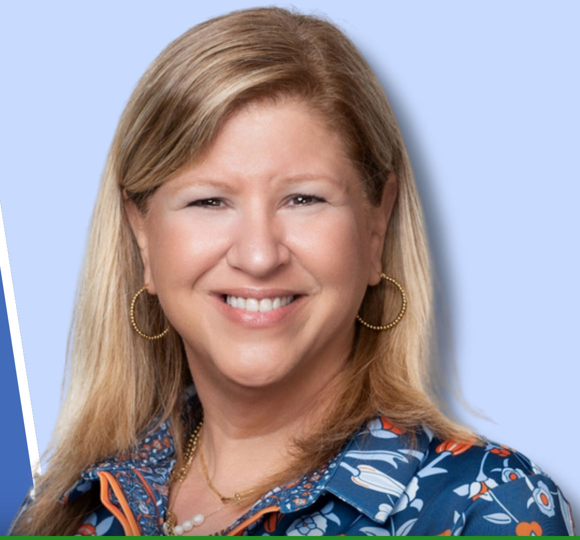

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