

3

Ways to Leverage Sales Navigator for Referrals



Social Sales Link™

Before we jump into the 3 ways to get referrals using Sales Nav, let's talk about why it is vital that sales professionals need to develop a referral system in their sales process.

84%

of buyers are influenced mainly by recommendations from friends and family.

91%

of customers say they'd give referrals, which is the most effective tool salespeople have in prospecting.

11%

of salespeople ask for referrals.

22%

of salespeople have a formal referral system, which means that additional leads are lost even though customers are willing to provide them.



Referrals are low-cost for customer acquisition

1

50+ % of referrals convert to conversations

2



Referrals lead to more trust and credibility

3

Referrals reduce the sales cycle

4

Referrals become a never-ending source of new opportunities

5



**Now, why is Sales Navigator
the ultimate tool for referrals?**

**Sales Navigator lead
filters make it ideal to
find your ICP**





1

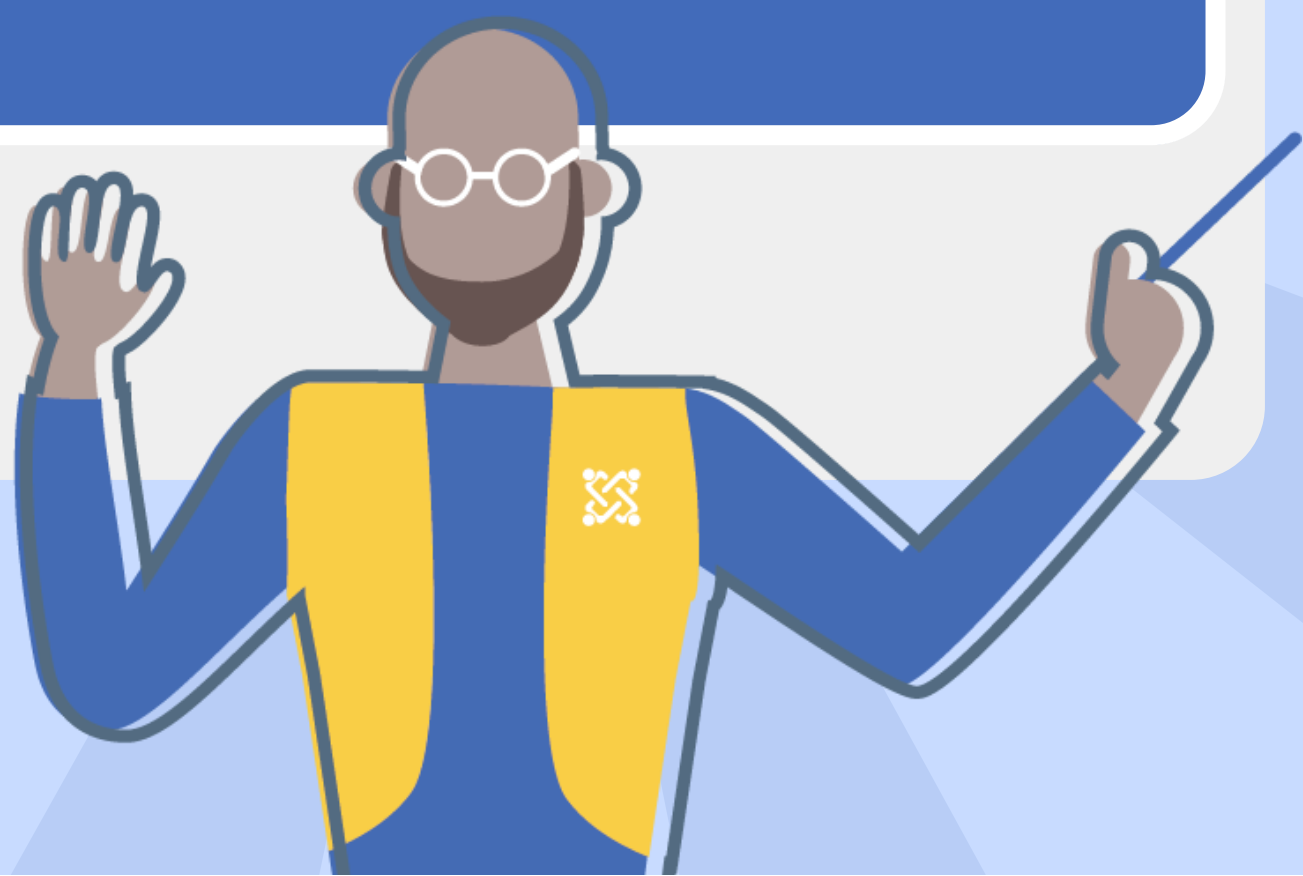
The ability to search our ICP with the 2nd-degree relationship filter

2

The ability to search a specific connection's connections (clients and networking partners)

3

Account Filters with 1st-degree connections



Connect with Us!



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