

Finding Companies on LinkedIn Where You Already Have a First-Degree Connection



Social Sales Link™

Did you know LinkedIn has a free feature that can help you find first-degree connections for companies easier?

This guide will help you navigate through the nooks and crannies of LinkedIn filters to help you use this free feature smoothly and efficiently.



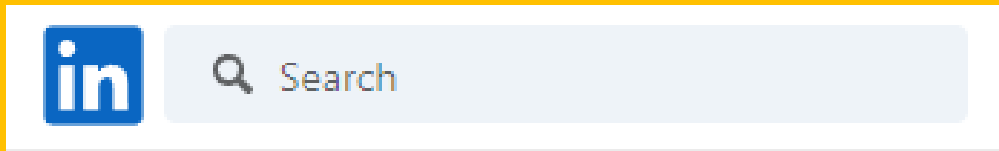
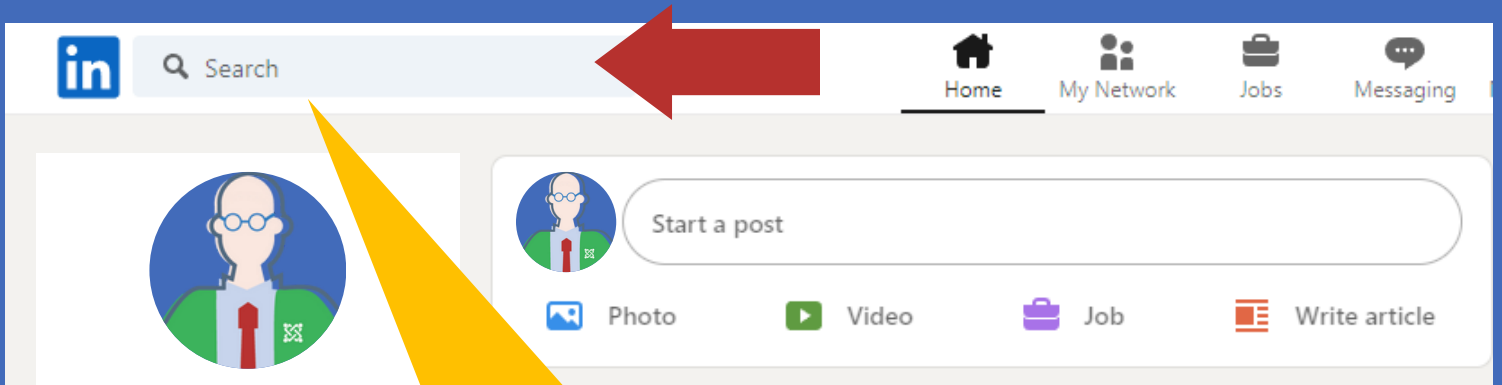
STEP 1: (Optional but absolutely recommended)

Take an inventory of your Top Clients and favorite clients and search according to the type of industries they fall into.



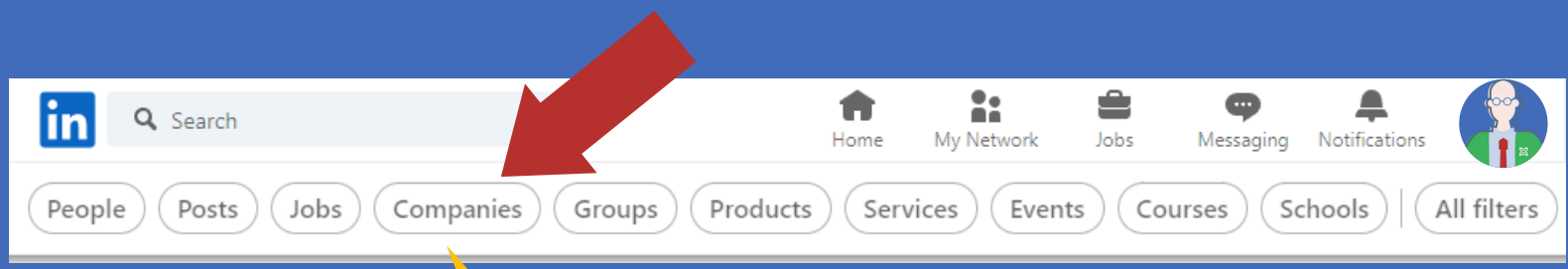
STEP 2:

Go to the Search Bar and Hit 'Enter.'



STEP 3:

Click "Companies" in the Filters Tab.



STEP 4:

In the new Selection of Filters, you'll have the option to customize your search:

- Location
- Industry
- Company Size

Using your inventory, filter by your desired Company Size and Industry Types.

You can select multiple industries or search one at a time for a clearer view of what you have per industry.

The screenshot shows the LinkedIn search interface. At the top, there is a search bar with the text 'st. meyer & hubbard, inc.' and navigation icons for Home and My Network. Below the search bar, there are three filter buttons: 'Companies', 'United States 1', 'Banking 1', and '11-50 employees 1'. The search results section shows '1 result' for 'St. Meyer & Hubbard, Inc.', which is in the 'Banking' industry and located in 'Elgin, IL'. The company has '2K followers'. Below the search results, there is a feedback prompt: 'Are these results helpful? Your feedback helps us improve search results'.

Location

Industry

Company Size

STEP 5:

Select All Filter, find the “Connections” at the bottom of the options, then select 1st.

The screenshot shows the LinkedIn search interface with several filters applied: Companies, United States (1), Banking (1), 11-50 employees (1), and 1st (1). A red arrow points to the 'All filters' button. Below the search results, a filter panel is open, showing the following settings:

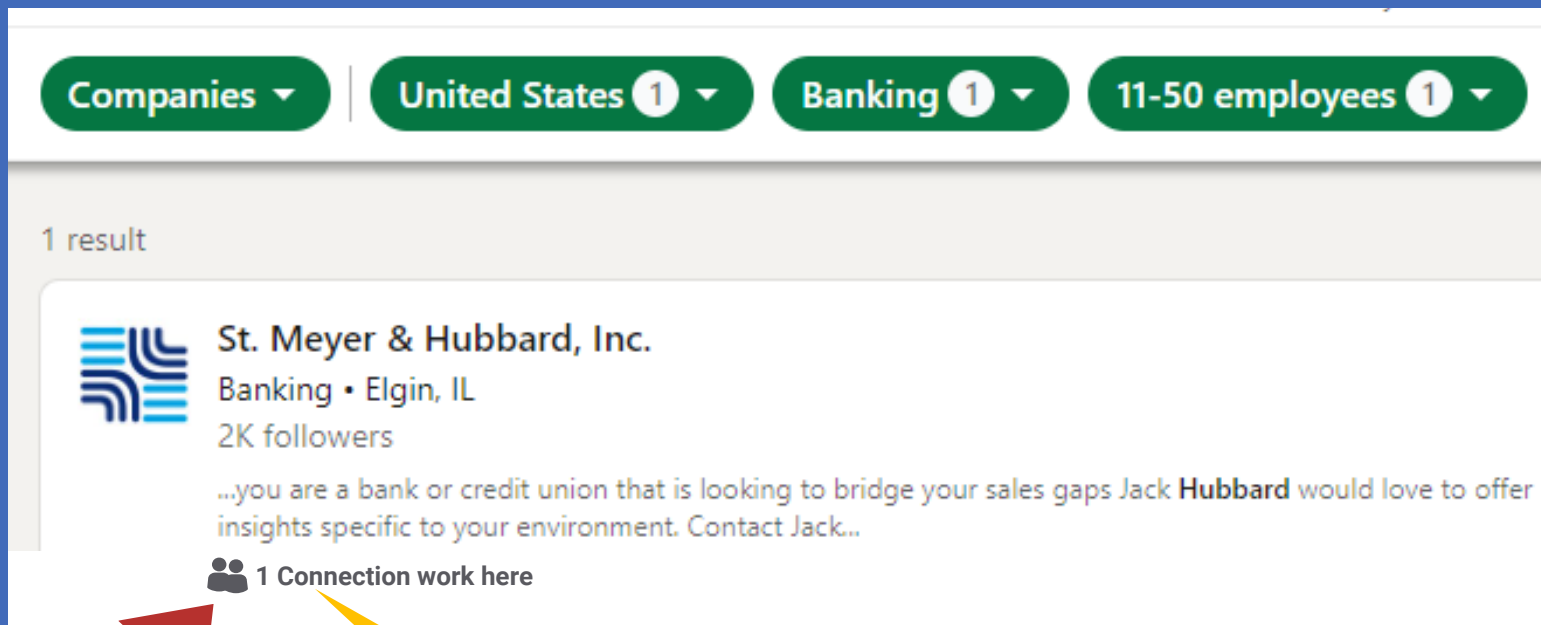
- Filter only Companies by**
- Elgin, IL
- Kane County, IL
- Illinois, United States
- North America
- United States
- [+ Add a location](#)
- Industry**
- Credit Intermediation
- Banking
- Financial Services
- [+ Add an industry](#)
- Company size**
- 1-10 employees
- 11-50 employees
- 51-200 employees
- 201-500 employees
- 501-1000 employees
- 1001-5000 employees
- 5001-10,000 employees
- 10,001+ employees
- Job listings on LinkedIn**
- Yes
- Connections**
- 1st

At the bottom of the filter panel, there are buttons for 'Reset' and 'Show results'. A red arrow points to the 'Connections' section, and another red arrow points to the '1st' option.

STEP 6:

You can see how many first-degree connections you have by looking under the company details in the image below.

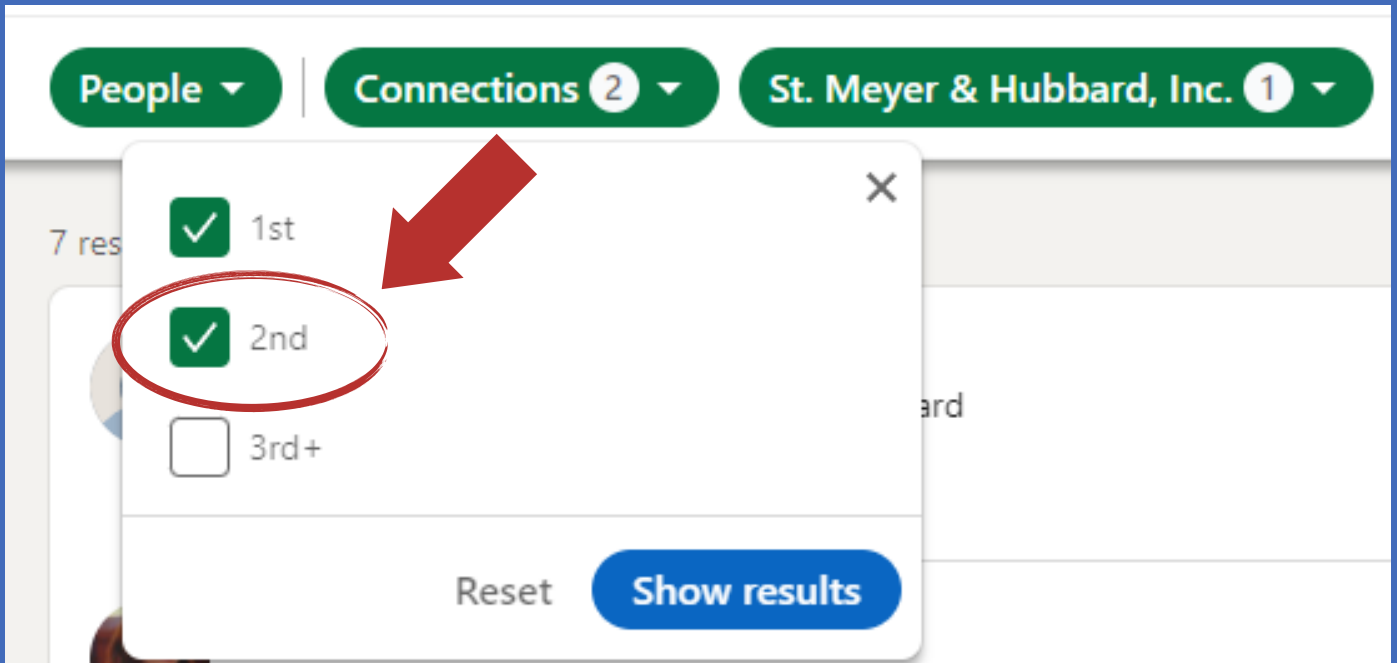
Click that, and you'll be taken to a new tab showing who those connections are (see Bonus Step).



 1 Connection work here

**BONUS
Step:**

Pay attention to your 2nd-degree connections. In this new tab, select the connections filter again and choose 2nd this time.



If your first-degree connection is not the prospect you're looking for - because they're not a decision maker in that company - check if you have second-degree connections.

Find out who you are connected with that has the power to influence or give you a credible introduction to the people you want to reach. Harness that relationship with your first-degree connections and leverage it to get to your ideal buyers.

Now that you know how to find first-degree connections within companies, how should you start a 1-on-1 connection with them?

Download our e-book: **Leveraging Content to Start Sales Conversations on LinkedIn** if you haven't read it yet!



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