

New Changes to LinkedIn's Sales Navigator



Social Sales Link™

Are you looking to stay up-to-date with the latest Sales Navigator updates? Our comprehensive eBook has got you covered.



Packed with invaluable insights from our sales experts, you'll discover everything you need to know about the newest features, improvements, and discontinued functionalities.



Plus, we'll provide you with practical tips on how to leverage each update to enhance your sales activities and drive revenue growth.



Let's get started!



Company Filters

1

Status: Expired

With this filter, you can refine your search for potential companies based on your target company size, industry, and location.

Additionally, you can discover your first-degree connections. Although it's no longer available from Sales Navigator, you can still use the "Free LinkedIn Search Filters" to find more prospective companies

Get our guide on how to search with LinkedIn's free search filters from our previous [eBook](#).



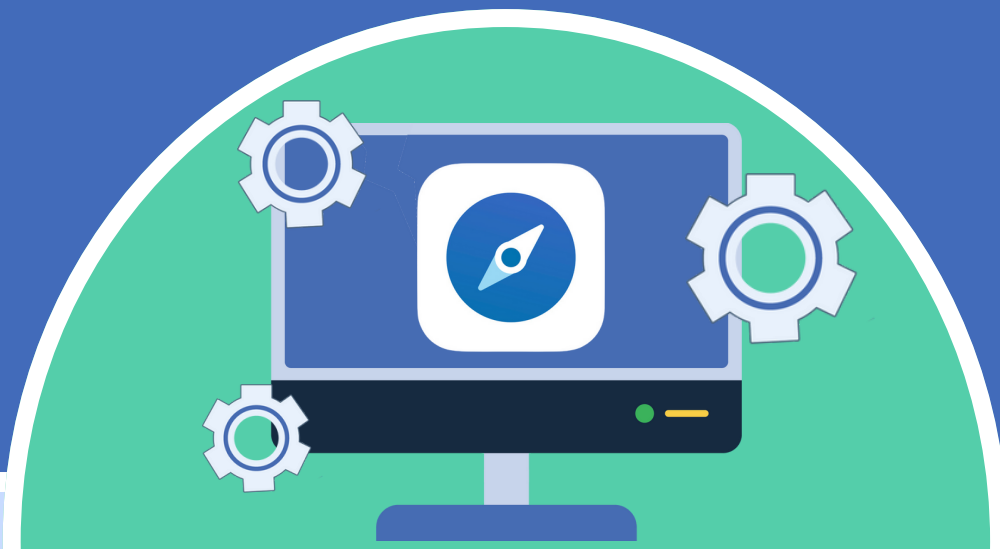
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Sales Preferences

Status: Expired

Setting your sales preferences in search, which allows you to automatically populate your search filters, is possibly gone completely on LinkedIn.

As a workaround, you can create a master list or template that includes all the details of your Ideal Client Profile (ICP) and use that wherever you need to do a customized search on LinkedIn.



Pricing Plans

3

Status: Revamped

LinkedIn's new pricing plan has been simplified into three categories: "Core," "Advanced," and "Advanced+," which replaces the previous "Enterprise" category.

Depending on the plan you choose, you can benefit from features such as Smart Links, LinkedIn Learning, and the ability to sync with your CRM.

Additionally, you can share your plan's licenses with others with Team Link, allowing them to use the features as well.



4

Profile Updates

Status: New!

You can now see what was your last engagement (if you had one) with each connection or person you search for in Sales Navigator.

And not just that, you can also see when was the last time that person looked at your profile or Smart Link.



Navigation

5

Status: New!

There may not be many changes when it comes to Navigation on Sales Navigator, but some are crucial for your sales activities.

With the Advanced Plus plan, you can narrow down your search by accounts and leads and even target leads who have recently shared content, giving you the opportunity to engage with them immediately.



6

Lead Search Filters

Status: Revamped

Lead search filters have some changes. The geographic location feature is removed and replaced with only "Headquarters," but "Spotlight" is added for specific lead searches.

You can find people who recently changed jobs (last 90 days), mentioned in the news (last 30 days), or posted on LinkedIn (last 30 days). You can also find people who follow your company page easily.

Another update that we love is the Team Link Intro, which is a game-changer, especially for big companies, as it lets you know who in your network or company, even if you're not connected to them, knows people you'd like to meet.

PRO TIP:

Use a leads list to do your search for leads more tailored on Sales Navigator.



System-Generated Leads

7

Status: New!

Every week based on your search criteria, LinkedIn will present 100 recommended leads that will refresh every week. And if you don't have time to look at the recommended list each week, you can copy and rename the list so it will be saved as a static list that you can go back to whenever you want.

However, if you don't do this process, remember that the original recommended list will refresh automatically with brand new leads.

PRO TIP:

Give special attention to recommended leads who are in your first-degree connections and have been actively engaging with your content and profile.



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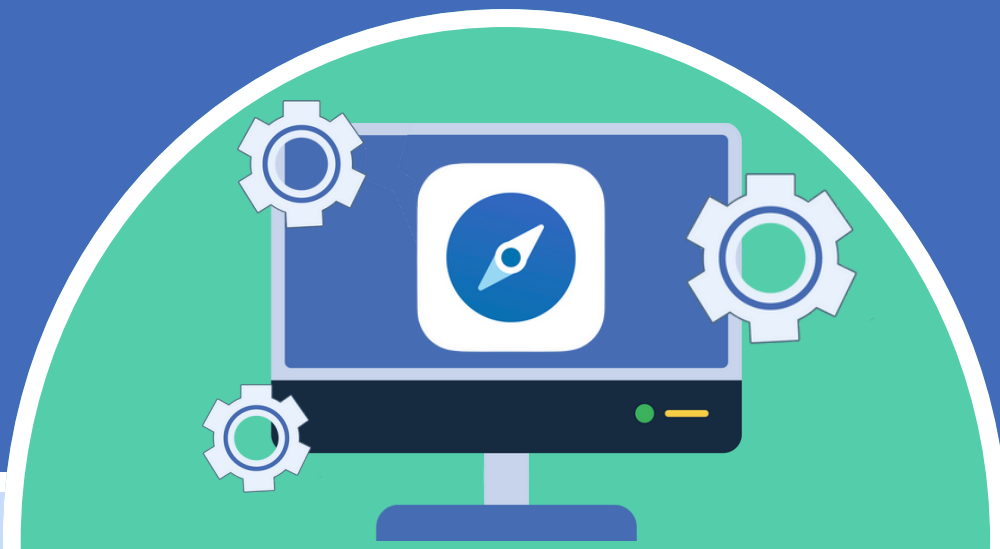
Account Search

Status: New!

The account search feature is useful, but it would be great if there was an additional filter available.

Currently, the geography filter only searches for headquarter location, which is not always what salespeople need.

While the new follower filter is intriguing, its use for sales is still unclear. Nevertheless, Sales Navigator's ability to search for company headcount and locate specific accounts is greatly appreciated.



Account Mapping

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Status: New!

LinkedIn Sales Navigator's account mapping feature is one of my favorites.

It categorizes leads into decision-makers, influencers, and users, allowing for more effective engagement. It's incredibly useful.



10

Account Insights

Status: New!

Sales Navigator's latest feature, Account Insights, provides valuable data and information about companies. You can easily filter the homepage and news feed by account growth, shares, and other options.

By selecting Account Insights on a company page, you can access vital information such as job openings, shared content, and news mentions. This feature is highly useful for gaining insights into a company's activity and performance.



Gifting Sales Navigator

11

Status: New!

If your plan allows, you can give up to 10 individuals one to two months of free access to Sales Navigator.

When gifting Sales Navigator, it's important to advise the recipient not to begin using it until they are prepared to start working with it as the setup process takes time. Furthermore, they should wait 28 days from the day they start using the tool to see the benefits of the product because that's when results begin to show. You can also point them to our [*LinkedIn for Social Selling: Content Library*](#) for Sales Navigator tips and resources.



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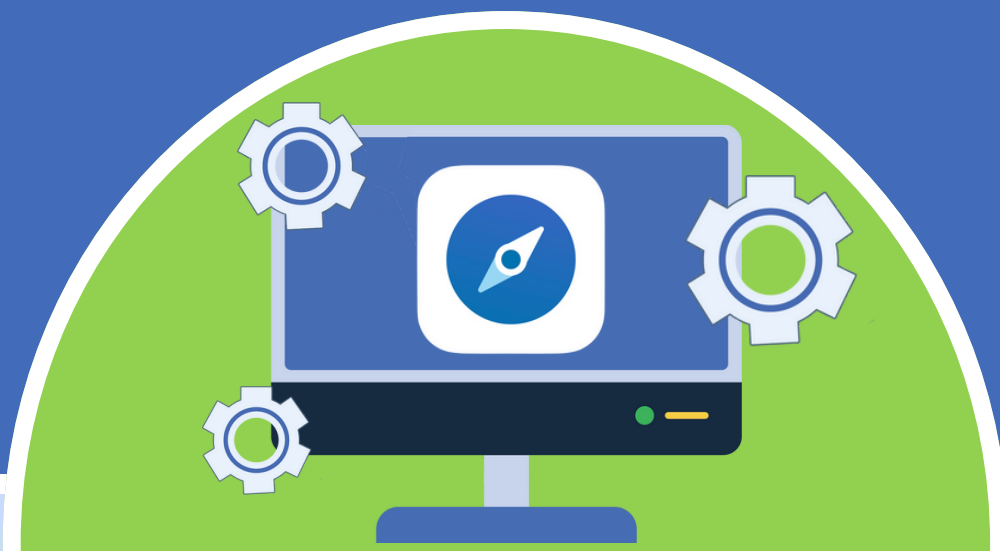
Smart Links

Status: New!

Smart Links is an incredible sales tool that we highly recommend. It acts as a content hub where you can upload or link your content.

When you share the link on LinkedIn, people who view it are essentially opting into it, allowing you to see who is interested in your content and how long they spend on it. Smart Links also allows you to include proposals, which can help you close more sales.

To access this feature, you'll need to upgrade to either the Advanced or Advanced Plus version.



Connect with Us!



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