APAC Webinar Series:
Adaptive Sales Strategies in the Changing World of Business

Part 2: Modern Selling to Maximise Sales Productivity
23 April, Thursday
11am IST | 1.30pm SGT | 3.30pm AEST

Trina Choy
Senior Account Executive Asia
LinkedIn Sales Solutions

Sam Walton
Relationship Manager ANZ
LinkedIn Sales Solutions

Modern Selling to increase Sales Productivity

1. Managing relationships at scale
2. Your Digital Handshake
3. Target, Understand & Engage via the LinkedIn database

LinkedIn SALES NAVIGATOR

LinkedIn

675M

Members

30M

Companies

20M

Jobs

50K

Skills

90K

Schools

242B

Knowledge

Asia-Pacific

178M

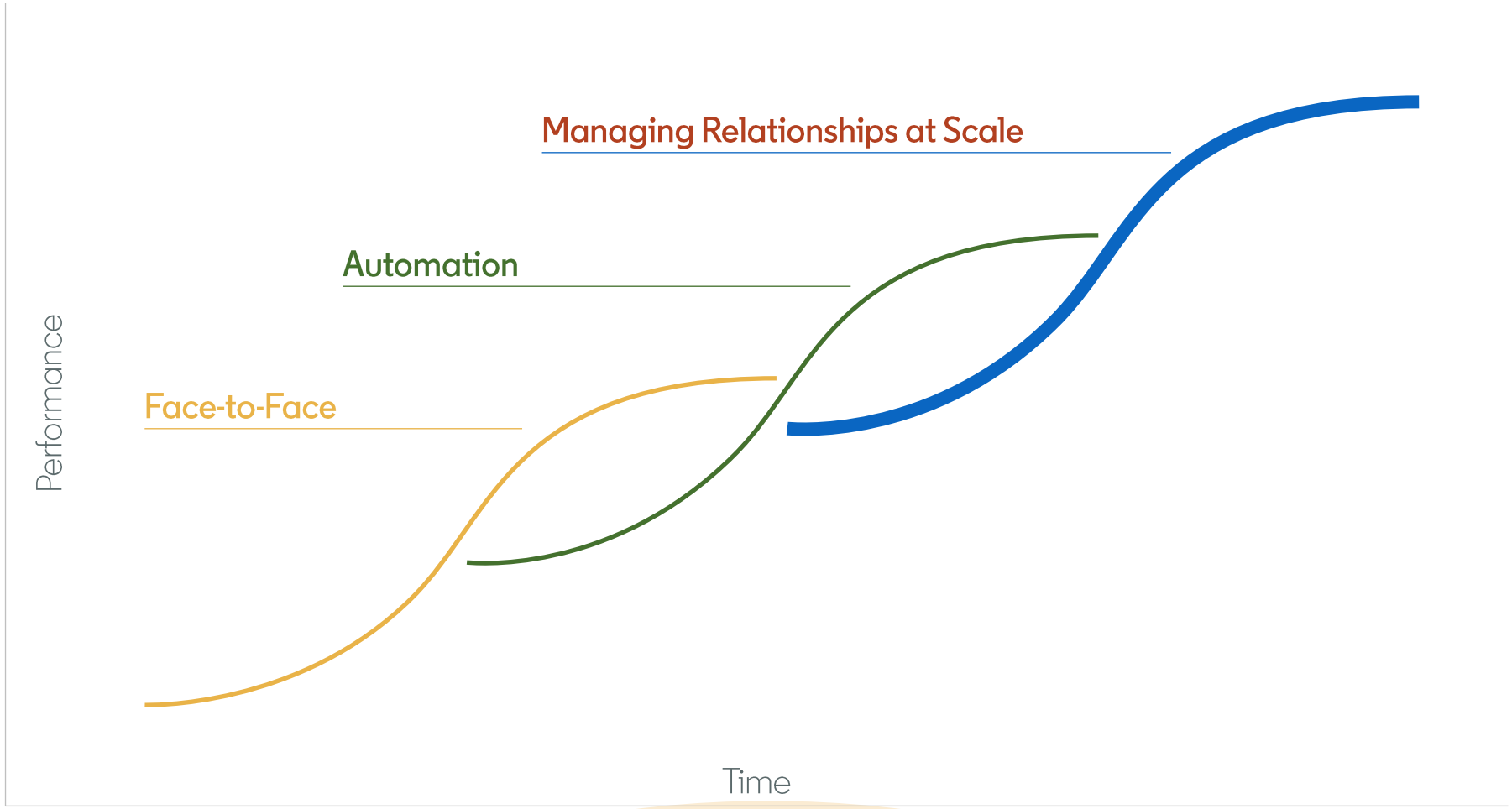
Members

1.7M

Companies

Data as of Feb 2020

LinkedIn SALES NAVIGATOR



The Evolution of Sales

Managing the changing business landscape

Acquisition

2X More difficult to reach a prospect than in 2010

Customer

7 The average number of people involved in purchase decisions

Decision Makers

1 in 5 Decision Makers leave jobs each year

Adapting to the Changing World of Business

Remote Working

Productivity in the new WFH environment

Baseline protection

Customer retention

Multi –Threading

Connecting with multiple stakeholders

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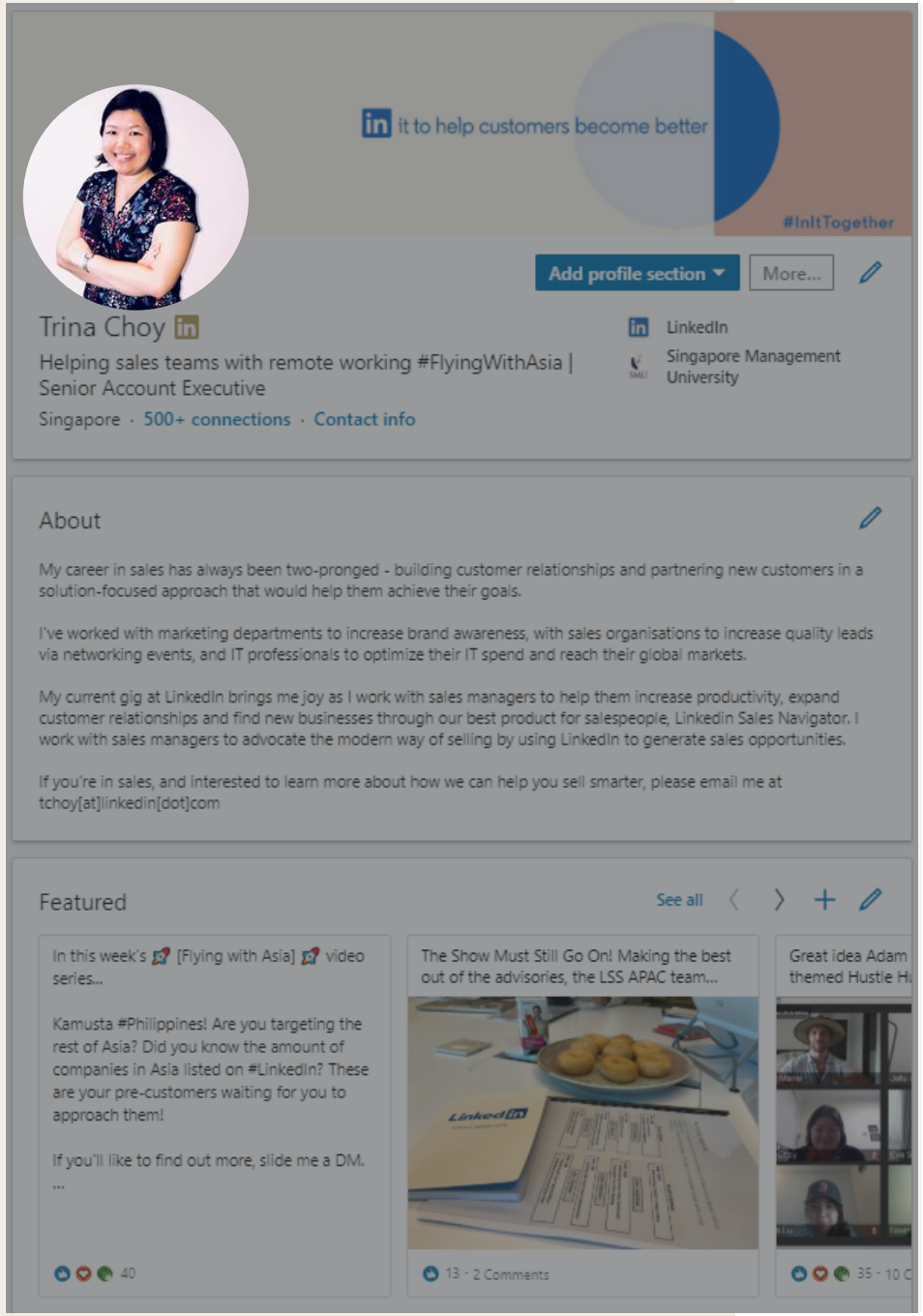
Why is this important to you as a salesperson?

Credibility

Subject Matter Expert

Trusted Advisor



- **Upload a professional photo** – Use a clear and professional headshot
-
-

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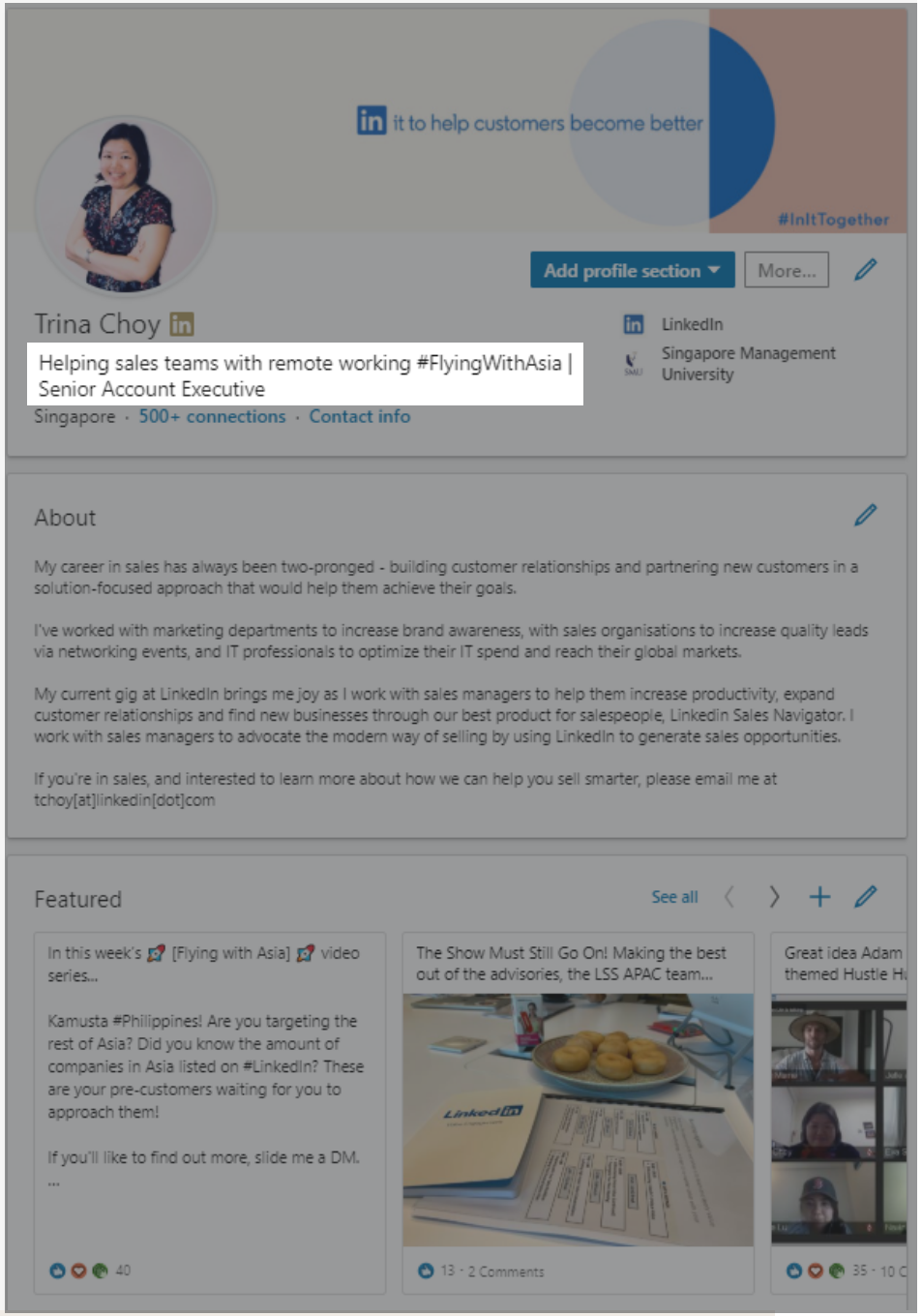
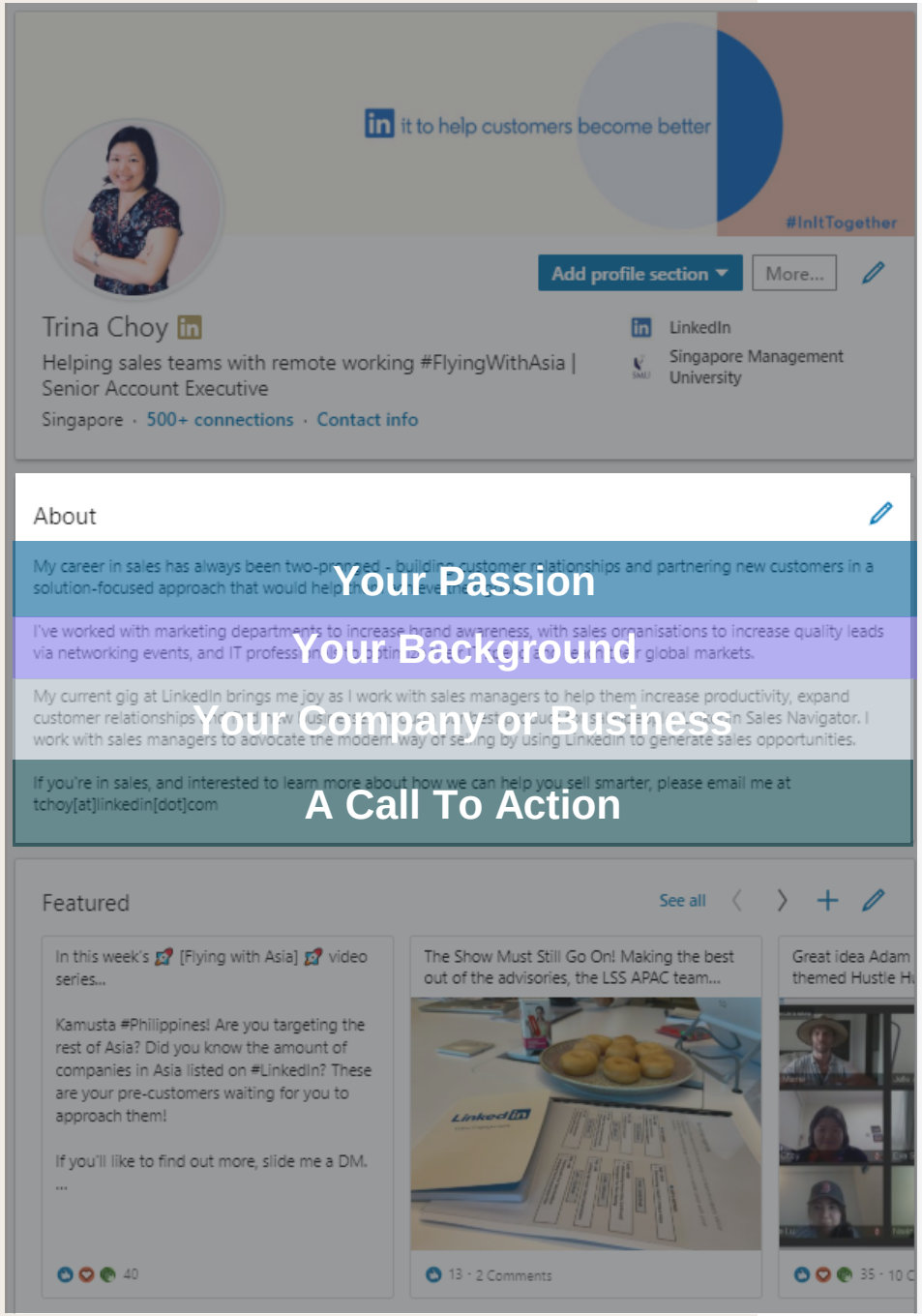


- **Upload a professional photo** – Use a clear and professional headshot
- **Write a compelling headline** – Be creative and memorable with clever tag lines
-

LinkedIn SALES NAVIGATOR



- **Upload a professional photo** – Use a clear and professional headshot
- **Write a compelling headline** – Be creative and memorable with clever tag lines
- **Tell your story** – Define your passion and career trajectory in your summary using industry keywords

LinkedIn SALES NAVIGATOR

Build a base of the right audience

Target
the right people who would find your content relevant

Tag
the right people on posts they would find relevant

Engage
with the right people

Engage your audience in a variety of ways

Engagement will keep you at the top of your customer's mind

1. Regular Posts

Trina Choy
Setting Sales team up for Success with LinkedIn Sales Navigator #FlyingWithAsia | Senior Account Executive
5mo •

#TrinTipsTuesday
Sales reps who exceed their quota engage on LinkedIn with their prospects 39% more than other sales professionals. What are you doing to exceed your quota?

#SellSmarter

6

Like

Trina Choy
Helping sales teams with remote working #FlyingWithAsia | Senior Account Exe...
1mo •

Hello #BPO community!

Did you know that there are 131 Companies in Australia that provide #BPO services? If you're in #Philippines and looking to provide #BPO for these companies, you know what to do!

Slide me a DM if you would like to find out more.

#FlyingWithAsia #DoingBusinessInPhilippines #B2BSales #TrinTipsTuesday

5

Trina Choy
Setting Sales team up for Success with LinkedIn Sales Navigator #FlyingWithAsia | Senior Account Executive
1mo •

"What was your sales process like without Sales Navigator?"

Spent yesterday morning being interviewed by Jennifer O'Halloran at a fireside chat as part of the Modern Selling Workshop. Great questions being asked by both Jenn & the audience. Was great fun sharing my experience pre Sales Navigator & with Sales Navigator.

Thanks for the invitation Jennifer O'Halloran & Tashia Perera !

#modernselling #salesnavigator #linkedinsalesnavigator #socialselling #salestips #trinintech #flyingwithasia #b2bsales #doingbusinessinasia #linkedin

Trina Choy
Setting Sales team up for Success with LinkedIn Sales Navigator #FlyingWithAsia | Senior Accou...
5d •

Thank you for agreeing to the fireside chat Don Nepomuceno ! Great to hear how an amazing tech company like Telstra is embracing modern selling as part ...see more

Don Nepomuceno • 1st
Leading an insourced, desk-based, digital-enabled, scaled B2B sales operations
6d • Edited •

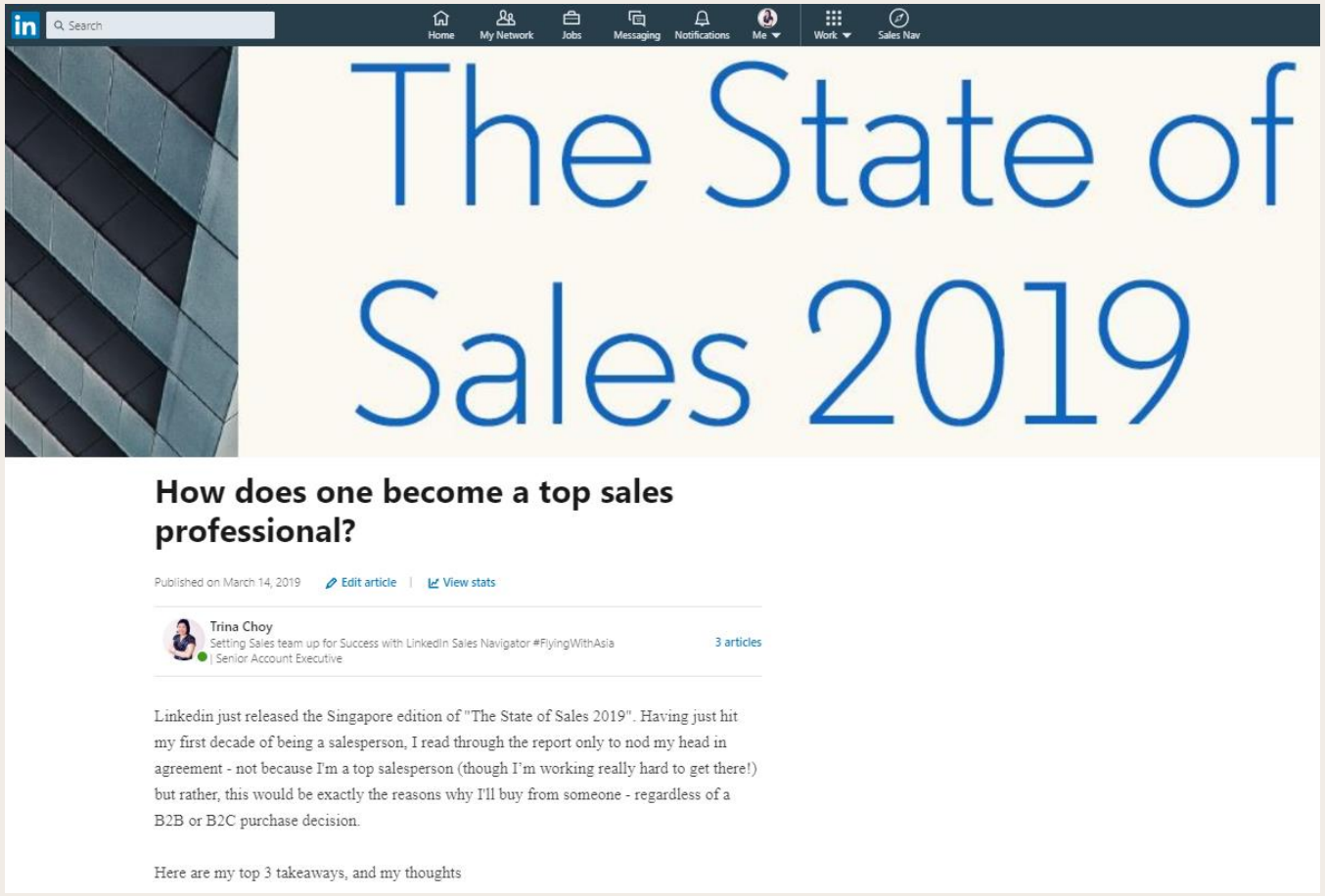
Thank you LinkedIn team for allowing me to share our transformation story to invited Philippine-based companies at the #FlyingWithAsia event. Th ...see more

LinkedIn SALES NAVIGATOR

Engage your audience in a variety of ways

Engagement will keep you at the top of your customer's mind

2. Articles



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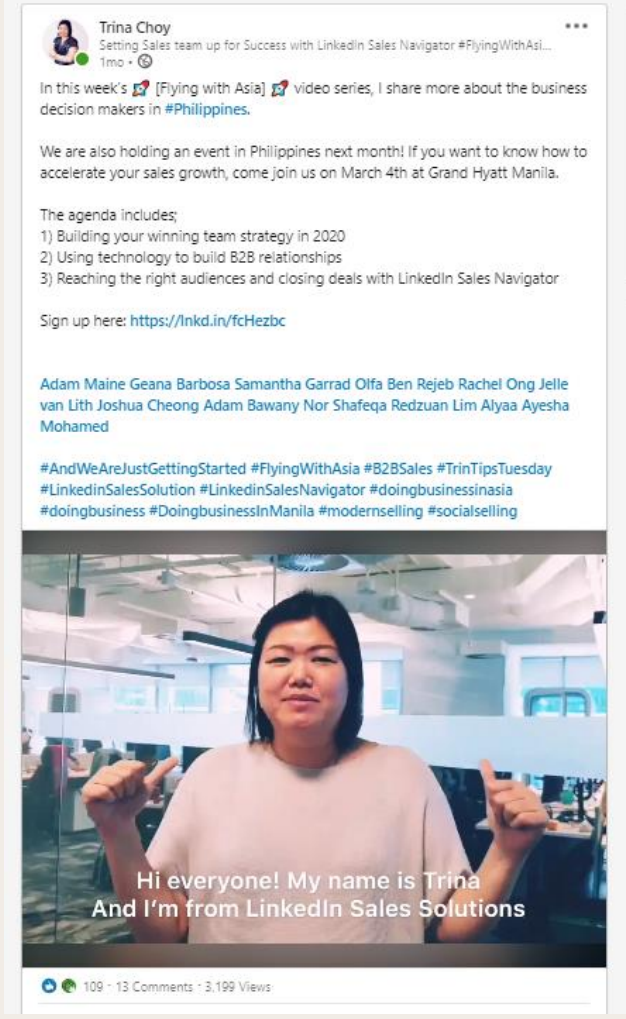
Engage your audience in a variety of ways

Engagement will keep you at the top of your customer's mind

3. Video Posts



Modern Selling to increase Sales Productivity

1. Managing relationships at scale
2. Your Digital Handshake
3. Target, Understand & Engage via the LinkedIn database

LinkedIn SALES NAVIGATOR

An indispensable tool for today's modern sales professional

Sales Navigator is your partner throughout every stage of relationship development

Target the right buyers and companies

- Find
- Prioritize
- Qualify

Understand what buyers value

- Keep track
- Stay up-to date
- Research

Engage buyers with personalized outreach

- Engage
- Build
- Reach

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Target the Right buyers

Keywords

Enter keywords ...

Filters Clear (3)

- Custom Lists +
- Past Lead and Account Activity +
- Geography Region ▾
  - Included: Indonesia ×
- Relationship +
- Company +
- Industry
  - Included: Insurance ×
- Company headcount
  - 10,000+ × 1001-5000 × 5001-10,000 × +
- Seniority level +
- Function +
- Title +

32,136	605	9	1,439
Total results	Changed jobs in past 90 days	Leads with TeamLink intro	Posted on LinkedIn in past 30 days

Select all Save to list Tag

Meirza Anbiya 2nd
Head of People & Culture at **FWD Insurance**
4 months in role and company
Jakarta, Jakarta, Indonesia
Save ··· Add tag

Adhie ID 2nd
Digital Business Partners - Agency Digital & Transformation at **AXA**
1 year 1 month in role | 4 years 10 months in company
Jakarta, Jakarta, Indonesia
11 shared connections | 3 TeamLink introductions
Save ··· Add tag

Rudy Manik 2nd
Chief Human Resources Officer at **FWD Insurance**
8 months in role and company
Jakarta, Jakarta, Indonesia
5 shared connections
Save ··· Add tag

Douglas Ure 2nd
President Director and Chief Executive Officer at **Marsh**
8 months in role | 12 years 6 months in company
Indonesia
2 shared connections
Save ··· Add tag

diasa antariksa boestamam 3rd
Save ···

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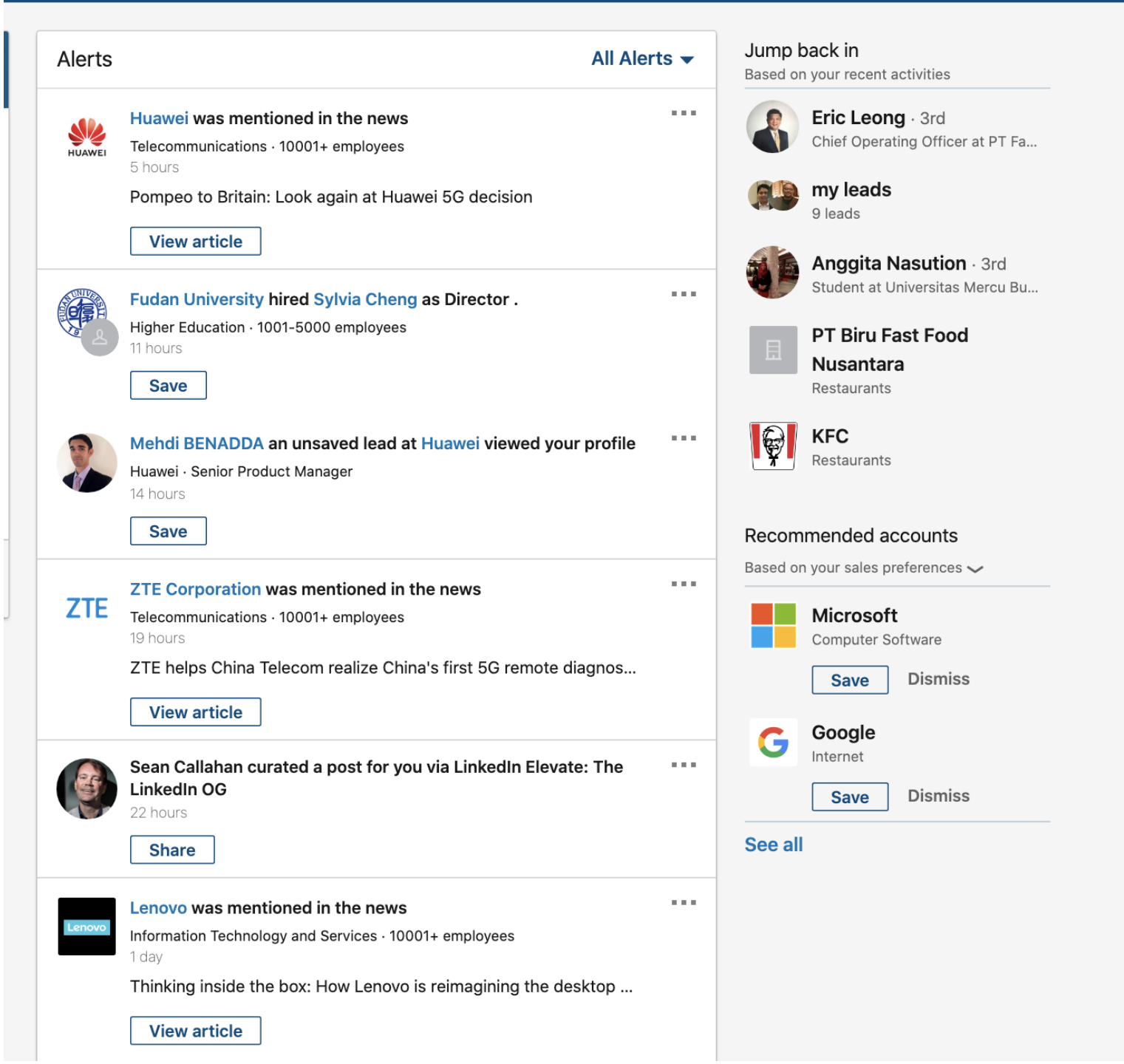
Understand what Buyers value



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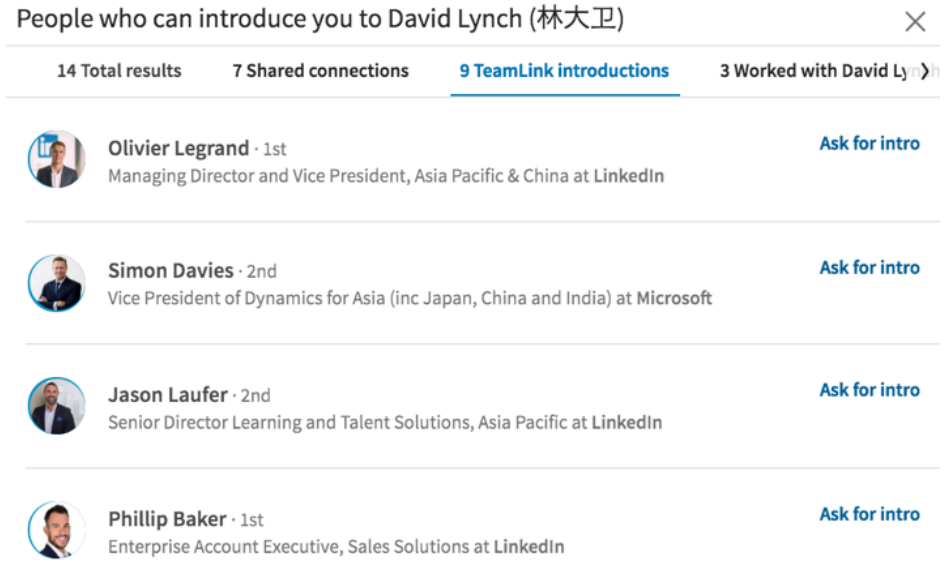
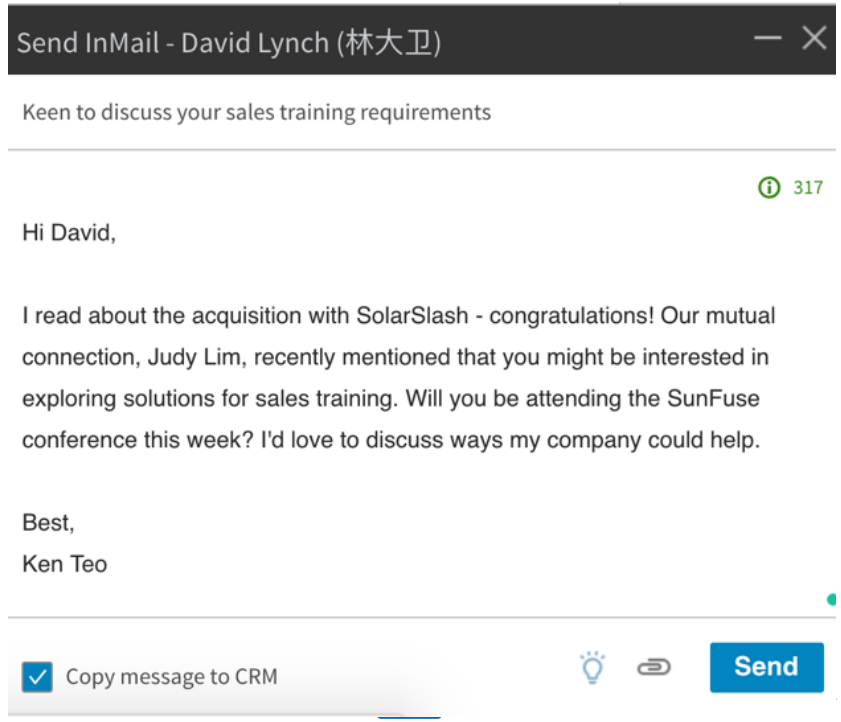
Engage customers with personalized outreach





Three Key Takeaways

1. Managing relationships at scale
2. Your Digital Handshake
3. Target, Understand & Engage via the LinkedIn database

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Q&A:

Please leave your questions in the Q&A chat

- Trina, Sam

Trina Choy

Senior Account Executive, Asia

LinkedIn Sales Solutions

Sam Walton

Relationship Manager, ANZ

LinkedIn Sales Solutions

Thank you

LinkedIn