LinkedIn Sales Navigator

Optimise your data for successful selling

Strengthening Customer Relationships

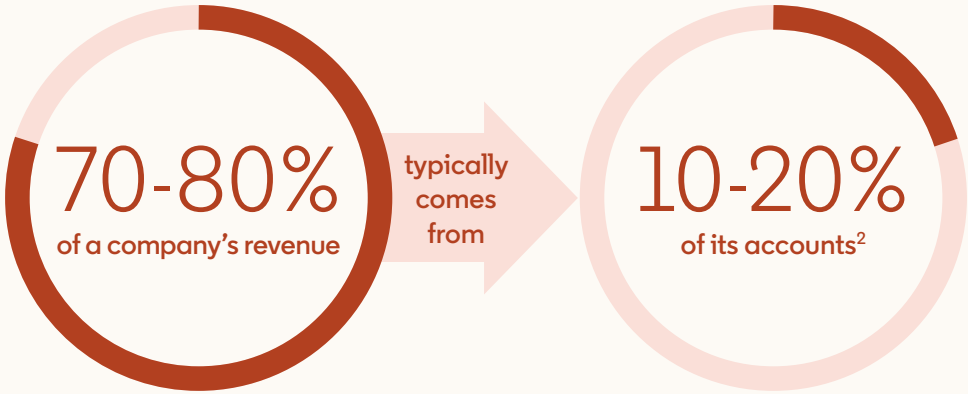
With almost 90% of B2B businesses moving to a virtual sales model[1], using data in a smart way can be a game changer for sales ops and marketing teams.

Investing deeply in customer relationships matters, now more than ever before. At a time when buyers are only responding to companies that add value to their day-to-day operations, how can you help your team prioritise who they're talking to?

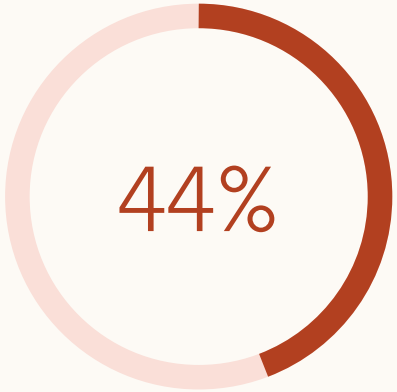
With so much movement taking place within organisations, understanding your market may become challenging. Out-of-date contact information in your CRM system makes it hard for your reps to reach the right decision-makers. Meanwhile for marketers, campaign effectiveness and ROI are at risk if they reach out to prospects who are no longer at the right account.

To adjust your go-to-market strategy effectively, you need a real-time view of your market share, your areas of opportunity, and the areas where you need to invest.

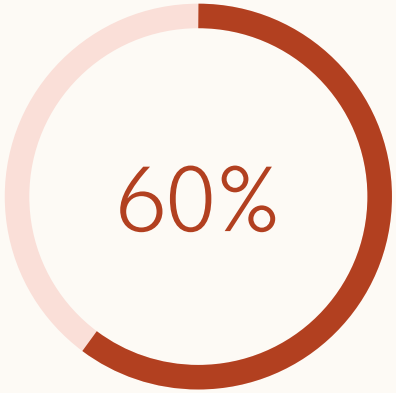
It's not always simple, but there is a solution. Here are the biggest data challenges sales and marketing face right now, and how LinkedIn Sales Navigator can help overcome them.



According to a March 2020 survey:



of sales professionals expect a decrease in response to outreach[3]



anticipate a slowdown in closing deals[3]

The biggest data challenges for B2B sales

1. **Ensuring your data is accurate**
   60% of businesses believe their data is unreliable,[4] with 95% of respondents indicating that poor data quality undermines business performance[5] and fewer than 25% of sales ops leaders highly confident of the quality of their CRM data[6]. With a lot of data out there, it's important to focus on the right sources of insight.

2. **Monitoring moving targets**
   Data shows that 1 in 5 decision-makers change roles every year[7]. The typical B2B **buying committee comprises 6.8 people** on average[8], which means that at least one of those committee members is likely to change roles this year.

3. **Keeping data fresh**
   With so many changes happening within companies, much of the data stored on your CRM system can go stale. According to the Sales & Marketing Institute and Dun & Bradstreet, every 30 minutes, 120 business addresses change, 75 phone numbers change, 20 CEOs leave their jobs and 30 new businesses are formed.

Fewer than

25%

of sales ops leaders are confident of the quality of their CRM data[6].

1 in 5

decision makers change roles every year[7].

70%

of CRM data goes obsolete annually[9].

Three ways better data can improve the way your team works

1. **Keep on top of contact turnover**
   By staying up-to-date with turnover at your accounts, you'll ensure your deals aren't put at risk. If a key stakeholder in a deal leaves a company, your reps will be prepared . They can also track contacts to new accounts.

2. **Target the right people**
   By having an accurate picture of your key accounts, you'll be able to target decision-makers without having to constantly validate contact information prior to reaching out. Meanwhile, marketers can ensure they maintain effectiveness and ROI on their campaigns by approaching prospects at the right accounts.

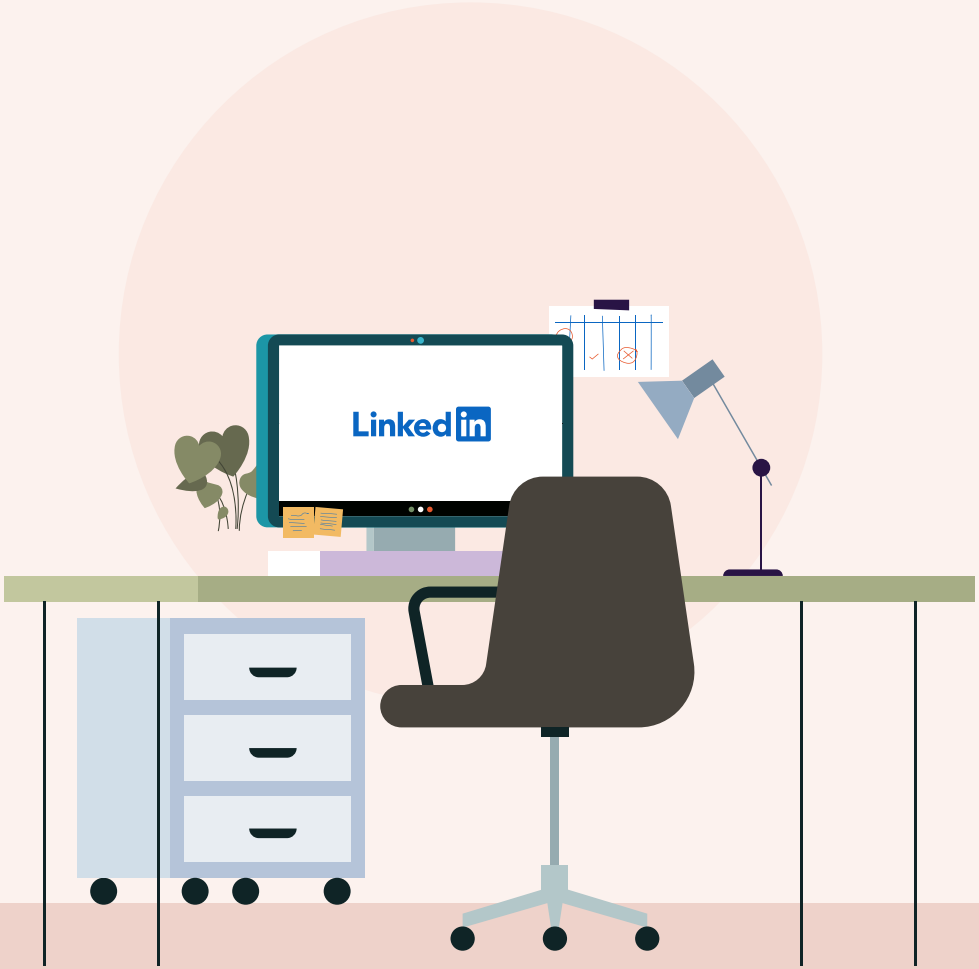
3. **Avoid costly data hygiene efforts**
   An out-of-date CRM can hinder sales efficiency. Making sure your system contains timely information about your key accounts means there's no need to purchase expensive third-party data sets.

How LinkedIn Sales Navigator turns data into results

1. **Member-driven data upkeep**
   Sales Navigator is powered by LinkedIn's unique data set of 706+ million members. You're on it, your sales team is on it and your buyers are using it too. LinkedIn members maintain their own profiles and keep them up to date with accurate information.

2. **CRM sync for consistency**
   Sales Navigator's Data Validation feature highlights any discrepancies between LinkedIn profiles and your CRM system, handing the power to take action directly to your sales teams. That could mean an opportunity to reach out to an old contact moving to a new company, or a new person coming into a role that might be looking to make an impression.

3. **Improve sales and marketing efficiency**
   Sales Navigator helps sales ops teams build and prioritise sales territories by providing visibility into industry, geography, company size, decision-makers and revenue – enabling sales to identify more and better opportunities. Meanwhile, marketers can identify incorrect contacts, target recent job changes, and improve the efficiency of their Account-Based marketing campaigns.



With LinkedIn Sales Navigator, you can focus on the right people and companies, stay up to date on what's happening with your accounts, and build trust with your prospects and customers.

Find out more about how LinkedIn Sales Navigator can optimise your data and drive sales performance.

Request a demo

References

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