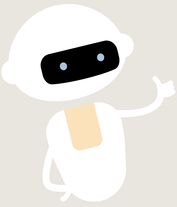
LinkedIn Sales Solutions

Smarter Sales Strategies

How sales intelligence is transforming decision-making



Sales intelligence – an essential part of the smart seller's toolkit?

> *"AI is the science of making machines smart"*
>
> Demis Hassabis
> AI expert and CEO of DeepMind

Machine learning is taking data insights to the next level for sales teams. It processes large sets of data much faster than a human can. And it uses smart algorithms to turn this data into useful insights, again, much faster than a human can.

But sales intelligence tools are not here to replace salespeople. In fact, sales teams plan to increase their use of these solutions.

of sales teams in 2022 plan to increase their use of sales intelligence software[1]

People want to interact with people. The smart seller uses sales intelligence tools to make those interactions more impactful.

62%

of high-performing salespeople foresee guided sales journeys in the future – sales informed by tools that highlight prospect value and suggest next steps[2]

The human brain is biased. Our biases mean that salespeople can inadvertently dismiss leads or overlook the chief pain point.

Here's why:

Identify the best leads

The human brain is biased. Our biases mean that salespeople can inadvertently dismiss leads or overlook the chief pain point.

AI takes away the bias. It pinpoints the leads that are objectively well positioned for your targets.

Deliver insights to your CRM

78% of sales people say 'listening' has the biggest impact on conversions[3]

AI does the listening for you. Smart tools bring accurate insights on people's experiences, interests and knowledge directly to your CRM. So that you can qualify leads and make deeper connections in less time.

Make every touchpoint work harder

A typical sales journey has eight touchpoints[4]

Each one is an opportunity to show prospects how you work. But first, you need to know how your prospects work.

Sales intelligence tools tell you which interactions your prospects prefer so that you can optimise every point of contact.

of B2B marketers say they use LinkedIn for organic social marketing[5]

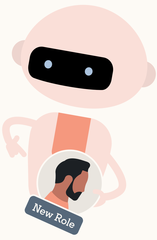
Creating more impact with content

There is a lot of noise to cut through. Sales intelligence tools can help you be heard. They tell you which topics are piquing your audience's interests, helping you create relevant content that gets their attention.

Staying on top of existing relationships

Existing relationships need nurturing too. But it is difficult to be proactive when there are leads to chase.

When you are jumping from meeting to meeting, the system steps in to help. It notifies you when there's a change in your network so that you can take every opportunity for an upsell or to change tack.



Learn more about the power of sales intelligence

Read our executive report

Tap into LinkedIn's smart sales tech

LinkedIn Sales Navigator and Sales Insights gather data from **810 million users** and **58 million companies**.[6]

Get this data directly into your CRM. Ask us for a demo.

LinkedIn Sales Insights

Find out more about LinkedIn Sales Insights

Watch our short demo

LinkedIn Sales Navigator

Discover LinkedIn Sales Navigator

Arrange a demo or start your free trial

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1 LinkedIn, 2022, Seller Survey: Global Frequency Report
2-3 Salesforce, 2022, The State of Sales Report
4 HubSpot, 2021, The Ultimate Guide to Prospecting: How Many Touchpoints, When, and What Type
5 Hootsuite, 2022, 37 LinkedIn Statistics You Need To Know In 2022
6 LinkedIn, 2022, LinkedIn's Economic Graph. A digital representation of the global economy