LinkedIn Sales Navigator

Breaking down the barriers to sales growth

Tips for creating a digital selling strategy that soars

The sales landscape has changed, and conventional selling tactics are less effective than they once were. Nevertheless, sales leaders can still drive more pipeline, win larger deals, and increase win-rates – here's how:

How the sales landscape has changed:

20-30%
of B2B buyers globally will want to interact with sales reps in-person again – even in an ideal post-Covid world[1]

60%
of sales professionals expect to close fewer deals as a result of the crisis[2]

87%
European sales reps describe the sales tools they use as "important"[2]

97%
of B2B buyers claim they will make a purchase in an end-to-end, digital self-serve model[1]

Areas of opportunity for sales teams

Greater alignment with marketing

96% of sales and marketing professionals admit there are challenges with strategy alignment[3].

Sharing objectives

Set common goals and success metrics across your sales teams.

Tackling miscommunication

With global buyers now using more digital tools, there's never been a better time to utilise LinkedIn's 706M member network when prospecting.

Take action today to improve your impact

1. Increase your profile views

With 49% of buyers researching sales reps on LinkedIn, your sales team can stand out from the crowd by posting relevant content that provides target accounts and decision-makers with valuable insights[3].

2. Expand your network of decision-makers

With the average buying committee now consisting of 6.8 people[4], encourage your sales team to "multithread" i.e. nurture as many valuable relationships at your buyer accounts as possible.

3. Show up in more profiles searches

92% of B2B buyers will engage with sellers known as industry thought-leaders[3], so make sure your sales team has all the information they need to find better and bigger pipeline opportunities on LinkedIn.

When sales teams use LinkedIn Sales Navigator, they're more successful* and achieve:

2.2x
more profile searches.

265x
more connections.

4.9x
more connections with decision makers.
*compared to those using LinkedIn.com alone[2]

On average, sales professionals using Sales Navigator also see a

15%
more pipeline from sourced opportunities

42%
deal size lift[5]

Ready to see what it can do for you?

Request a demo now

1. McKinsey Survey, Sept 2020
2. LinkedIn Internal Data, 2020
3. IDC, "Social Buying Meets Social Selling: How Social Networks Improve the Purchase Experience"
4. CEB Research
5. Benchmarks from June '20 study on 3225 CRM-synced customers on outcomes of Sales Navigator influenced opportunities