LinkedIn Sales Solutions

Simplifying Sales

The Effortless Guide to using Insights for Sales Success

In this eBook you'll learn:

How to make prospecting simpler

How to make account management simpler

The simple guide to using social triggers for sales

Why Sales is getting harder (and how to fix it)

78%

B2B buyers expect sales to personalize interactions based on online activities (IDC)

Sales has always been about the buyer. But where before it was the vendor who controlled the buying journey - Today it is the buyer that is in control and reaching out to sales professionals much later in the buying journey.

This shift in power from seller to buyer has made the traditional sales methods challenging. When you control the flow of information you can structure a buyer's journey from awareness, through interest and down to purchase, in a nice linear progression.

When the buyer controls their own journey, it's far more difficult to identify the right decision maker and how close they are to a purchase decision.

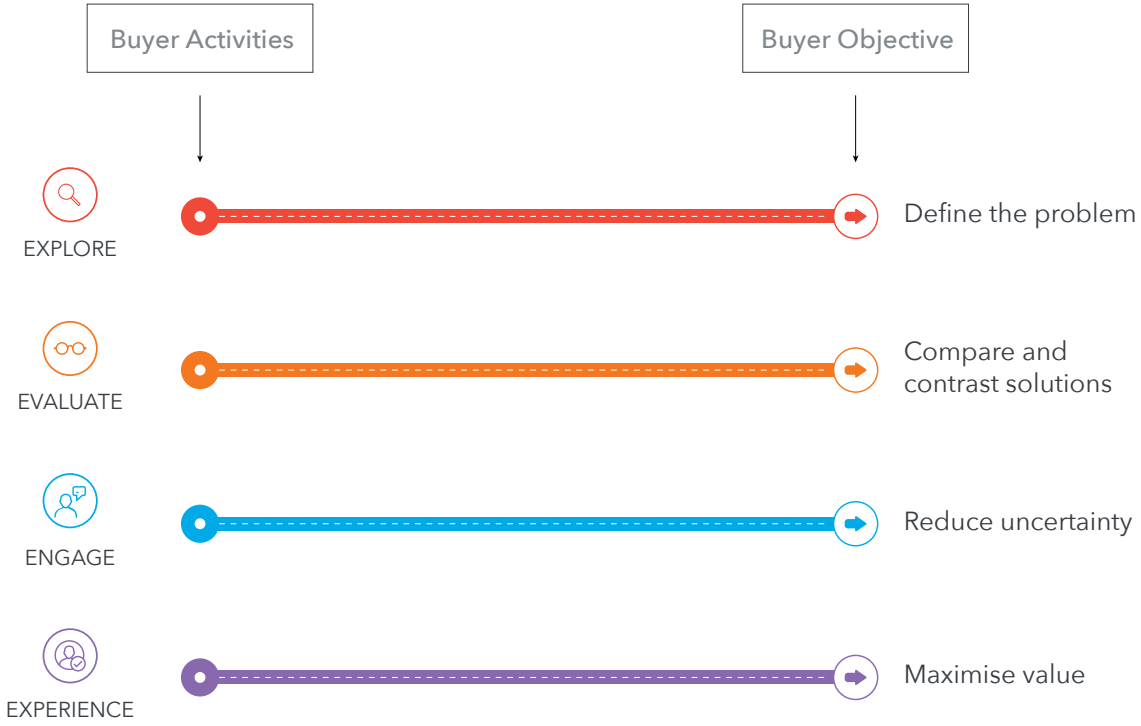


Figure 1

Gartner research shows the funnel is becoming less relevant. The buyer now works through four parallel streams to make purchase decisions (figure 1).

- EXPLORE
- EVALUATE
- ENGAGE
- EXPERIENCE

To be successful, sales professionals need to offer value to the buyer, whichever activity they are undertaking. The trick is to uncover real-time insights into your buyer so that you understand what they are trying to achieve.

This is what this eBook will cover - How to use LinkedIn updates on your prospects and customers to make selling simpler.

With the help of LinkedIn Sales Navigator, sales professionals can be fed real time insights directly into their inbox. Meaning they can focus on the right people, engage the right way and ultimately build successful business relationships.

7

Key influencers in **B2B buying** decisions (Gartner)

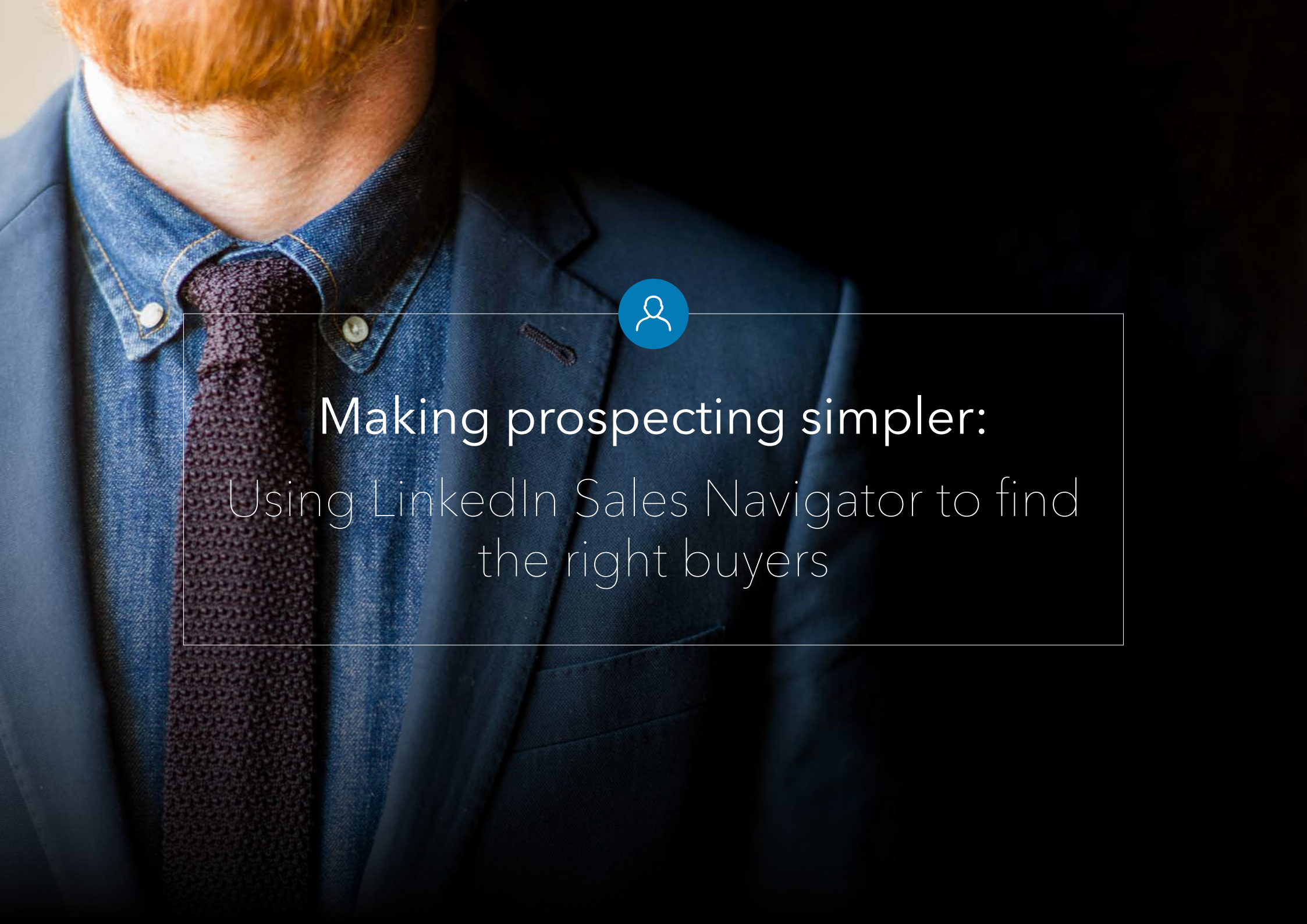
83%

B2B buyers appreciate sales contact if it is relevant and contextual (IDC)

B2B buyers are

66%-90%

Through their buying journey before reaching out to sales (Forrester)



Making prospecting simpler:

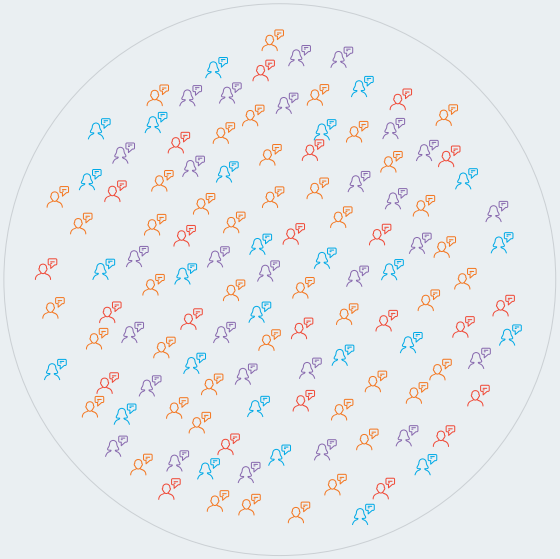
Using LinkedIn Sales Navigator to find the right buyers

1

Your universe of prospects - and from a distance there is no way to tell which are closest to buying.

YOU

Total Addressable Market



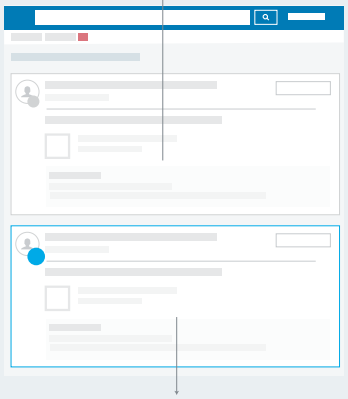
2

With LinkedIn Sales Navigator, get updates on the prospect companies that matter to you.

4 Triggers to look for:

1	Relationship Trigger: (Company wins award)
2	Risk Trigger: (Account in the news – job losses)
3	Engagement Trigger: (Company blog post)
4	Sales Trigger: (Company acquisition & expansion)

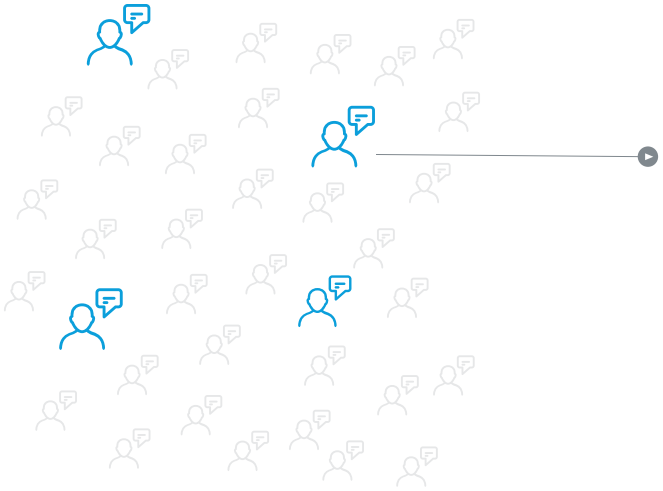
Straight to your email -
News about your prospect companies



Sales Trigger

3

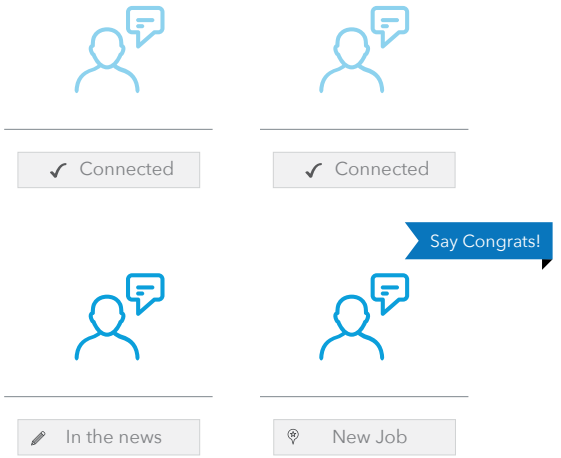
Use these insights to identify which accounts you want to focus on today.



SALES TRIGGER

4

By clicking into that account, LinkedIn recommends relevant decision makers. One is in the news, the other has just joined the company.



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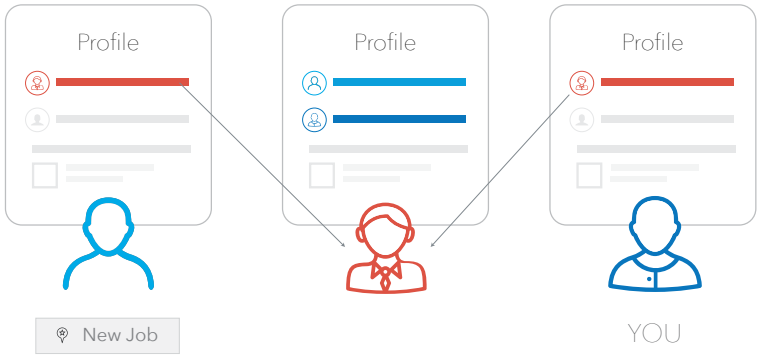
Rather than reach out directly you notice you have a common connection.



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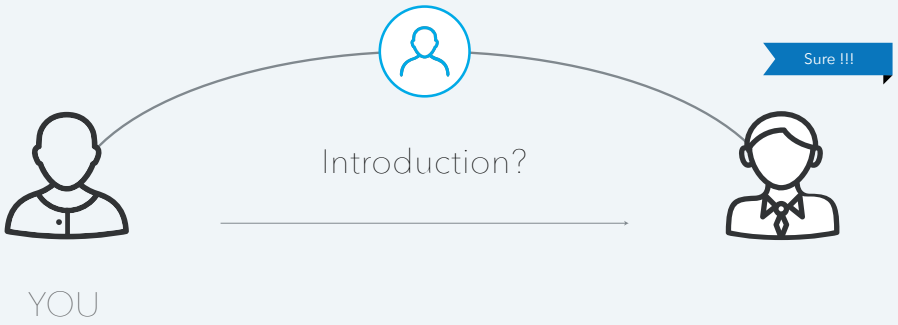
Reaching out by InMail, you ask if they are able to introduce you.



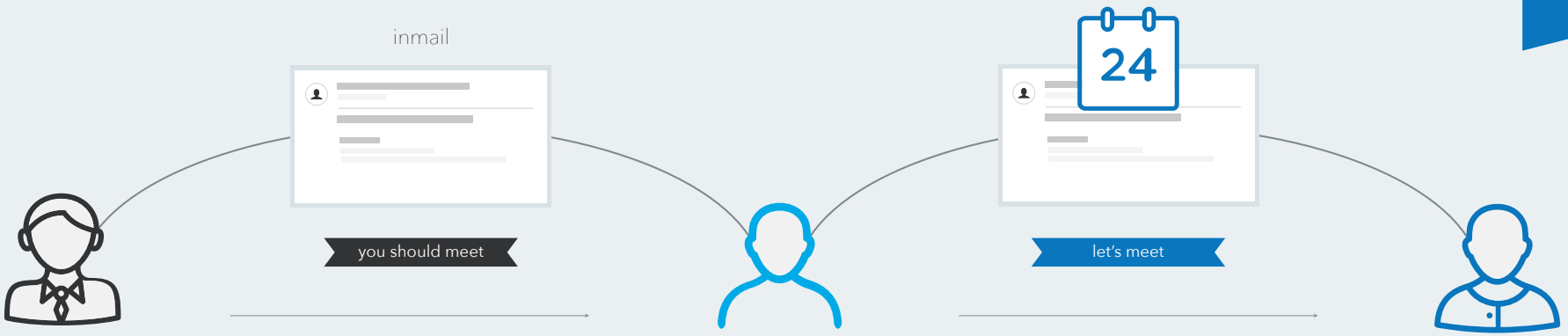
7

Your connection sends a personal InMail to their contact, saying they think there is a good opportunity to connect.

8

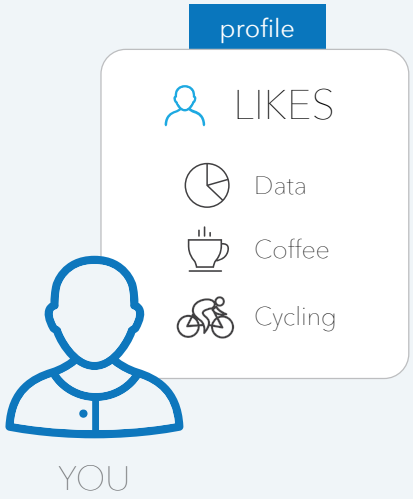
Being a personal invitation from a trusted connection, the decision maker responds the same day.

Warm intros are
5X more likely to get response



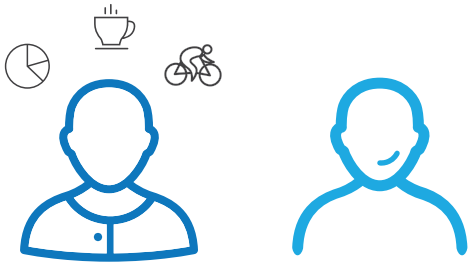
9

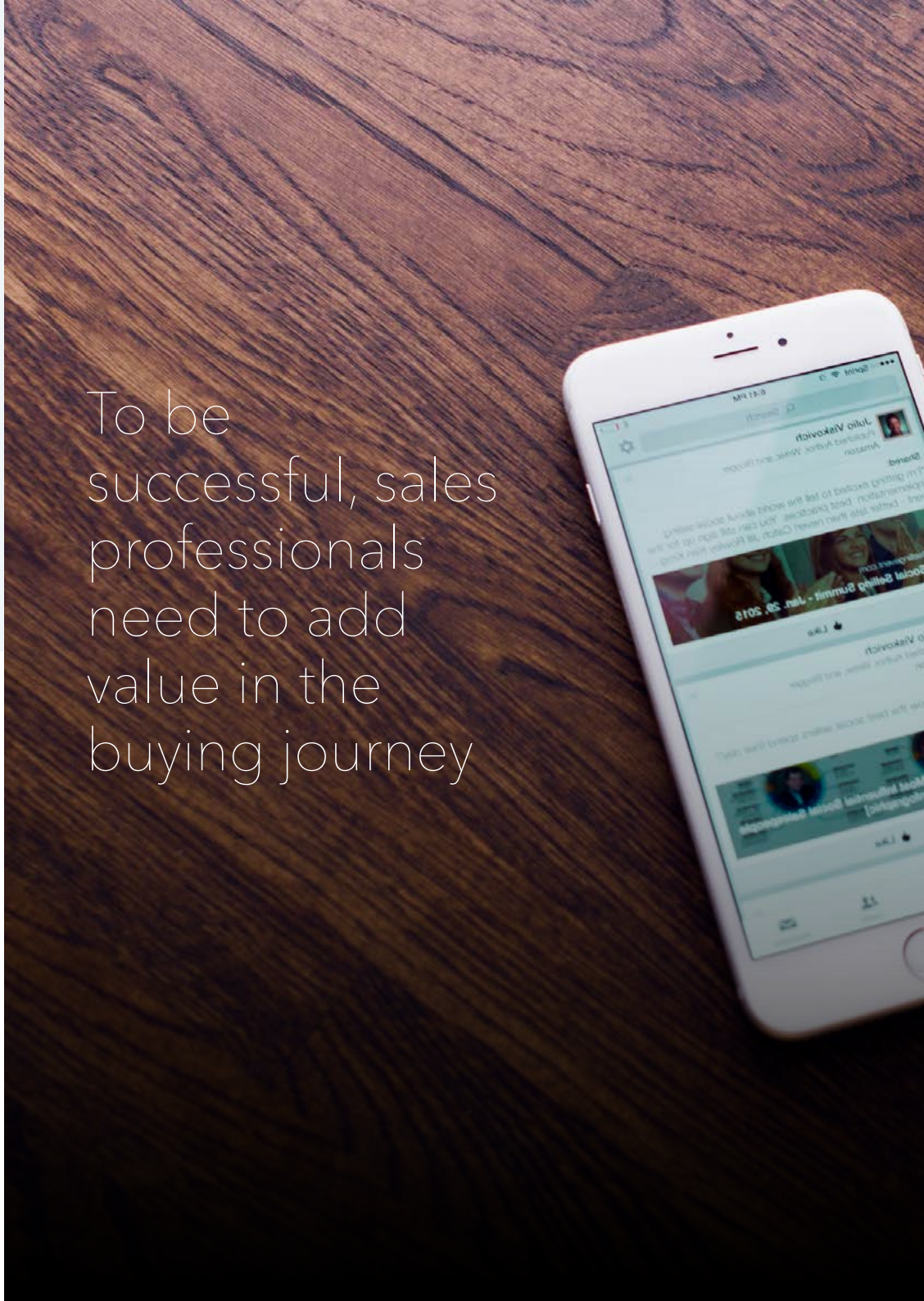
The meeting is set and so you look at their LinkedIn profile to find common interests to build rapport fast.

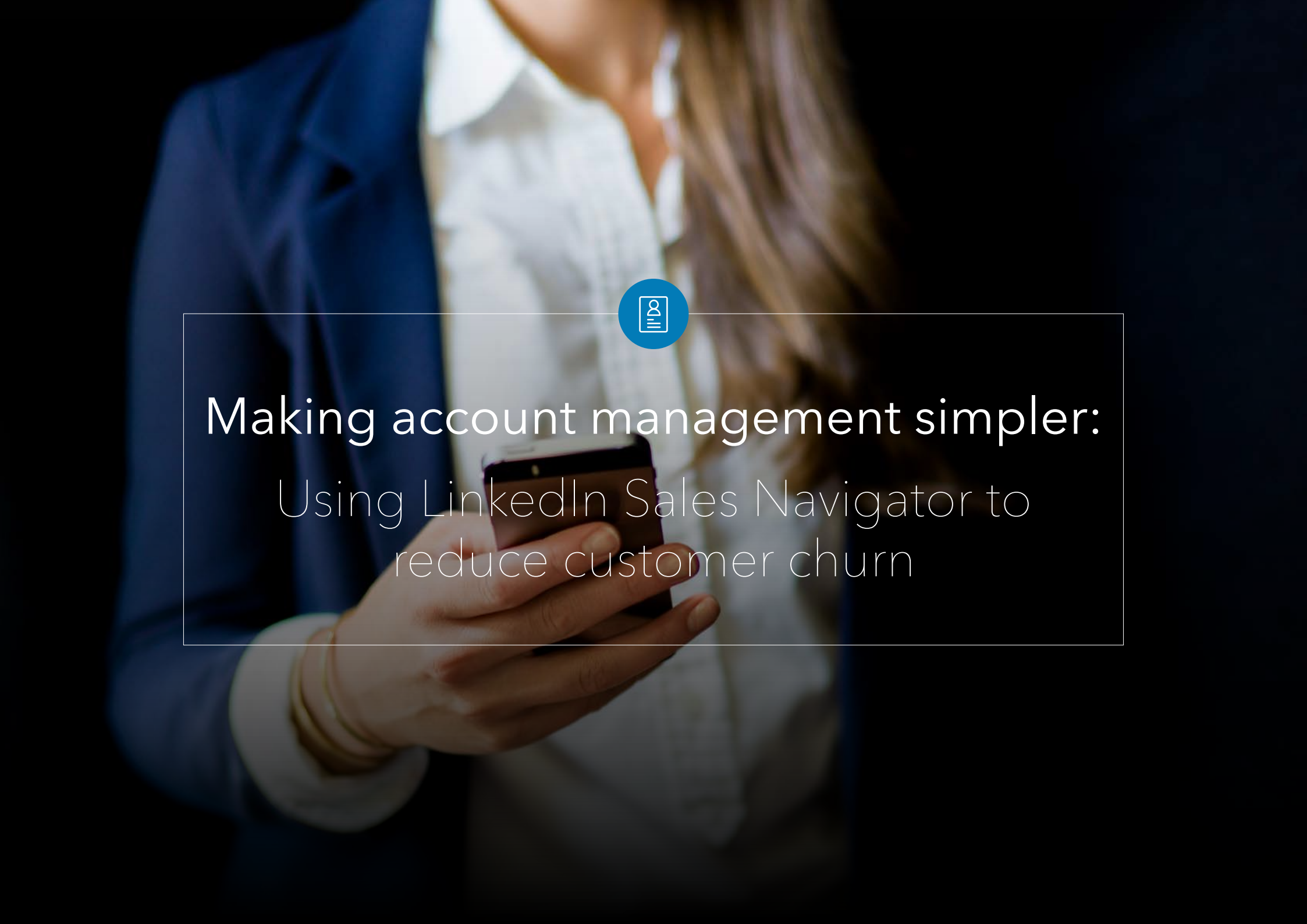


10

You're able to tailor your discussion to what matters to them the most.





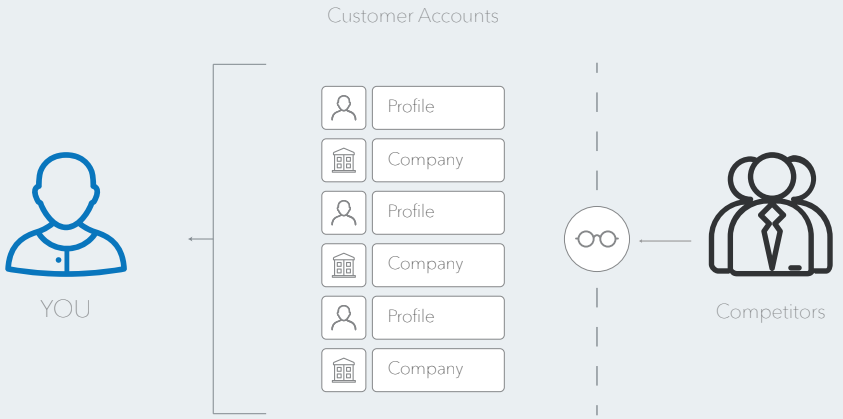


Making account management simpler:

Using LinkedIn Sales Navigator to reduce customer churn

1

Your competitors have as much insight into your customers activities as you do. They're waiting for the right time to engage.

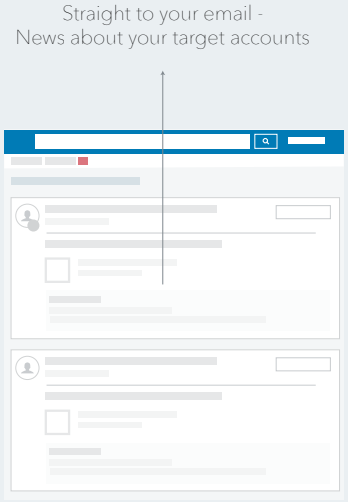


2

Using social triggers you're able to keep your finger on the pulse of what is happening inside your accounts.

4 Triggers to look for:

1	Relationship Trigger: (Company wins award)
2	Risk Trigger: (Account in the news – job losses)
3	Engagement Trigger: (Company blog post)
4	Sales Trigger: (Company acquisition & expansion)

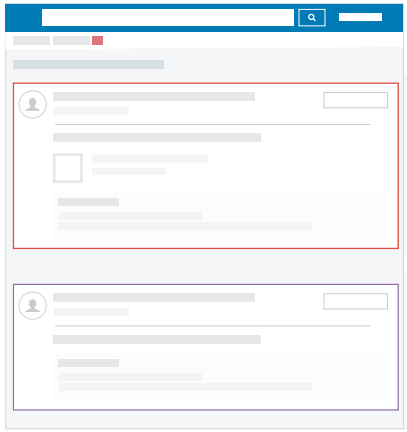


3

Without having to do any research you notice two recent activities at a large customer.

Engagement Trigger:
connection shared an article

Risk Trigger:
A new COO has joined your top customer account



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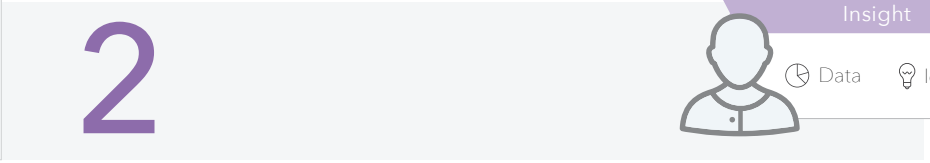
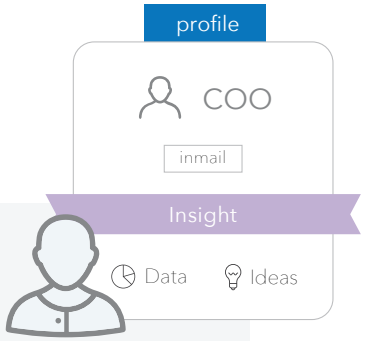
In less than a minute you keep an existing relationship warm by commenting on the article.



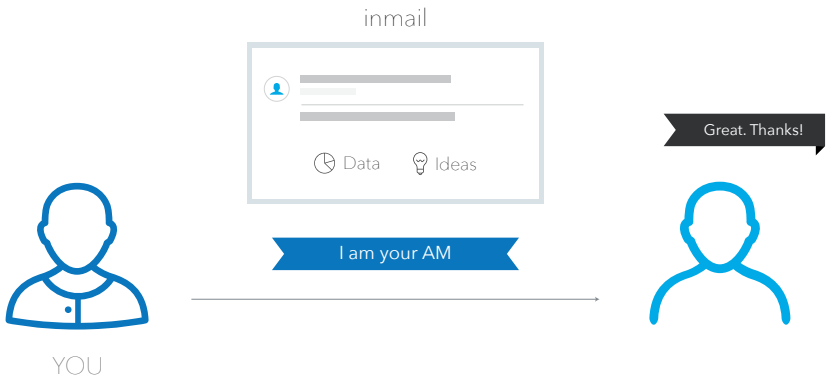
5

You prioritise the new decision maker as someone you must get to know before your competitors.



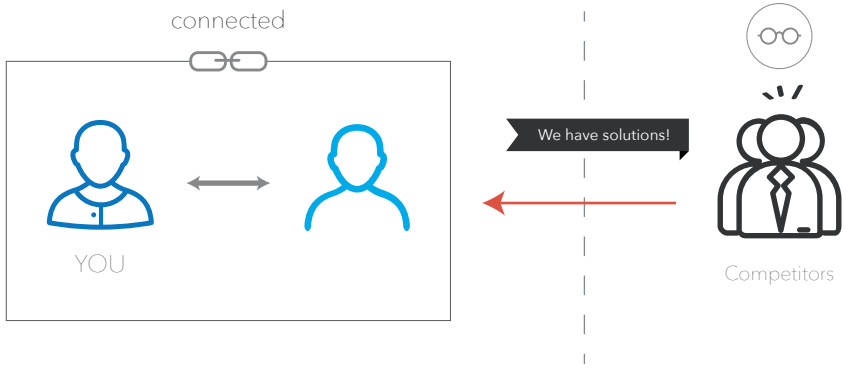
6

Using insights from the COO's LinkedIn profile you personalise an InMail introducing you as his Account Manager.



7

The news spreads to your competitors who attempt to step in and build a relationship with the new COO.



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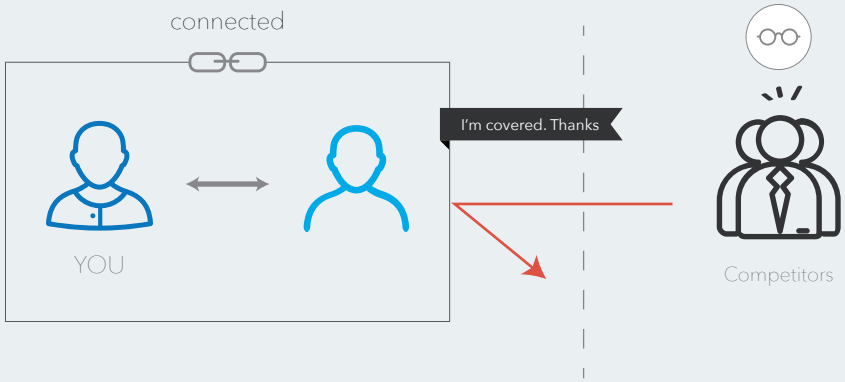
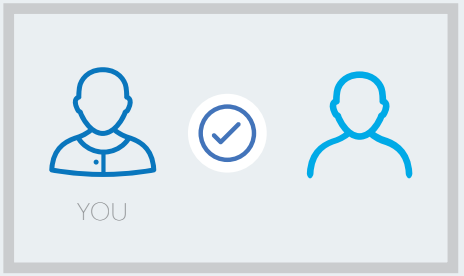
But being first and top of mind, the COO decides his team is best served by his current provider.



9

By using real time insights and reaching out with relevant and personalised messages you keep your customer.

Excellent



The simple guide to social triggers

WHAT ARE SOCIAL TRIGGERS?

Social networks are defined by one thing – relationships. Relationships that are built through sharing experiences and knowledge that adds value to their connections.

The same goes for sales. The most successful sales professionals build and nurture strong relationships by being relevant and adding value.

In a face to face environment you are limited by a finite resource – you. With social networks, sales professionals are able to build and nurture a greater number of relationships - this is the power of social selling.

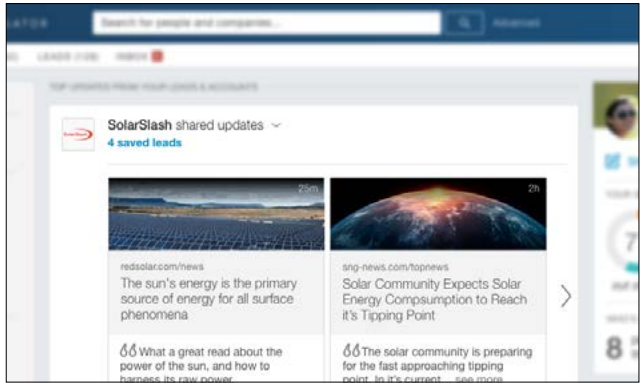
The first step is to understand what these social triggers mean.

Here's the tip sheet on how to engage with insights.

The 4 Types of Social Triggers

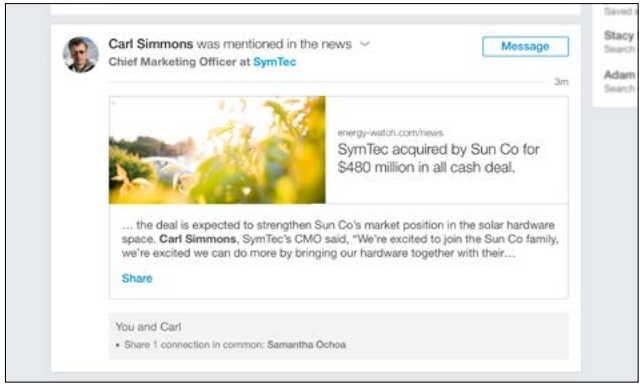
THE SALES TRIGGER	This is an update or notification from either a company or connection that indicates there is now the opportunity to open a sales conversation. This could be because of expansion or the blocker to a sale at an account has moved on.
THE RELATIONSHIP TRIGGER	These triggers offer the canny sales professional the opportunity to either strengthen an existing relationship directly or offer insights that position themselves as a thought leader. Examples are group discussions, shared articles or a mention in the news.
THE CONNECTION TRIGGER	When you're looking for a way in to an account, using relevant news shows that you are invested in forming a relationships and have "done your homework". Examples are interviews or news article mentions .
THE RISK TRIGGER	The opposite of sale triggers but just as essential. Risk triggers identify when there could be a risk of losing a customer or allow you competitors a way in. A new decision maker joining a customer, bad earnings or relocation should all spark activity.

HOW LINKEDIN SHOWS YOU THESE UPDATES



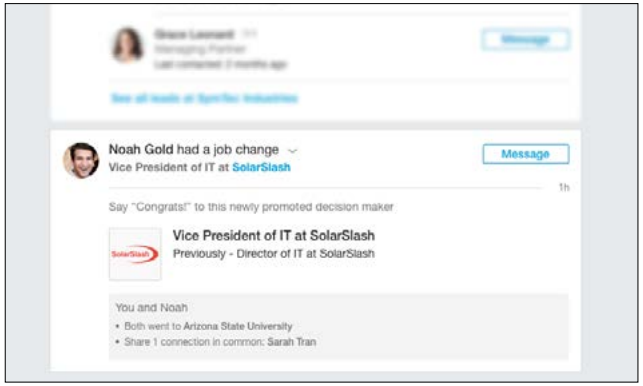
COMPANY SHARES

See what your accounts are sharing over social media and through news channels.



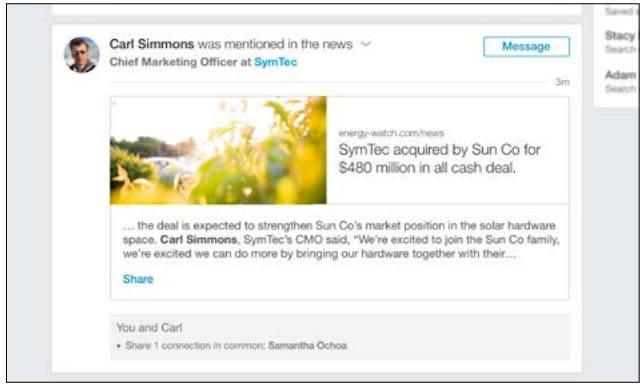
COMPANY NEWS

Get relevant news on your prospect or customer accounts that they haven't shared on LinkedIn.



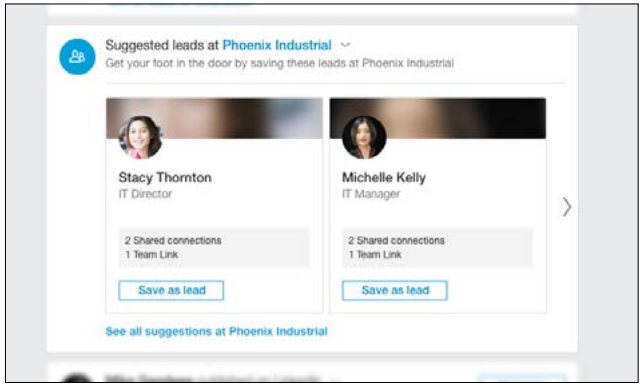
LEAD SHARES

Everything your prospect or customer shares on LinkedIn in one place.



LEAD NEWS

See what the rest of the world is saying about your prospects and customers.



LEAD RECOMMENDATIONS

News articles that show what potential decision makers at your target accounts are saying.

PRO TIP

In Sales Navigator you don't need to be connected to a prospect or customer to get insights – All you need to do is save them as a lead!

Turning updates into action

Here are just some of the real time updates you can get from Sales Navigator. With 50% of all sales going to the first salesperson to contact a prospect – use these to connect and build stronger professional relationships.

PRO TIP:

Buyers want to hear from vendors that add value to their journey – Use insights to show you understand their industry and operating environment.

NEW EXECUTIVE HIRE

New executives want to make their mark so this could either be a risk, connection or sales trigger. Building a relationship before competitors is critical.

JOB/ROLE CHANGE

A decision maker moves to a different division or company? Have they been a blocker or an enabler? If they were a customer, you could have a new account open to you.

A BUSINESS WIN

Your prospect has just landed a major account or gained market share? They could need to invest in new solutions to meet their new business needs.

RELOCATION OR CONSOLIDATION

This could be to reduce cost or due to outsourcing. Either way it could mean more or less employees which will impact their requirements.

COMPANY EXPANSION

Growth is what all businesses want but with it comes the needs for more of what they've got or shiny new things.

NEW PRODUCT ANNOUNCEMENT

New products mean new business challenges and potentially the need for new vendor capabilities.

MERGER OR ACQUISITION

When two companies combine there is always an examination of what went before and a look to optimize.

EARNINGS ANNOUNCEMENT

Whether it was a good quarter or bad, can your product or solution reverse losses or strengthen gains?

INDUSTRY DISRUPTION

When a new competitor or technology enters a market incumbents will need to adjust to keep market share.

AWARD WIN

Everyone likes feeling good about themselves and where they work. Get conversations started on the right foot with a happy buyer.

NEW LEGISLATION/OPERATING ENVIRONMENT

Any changes in how businesses operate mean a fresh look at all processes to make sure they are fit for purpose and reflect new legislative requirements.

About LinkedIn Sales Navigator

LinkedIn Sales Solutions

With over **380 million members** and two new members a second, LinkedIn is the ultimate resource for anyone who all customer facing professionals. LinkedIn Sales Navigator is LinkedIn's flagship solution that has been designed around the needs of sales professionals.

If your role is to acquire new customers or retain existing customers, LinkedIn Sales Navigator makes it a lot simpler. Request a demo today to see how we're changing sales for the better.

business.linkedin.com/sales-solutions

To learn more about how LinkedIn Sales Navigator could make your life easier. Contact us so we can walk through a demo and start taking the complexity out of selling.

REQUEST A DEMO