Decision Maker Insights for Professional Services

Tips to Effectively Engage with Senior Level Executives

282.2K Decision makers on LinkedIn

17% percentage that have been saved as leads on LI

85K Unique companies on LI

527% more connections than the average LI member

TOP SOCIAL SELLING TIPS TO ENGAGE THESE DECISION MAKERS

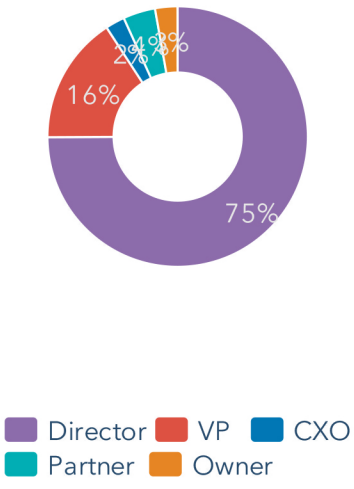
- ✓ Save decision-makers both in and out of your network as leads in Sales Navigator to stay updated on when your key contact or prospect leaves.
- ✓ Have a stellar LinkedIn profile. The #1 LinkedIn activity is viewing members' profiles, so ensure that you have one that appeals to your decision maker.
- ✓ Share relevant content around topics they are more likely to engage with and become a trusted source of insight.

TRENDING TOPICS

by index of shares, likes and comments

SENIORITY

of decision-makers in this group



COMPANY SIZE

of decision-maker employers

14% Enterprise
10,000+ employees

27% Mid-Market
500-9,999

60% SMB
Under 500

DEMAND

for decision maker time

Methodology

We measure the demand for decision makers based on interest levels of salespeople inferred from LinkedIn activity. Higher demand for a decision maker audience indicates that members are more sought-after and may require greater effort to engage.

Industry	Function	(#) Members	Demand
Target Group (defined above)		282.2K	Moderate
Professional Services	Sales	282.2K	Moderate

SUGGESTIONS FOR OUTREACH

- ✓ Leverage a warm introduction over cold outreach to build trust.
- ✓ Connect or reach out to others that may influence the decision maker.
- ✓ Tailor the outreach to make it relevant to the target decision maker. Reaching out cold hurts your reputation.