LinkedIn's Definitive Guide

to Smarter Sales Engagement

LinkedIn

Introduction

At LinkedIn, we spend a lot of time speaking with sales leaders at high-growth organizations. When we talk about what keeps them up at night, the concerns typically revolve around driving more revenue, shortening deal cycles, generating more leads, or achieving a larger market share. When we think about why companies like yours have difficulty in achieving these goals, we find it all comes back to one thing: conventional sales tactics no longer contribute to pipeline growth and closed deals like they once did.

Every qualified prospect and customer is valuable. All it takes is one bad move — one unprepared cold call or one meeting without the right people involved — to damage the relationship and leave a negative impression with long term repercussions.

In this eBook, we examine the problems that plague modern sales teams. Then, we provide evidence-backed strategies for overcoming these challenges so that you can get back to a healthier pipeline, higher win rates, and ultimately, more revenue.

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The fall of conventional sales tactics

Account Executives

Account executives are the face of your organization in the eyes of decision-makers. If your company has a strong relationship with a client, there's a good chance it was initiated by an account executive.

4 problems account executives need to overcome to effectively engage decision-makers:

Problem 1: Missing critical players

The latest research tells us that an average of 6.8 people are now involved in B2B purchase decisions. And when your reps miss critical players in the deal cycle, they're putting themselves at risk. It's really hard to find all of these people; and these decision-makers typically change roles at a rate of 20 percent per year. This means that even if you found the right people at the beginning of the sales cycle, several of those people will rotate out before the deal is signed. And when they leave, new people you don't know and haven't yet engaged enter, possibly derailing your deal.

When your reps miss critical players in the deal cycle at any stage, they put themselves at risk. Not just risk of losing the deal, but seeing all the time and energy invested to this point go to waste.

Account Executives

Problem 2: Lacking credibility

Buyers have exponentially more information than the previous generation of B2B buyers. They're researching online and looking for references long before they reach out to your sales team. In general, they're at least 60 percent of the way through their decision making, by the time they engage.

When the buyer finally does engage with you, they expect you to know their business. But reps feel pressed for time, causing them to skimp on research, causing them to do or say the wrong things at the wrong time. It's no wonder why 77 percent of buyers don't believe that sales reps understand their business well enough.

When your reps make a bad impression, it not only impacts closing the current deal, it also affects future business with the company. Imagine what happens when that person leaves and takes that poor opinion with them.

Account Executives

Problem 3: Losing touch with prospects

The reason deals go dark often stems from the very first interaction. When your reps enter into an account through a weak connection — whether it's an email or just cold outreach — it sets up the deal for future issues. And when reps can't keep their customers engaged throughout the deal cycle with valuable interactions, the chance of the deal going dark increases as well.

The key is to stay engaged throughout the sales cycle and provide value in every interaction. The problem is many reps aren't properly trained on how to consistently do that.

Problem 4: Not moving fast enough

Your reps know they should be doing the research to learn who their buyers are, what they care about, and the best path in. But this work takes time, and it's almost impossible for reps to perform thorough research for every opportunity that presents itself. This dynamic also requires that sales leaders to train reps on using research to quickly tell the difference between highly-likely deals and deals they should disqualify. Unfortunately, if your reps can't do this quickly, they will continue to lose. In fact, 50 percent of deals are lost when you're not the first vendor in. This means solving the first three problems we just discussed isn't enough — you've got to account for key players, establish credibility, and deliver value efficiently to be ahead of other competitors sniffing around the same deals.

50%

of deals are lost when you're not the first vendor in

Account Managers

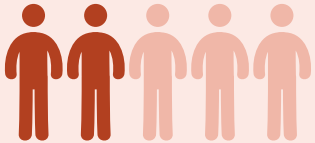
Account managers are responsible for identifying and capitalizing on growth opportunities, while making sure all stakeholders are satisfied with the current agreement. This requires a tactful touch.

3 problems that prevent account managers from strengthening relationships and growing revenue:

Problem 1: Relationships are at risk when decision-makers or reps leave

Most account managers do have a relationship with the key decision-maker, but what happens if that stakeholder leaves? Your rep is left hanging, wondering if he/she can build or strengthen other relationships quickly. By the time your rep notices, it may already be too late to find a new advocate before renewal rolls around.

There's also the additional risk of losing business when your reps leave. Your reps hold most of the institutional knowledge and relationships. Chances are, they'll take all of that with them, leaving you and the next rep scrambling. In fact, two out of every five accounts are at risk due to decision-maker and rep turnover.



2 out of every 5 accounts are at risk due to combined decision-maker and rep turnover

Account Managers

Problem 2: Growth opportunities are missed when you're not hunting

You could be at risk of stalled growth when your reps aren't acting like hunters. When the rep thinks that their customer will come to them with problems, and that they'll get introduced to new people at the company they stop asking questions, and they stop proactively looking for new business — assuming it will land in their laps. Meanwhile, your competitors are actively hunting to capture new market share, and your account might just be their next target. Even if competition isn't your concern, your reps will still book less if they don't keep building relationships. We've seen that the average rep books 47% lower at an account when he doesn't have relationships with at least six people.

Problem 3: Difficult to stay relevant

The technology age has disrupted every industry. Companies are forced to compete and remain compelling like never before. It's now the norm for buyers to compare products and services and find alternatives, to cut costs or build efficiencies. This can lead to unexpected price wars and discounting.

Customer experience is the single most important variable in an account renewal, more than product or price. The challenge lies in rising above the noise and proving that you are a valued partner with a seat at the table. It's difficult to provide this level of service, and it's difficult to get your customers to pay attention to you. You need to be informed, engaged, and knowledgeable — which takes time and effort. Account managers have tough calls to make — should they spend their time here, or on new growth opportunities?

47%

The average rep's bookings are 47% lower when he doesn't have relationships with at least 6 people at the account

Adopt modern selling to avoid pitfalls

How are you arming your salespeople in the fight to win? Luckily, modern sales approaches have helped reps make the shift to better service, close more deals, and upsell their accounts. Salespeople are changing the way they sell — using social networks to target executive buyers and influencers, understand what they care about, and engage credibly to build trust and add value over time.

By harnessing the power of LinkedIn, the world's largest professional network with more than 50 million business decision-makers in over 200 countries and territories, sales reps can build and nurture trusted customer relationships to achieve their goals.

At LinkedIn, we have seen that modern selling tactics work when trying to engage with target buyers. Compared to the average active member on LinkedIn, business decision-makers are 85% more connected, 29% more likely to check InMail, and twice as likely to share content on LinkedIn.

Why modern selling on LinkedIn

85% more connected

29% more likely to check InMail

2X twice as likely to share content on LinkedIn

50 million
business decision-makers in over

200 countries
and territories

Target the right buying committee

Account Executives

The number of influencers involved in B2B buying decisions is growing, it can be tough to identify who to target and at what point in the sales journey to contact them. Typically, you start with a huge pool of potential candidates and use research, investigation, and deduction to narrow down to the most likely prospects.

Fortunately, social networks like LinkedIn can help you search for the right prospects in a more efficient, targeted way than ever before.

Use LinkedIn Advanced Search to identify the right decision-makers:

- If you sell to local companies (or if you want to target a geographic region), add “Locations”
- If you sell to a specific industry, such as “financial services,” add “Industry”
- Limit your search to only decision-makers by adding specific job titles in “Titles”
- Limit your search to only “2nd-degree connections” where a common connection can potentially introduce you
- Follow those decision-makers to see their updates in your News Feed

Map out the buying committee

Once you know who’ll be involved in making the purchase decision, and their role, you can proactively address what’s important to each decision-maker. Taking the time to map out the buying committee at your target account gives you greater insight while mitigating risk. And by uncovering and nurturing multiple contacts at the organization, you can build trust, gain deeper knowledge of the organization’s’ needs, and accelerate the sales journey.

Tip

Expand your network: The more connections you have on LinkedIn, the easier it will be to establish relationships with multiple people at the targeted account.

Account Managers

Customers can change quickly. Decision-makers leave, get promoted, and corporate priorities can change in an instant. Having your finger on the pulse of the buying committee allows you to anticipate needs and address them in real time, fortifying the relationship. Conversely, being unaware of changes opens the door for competitors.

Use Advanced Search to stay on top of named accounts

- Select the name of your account as your search criteria
- Select all titles that apply
- Save the search to get automatic alerts of new contacts and title changes

Map out the buying committee

Keep a running list of all the stakeholders at each account, including their role. When you gain additional context regarding priorities, motivations, or relationship dynamics, note it and act accordingly. Connect with stakeholders on LinkedIn, follow their companies, even make private lists to follow them on other social channels. By staying on top of what the buying committee is up to, you're positioned to engage intelligently.

Paul Sial
Director of Marketing
Vena Solutions

Ask the expert

What's your best advice for sales reps and account managers struggling to break the one-relationship habit?

Don't presume that the person you're talking to is going to be the sole decision-maker or powerful enough to get the deal through. There may be parties that you're not aware of who will influence the decision.

Early in the cycle, get your salespeople to look at everyone who might be involved in the decision. We ask directly, "So are you going to be the one signing off on this?" "Who else is going to be involved in this decision?"

This way, we identify influencers to make sure whatever we offer is catered to their desires or needs.

What advice do you have for salespeople who want to become better at marketing themselves to buyers?

You represent your company, but you're also your own brand. When someone tries to sell me something, I always go on LinkedIn to see who they are. I want to get a sense of whether this person is someone I want to talk to. Does this person warrant my time?

Your personal brand has to work cohesively with the company or product you're working with. We're in a position now where branding ourselves is even more important, because people expect to know who you are before they talk to you.

Position yourself as a thought leader who has experience or knowledge that others don't. In the information age, you need to be cognizant of your brand, and you need to protect it and project yourself as someone worth doing business with.

Tell us about a change you've made that's increased collaboration between sales and marketing?

We've made both organizational changes and technology changes. We created a chief revenue officer role so that marketing and sales roll up to the same person, we also seated the two teams together in one office — this naturally facilitates synergy.

Instead of copying sales on marketing emails here and there, we set up weekly checkpoints with both sales and marketing teams. This has resulted in better cross-departmental communication.

We also use technology — Google apps, Slack, etc. — to facilitate collaboration. ■

Trevor Grech
Business Development Director
Fujitsu Australia Limited

Ask the expert

What's your best advice for sales reps and account managers struggling to break the one-relationship habit?

Selling complex B2B deals is more complicated than ever, due to increasing number of buyers. Encourage your sales professionals to review their contacts per opportunity. Where they do not have relationships, they need to develop coaches within the buying organization, or the selling organization needs to guide them through.

Think of a B2B salesperson who really impressed you. What did they do?

The sales professionals who impress me most are the ones prepared to be vulnerable and share their strategic account plans with internal stakeholders. Whilst there are a high number of stakeholders at our customers, it's important to harness internal resources to progress the sale.

These sales professionals are prepared to seek support and evangelize selling as a team. We know from LinkedIn research that 88 percent of B2B buyers will engage with sales professionals who were introduced via their professional network. The advocate for LinkedIn Sales Navigator I was working with understood the benefits using the TeamLink feature. They were not hesitant to email internal stakeholders, or pick up the phone to learn about influencers or ask for an introduction.

What's your favorite metric for tracking the continual improvement of a salesperson, and why?

Organizations are finding that sales opportunities take more time today, though everyone wants to move through sales stages as quickly as possible. The metric I prefer is the sales professional's Go/No-Go opportunity scores at the sales cycle validation stage. It aligns both internal resources and support to drive joint venture selling from an organizational perspective. No other data is as crucial for triggering the mobilization of resources to win the sales opportunity faster.

What's the most common obstacle sales people overcome to transform themselves from good to great, from what you've seen?

They recognize that success is not only about selling skills; it's just as much about the willingness to adapt to change, to be coached, and to support new sales enablement technology. perspective. No other data is as crucial for triggering the mobilization of resources to win the sales opportunity faster. ■

Phil Cleary
Senior Director of Sales Enablement
Salesforce

Ask the expert

Think of a B2B salesperson who really impressed you. What did they do?

The best salespeople have a plan. They develop and execute that plan based on a deep knowledge of their territory. They prioritize and focus. They leverage resources carefully, and they have great relationships with their customers.

One of our most successful account executives did all of the above while leveraging Sales Navigator. A key deal came from her having a deep understanding of which industries were on the rise and which were struggling. She followed companies and executives, as well as the "do-ers" and influencers at those companies. She was active and helpful in LinkedIn Groups. She leveraged her network to get a warm introduction to a senior-level contact, which led to a high-profile, high-stakes, digital transformation project involving several stakeholders across the company. Ultimately the customer bought from her, not our company. They bought the solution she brought to them, not the products we sell.

What sales enablement methodology update would you recommend to other B2B organizations?

We've moved from delivering our Sales Navigator and broader social selling enablement as standalone programs to weaving them into our sales training. When we initially rolled out Navigator, we approached it from beginner to advanced. We even segmented by role — from those prospecting and building pipeline to those working and closing deals. Now we align each Sales Navigator functionality to the part of our methodology that it best fits.

For instance, we now train our salespeople to move between Salesforce and Sales Navigator: saving searches, doing web research, following leads and accounts, picking up the phone, sending InMails, making connections, and tracking all Salesforce activity in a measurable way. I encourage B2B organizations to integrate Navigator into their training, instead of treating it separately as an isolated tool.

What separates companies that succeed with sales enablement globally from those who don't?

I've been in sales enablement for over eight years, working with companies all across the world. The ones that succeed are consistent in their approach and they track everything. An account executive based in Chicago goes through the same onboarding as one based in Sydney. They learn the same methodologies, leverage the same tools, and are coached in the same skills. And when you track everything you can measure nearly anything. How many programs, how often? How many people and where? What skills, products, processes and tools? How much did it cost and what was the CSAT?

Then you measure it on the other side — was there an increase in pipeline, win-rates, deal-sizes, product-mix? What worked, what should we change? I would also say that successful sales enablement professionals across the globe are tightly aligned with their local leaders who help them be successful through standardised, measurable programs. ■

Account Executives

Understand your prospects and their business

Today's buyers have the power to gather so much information on their own. Interacting with prospects via social media has taken on even greater importance. One of the most valuable things you can do is sharing insights via social to get potential buyers' attention.

The key is to do your research so you can glean buyers' top-of-mind topics then reach out at the right time in the right way. Put yourself in the shoes of your buyer. What type of content is most helpful considering their current stage? What questions do they need answered before moving on to the next stage? We always hear about how B2B buyers keep sales reps at arm's length until late in the process, but the truth is buyers want to engage with sales reps who bring clarity to their journey. In a buying landscape that features an overabundance of content and opinions, you have an opportunity to be the reliable source of reason B2B decision-makers desperately need.

But first, you need to get their attention. Here are a few ideas that can help.

Monitor your prospect's social media activity

- Assess the prospect's LinkedIn profile, connections, and Groups to learn about their needs and pain points
- "View Recent Activity" to see their activity, including content shared and comments
- Look for commonalities between you and the prospect
- Take notes to use throughout the buying journey online and offline

Monitor your prospect for "trigger events"

Start keeping track of any changes that can indicate your contact is looking to buy, such as:

- New job or promotion
- Connecting with someone in your network
- Posting status updates and articles on LinkedIn
- Engaging in discussions in LinkedIn Groups
- Mentions in the news

Tip

Use the "3x3 social listening strategy": learn three new things about your buyer in three minutes. These three things can be about the buyer's personal life, professional life, company, or industry.

Account Managers

Understand your accounts to win new business

As an account manager, nurturing relationships likely comes naturally to you. With the right strategy in place, and with access to the right social selling tools, you can become even more efficient in building the relationships that produce sales.

One of the best ways to achieve that is to deliver value and relevance with each engagement. The problem is, how can you consistently know what your contacts will find valuable, or relevant? That's why effective account managers monitor for "trigger events" (opportunities to engage with relevance and deliver valuable insights).

“Trigger events” to look for

- Change in leadership
- Mergers and acquisitions
- Company announcements
- News mentions
- Market/product expansion

How to become aware of trigger events

- Connect to and follow relevant decision-makers and their colleagues at your accounts
- Follow each account’s LinkedIn Company Page
- Subscribe to the blog of your accounts
- Connect with your contacts on other social networks such as Twitter
- Make private lists of your contacts so that you can easily monitor their Twitter activity
- In Sales Navigator, save prospects as leads, and save accounts to receive news alerts beyond LinkedIn
- Create your own alerts using tools like Google Alerts

Acting on a trigger event can be as simple as referencing the contact’s status update to start a conversation. The key is staying in the loop so that you can pursue engagement opportunities when they present themselves.

Mario Martinez Jr.
CEO and co-founder
Vengreso

Ask the expert

What's your best advice for sales reps and account managers struggling to break the one-relationship habit?

It all goes back to quality of engagement. The CIO of a Fortune 10 company once said "Never come into the meeting asking me what keeps me up at night. You should already know that from having done your homework."

Think of a B2B salesperson who really impressed you. What did they do?

He impressed me with thoroughness and follow-through. He was persistent, and used multiple channels. He would ask me when I'd like him to follow up, then he followed up. I kept pushing him off and he kept following up. Not only did he call, but he emailed and sent specific action items, and asked when it was the right time to continue the conversation. He was so thorough, that I felt compelled to buy!

You're in online videos, you deliver speeches, and you're clearly not shy. Was this always the case? How do you help sales professionals overcome their stage fright to develop a public online persona?

The number one question I ask reps when talking about videos or presentations is, "Do you pick up the phone to have a conversation with your buyers? Are you afraid to go into a meeting with a buyer?" We're essentially doing the same thing through a different medium. Engage in a conversation online like you would offline. Engage with your audience through video like you would with a buyer face to face. Don't forget the most important thing in overcoming shyness is be human! To sell is to be human.

When it comes to writing online content, write it like how you would verbally say it, and call it a day. Don't worry about perfect editing. Be engaging. Be yourself.

What's the best way for sales reps to stay top-of-mind among prospects?

I'd reach out with a multi-touch cadence over a couple of weeks, followed by a break.

I'd also find a way to tie my social posts to my customers and prospects. Tag them and explain why I thought of them when I saw the article. My buyers have come to expect relevant content from me.

Alternatively, send them the article in a private message. Provide value to your clients by sharing real insight that can solve their problems.

Your marketing team should be creating content that maps to the buyer's persona and journey. If I were a rep, I'd comb through my marketing team's content on a daily basis, and come up with who to share it with. ■

Amy McIlwain
Global Industry Principal
Hootsuite

Ask the expert

What's your best advice for sales reps and account managers struggling to break the one-relationship habit?

Reps need to recognize the importance of building multi-threaded relationships. It's important to understand who you should know, and who you need to know. Who are the decision-makers and influencers?

Then, use tools like LinkedIn to determine who at your company is the best person to reach out to them.

All the pressure doesn't have to be on the rep. Maybe there's a team member or executive better suited to open the door. Selling is a team sport.

Think of a B2B salesperson who really impressed you. What did they do?

A rep was planning a trip to meet with prospects and drum up business. He leveraged social networks to schedule appointments, identify opportunities, and get around gatekeepers. He went on LinkedIn and identified regional prospects based on geo targeting, company size, seniority level, and identified targets. Then he used Sales Navigator to see who could help him reach those accounts. He reached out to execs via LinkedIn InMail, and followed up via email and phone. He went on Twitter to see what the execs were posting, and subscribed to other relevant channels.

As a result of these efforts, he scheduled 11 meetings in three days, which led to three new accounts. I was very impressed.

How can sales professionals stay in touch with prospects without pestering them?

The easiest thing to do is engage with their content. Everyone appreciates it when their content is liked, shared, or retweeted. Just showing you're interested is a great, passive way to stay top of mind. They'll see that you're not just trying to sell them something, but that you're also trying to provide value. It's that simple.

What would you say is the most underrated tool in social selling, and why?

The telephone! We get caught up in the digital world, and sales floors have become silent. We forget the value of picking up the phone. Follow up. Pay attention to how people prefer to communicate. Not everyone wants to be tweeted at or texted. Some people still prefer the phone, so don't be afraid to make those calls. ■

Danielle Uskovic
Marketing Director, LSMS APAC
LinkedIn

Ask the expert

What's your best advice for sales reps and account managers struggling to break the one-relationship habit?

Sales reps need to build themselves up as a credible thought leaders on social media. Digital and social make the world flat — there are no longer boundaries.It's easier to break down barriers in social media where lines of management don't exist. Someone in an executional role can talk directly to the leadership of a company. There's nothing prohibiting them from talking to a prospect in America, India, or Singapore.

Think of a B2B salesperson who really impressed you. What did they do?

The people who impress me most understand the value of social networking. There was this sales rep based in Singapore who was assigned to a new account. He didn't know anyone at the company at the time. He used Sales Navigator to figure out who the key decision-makers were, and found that I had worked with one of the key decision-makers. He contacted me and asked for an introduction. I reached out to my former colleague asked if he minded if one of my sales guys reached out to him. They now work together. This is a testament to the power of relationships on- and offline.

B2B buying cycles are notoriously long. How can sales pros keep prospects engaged throughout the entire sales cycle?

Five years ago, to keep track of competitors and accounts, one had to set up hundreds of Google Alerts, only to get bombarded by emails that were irrelevant or arrived too late. What I love about Sales Navigator is that you can save accounts, save a lead, and prioritize what content gets to you. Sales Navigator surfaces the best info and keeps you informed in real time. It's all there in the Sales Navigator app. It takes me minutes to see what's new across all my accounts and leads, what they are liking, sharing, reading, and interacting with. You can see if they follow your competition. If so, that's a vendor you'll have to compete against to win the business.

What distinguishes the top five percent of salespeople when it comes to using social media for sales?

Top sales people work smarter, not harder. Work on ways to become much more efficient. Social enables both sales and marketing to find new ways to create pipelines, close deals, and build relationships. The top five percent are the ones using social to build their professional brand and solve real business problems. They don't have to attend a bunch of events, they can reach many people and have one-to one conversations in the blink of an eye. They're setting themselves apart by embracing a new way of communicating. Online is the same as offline, just a digital way of doing it. Not everyone wants to be tweeted at or texted. Some people still prefer the phone, so don't be afraid to make those calls. ■

Engage throughout the deal cycle

Account Executives

B2B buying cycles are notoriously long. On the plus side, this gives account executives plenty of opportunities to add value and improve their standing in the buying committee's mind. But long sales cycles can also zap momentum.

The best way to ensure you remain positioned to win the sale is to engage the buying committee throughout the sales cycle, which is easier said than done. Here are a few ways to stay in touch with prospects without being overbearing.

Engage with insights

Use trigger events to your advantage so you can start relevant conversations and deliver value. If you are "just checking in to see how everything is going," you are not engaging with insights.

Stay active on social

Passive engagement can work wonders too. For example, seeing your thoughtful comment in their LinkedIn feed may be just the reminder your sales prospect needs to get back to you about solving their business problem. Staying active on social doesn't just build trust and contribute to your thought leadership, it also keeps you top of mind.

Leverage your network

Facilitate a warm introduction if you don't have one. Start by researching the buying committee to see if anyone in your network can introduce you. Or, if you've already got a strong relationship with someone at your target account, ask them about other members of the buying committee and request introductions when it makes sense.

Reach out with the right content and context

This goes back to engaging with insights, but you can also take it a step farther with the message or the medium. For example, you could create a personalized presentation on PointDrive or send a personalized message via InMail. Use commonalities to your advantage. LinkedIn's research shows that the more you have in common with a prospect, the more likely it is that they will accept your InMail message.

Engage credibly to strengthen relationships

Account Managers

Account managers have a tricky job. In addition to maintaining relationships, you are also evaluated on your ability to strengthen relationships and grow revenue. When you think about it, account managers are sales pros in customer support clothing.

There's a delicate balance account managers must strike between being involved and respecting boundaries. Adding to this complexity is the fact that some accounts demand constant attention while other accounts prefer a hands-off, "we'll call you if we need anything" approach. Regardless of the preference, here are a few ways account managers can establish themselves as a trusted advisor.

Engage thoughtfully

The goal is to have your contacts actually look forward to hearing from you. You can achieve this by reserving your communication for when you have something interesting, timely, or valuable to deliver.

Leverage current customer relationships

Seek warm intros to new decision-makers. The more relationships you have at an account, the more deeply entrenched you become, and the more opportunities there are to engage.

Wow customers with custom content

Prove that you care about your account's success. Every so often, take the time to create personalized presentations and action plans based on the knowledge only you have — knowledge that no competitors can duplicate. PointDrive is a good place to get started.

Monitor decision-maker engagement

You might congratulate a decision-maker on a work anniversary or a promotion, which could lead to a meeting to discuss priorities over the coming year.

Create your system of engagement

with Sales Navigator

Account Executives

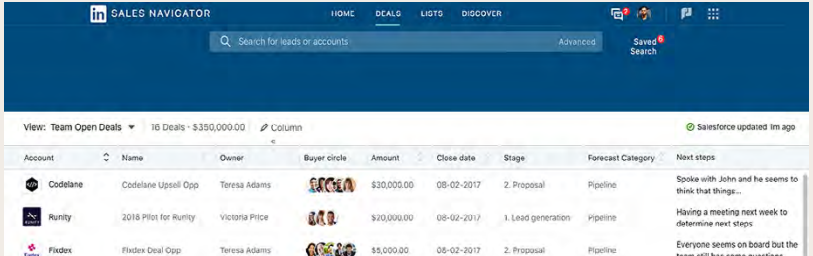
Account executives answer hundreds of questions every day. At any minute, you may be asking: which deserves my attention? Where will I find qualified prospects to fill my pipeline? How will I learn about their business? How will I earn this decision-maker's attention?

Sales Navigator aims leverage the power of LinkedIn to make life easier for salespeople. The vision is about creating a system that answers the question: What is the next best action I can take?Sales pros can efficiently target the right decision-makers, understand their needs, and engage them with relevant insights. It's a systematic approach to smarter sales engagement.

Account Managers

There's no handbook for account managers that says, "Do these things, and you're guaranteed to succeed." Every account is different. Every contact comes with their own motivations and fears. What works to grow revenue at one account may cause another account to withdraw. And priorities can shift overnight.

It may be cliche to say that information is power, but when it comes to account management and making the best possible decision, context is everything. To help you make the best decisions, Sales Navigator provides a "System of Engagement" — taking the guesswork out of strengthening relationships. By adding a layer of continuous context on top of your communications and CRM systems, you can engage the right people, at the right time, with a message they'll appreciate.



Conclusion

If beauty is in the eye of the beholder, engagement is in the eye of buyer. What entices one buyer may bore the next buyer to tears.

When it comes to engaging buyers, there are no hidden secrets or cheat sheets. But with a system of engagement in place, you can:

- **Target** the right people
- **Understand** their needs, and how you can best help them
- **Engage** each person in a way that makes sense to them

We hope the information in this eBook helps you create your own system of engagement — one that makes you a more proficient seller.

To learn how LinkedIn Sales Navigator and other sales tools can provide your team with a proven system of engagement, contact us.

LinkedIn