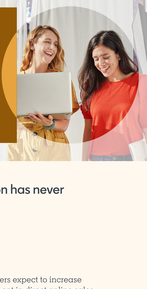
LinkedIn Sales Solutions

Capitalising on the new wave of growth opportunity in insurance



The appetite for digital connection has never been higher.

of insurers expect to increase investment in direct online sales

daily interactions between buyers and company representatives on LinkedIn

of users find LinkedIn insights from Financial Services industry leaders valuable, compared to 46% on other platforms

Identify new client opportunities

LinkedIn Sales Insights' AI system turns **raw data into valuable information** about new prospects to target. Save time processing duplicate pages and expand your existing database with **a streamlined selection of new opportunities.**

Accurately size up opportunities

Use Sales Insights to get an up-to-date picture of an opportunity's potential

AI data tools

Comb through data quickly to get a streamlined list of leads to follow

Once you've identified the companies you want to target, you can quickly identify company insights, C-level executives and pathways in by using:

CRM Sync

Combine intelligence from LinkedIn with your other sales activity. Use it to build rich prospect profiles, and stay up to date with your leads' activity

News alerts

Including companies who've just received funding, insights about a company's growth and new leadership hires

TeamLink

Quickly identify any connections within your network for warm introductions that are most likely to land

Start timely conversations

Our research has found that **90%** of C-Suite executives don't respond to impersonal messaging[1]. Thanks to Sales Insights and Sales Navigator, you can gather information to tailor your approach.

Alerts

Receive customised alerts on everything from new lead funding to job changes so you can capitalise on them.

InMail

Send messages and track how your prospects interact with them so you can tailor your approach.

Adding that personal touch could uplift your company's annual revenue by 10%[2], reduce acquisition costs by up to 50%[3] and help you get that vital foot in the digital door.

Proactively manage clients and prospects

Relationship managers' win rates increase by **28%**[4] after engaging with content posted by key decision-makers on LinkedIn. With LinkedIn, you can keep track of all your customer interactions with ease.

Sync LinkedIn Sales Navigator with your CRM

Oversee communications and add notes in one place for efficient lead management.

You can also use Sales Navigator to **add notes and tags** from in-person meetings, keeping all your interactions in one, easily accessible place.

There over **16 million interactions** between finance firms and clients every day. Learn more about how our tools can make your conversation heard above the rest.

Find out more about LinkedIn Sales Insights

Watch a short Demo >

Discover LinkedIn Sales Navigator

Arrange a demo >

1LinkedIn, 2021, Selling in Financial Services Has Evolved
2BCG, 2019, What Does Personalization in Banking Really Mean?
3McKinsey, 2016, Marketing's Holy Grail: Digital personalization at scale
4LinkedIn (2020) Financial Services Industry Playbook [Ebook]