LinkedIn Sales Navigator

The Platform for Digital Selling Success.

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Introduction

Aligning the efforts of sales, sales ops and marketing teams starts with creating a solid foundation of strategy, processes and technology. Our research shows that digital sales tools and data are already playing a key role in the success of Western Europe's sales professionals, with 87% describing sales technology as 'important' or 'very important'[1]. Top-performing sellers are the most likely to use CRM and Sales Intelligence tools, and to rate them as critical to their success.

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We know that LinkedIn can help marketers succeed. Brands see a 33% increase in purchasing intent resulting from ad exposure on LinkedIn[2] and audiences exposed to both brand and acquisition messages on LinkedIn are 6x more likely to convert compared with those that don't[3]. However, effective marketing is just one element in the buyer journey. How are businesses finding the right customers to target? How do they know which content will be relevant? And how can they track and maintain relationships with existing clients while prospecting for new business?

This is where LinkedIn Sales Navigator comes into its own. In building the Sales Navigator platform, we've undertaken years of research to understand the issues sales functions are facing and the ways we can solve them.

Sales Navigator's top features

With the right technology, sales functions can boost their chance of success.

Check out the features we've incorporated into our LinkedIn Sales Navigator platform and discover how they can help you implement a winning sales strategy.

Advanced Lead and Company Search

Finding the right people and companies is made easier with a search experience that delivers the most relevant prospects. Sales Navigator's search functions have been developed to find the right decision-makers for you, with dynamic search filters and pre-populated suggestions.

CRM Integration

Sales Navigator has been built to integrate seamlessly with teams' daily sales and relationship workflows. Automatically save the leads and accounts you are selling to and log Sales Navigator activity to your CRM in a single click.

Real-time Sales Updates

Integration with existing tools and workflows means important information syncs to Sales Navigator in real-time. Get relevant insights on your accounts and leads – including job changes – as they happen.

InMail Messages

You can now reach over 706 million members on LinkedIn, even if you're not connected to them, using LinkedIn InMail. InMail messages are private messages that require no contact information, and can contain attachments up to 200MB.

TeamLink

Uncover the best ways to connect with prospects through your company's combined network. Use TeamLink to view and search your team's connections, helping find valuable connections to leads and contacts.

Case Studies:

The blueprint for success

How does Sales Navigator create positive impact for businesses across different industries?

Below, we outline how three different organisations use our Sales Navigator platform to drive better pipeline, strengthen relationships with existing customers and improve ROI across their sales functions.

Case Study 1:

LinkedIn tactics from SAP

Challenge

SAP's sales leadership team realised that it's not just about giving someone the keys to the car – you have to show them how to drive it. Much of its focus has been on instilling effective behaviours and practices throughout its sales functions.

Solution

Having adopted Sales Navigator as its digital selling platform, SAP knew it had the right software in place. It then focused on helping reps get the most out of these tools, through training and sophisticated performance measurement.

One transformative step that helped SAP shift up a gear was the creation of a "Train the Trainer" programme. This enables the business to bring sellers up to speed on best practices in a scalable way. SAP's innovative approach generates a steady supply of enthusiastic experts who can embed knowledge and skills in other sales reps, sharing the training effort across more than 250 trainers. SAP's digital selling programme started with a small pilot back in 2014, and revved up quickly. Since then, the approach has gained rapid traction. Besides the more than 250 trainers, there are also now 38 digital selling programme managers.

3 Keys to Driving Digital Selling Success on LinkedIn:

1. Build yourself a good brand with a customer-centric profile
2. Set up a listening dashboard to monitor people you're interested in
3. Engage in productive conversations and build relationships

Results

In 2018, the company found that reps who adopt digital selling behaviour are 1.3 times more likely to hit quota, realise a 55% boost in sales performance, and achieve 3.6 times more deals closed. SAP has also seen the overall size of its network grow 20% year over year.

€2B
in pipeline & €1B in won deals attributed to digital selling via Sales Navigator

+20%
growth in SAP's Network from 2017 to 2018

Employees active on Sales Navigator are up to
1.3x
more likely to hit quota

Case Study 2:

Eko finds prospecting clarity

Challenge

The healthcare sector is made up of complex organisational structures. Purchase decisions require buy-in from numerous parties and it's not always easy for a company like Eko, which offers an AI platform for monitoring and management of heart disease, to identify and reach the right contacts. Eko's reps had previously relied on search engines to gather information about prospective accounts — a method they deemed inefficient.

Solution

Eko turned to Sales Navigator as a tool to pair with its existing platforms (Salesforce and SalesLoft) to take prospecting to the next level. Sales Navigator enables Eko's team to get a much clearer and more up-to-date view of the key players at an account.

These key players include not only doctors, but also stakeholders from IT, Finance, Procurement and beyond.

Results

Aided by Sales Navigator, Eko has bolstered its prospecting prowess and tripled the volume of its B2B pipeline — a critical priority for this growing VC-backed startup. The number of won opportunities has also tripled in the past year.

Features that helped Eko succeed

Staying on top of career moves

When a contact starts working with a new organisation or gains purchase influence, it can create opportunity. Being able to track these movements has been highly advantageous for Eko.

Setting up real-life connections

With Sales Navigator, Eko's reps can easily uncover useful details about people who will be in attendance at events and conferences and even spot noteworthy events like mentions in the news, creating grounds for a productive conversation.

Breaking through barriers

Devin Burstein, Healthcare Consultant, had been trying to get in touch with the Chief Medical Officer at a major West Coast health system but struggled to find contact information. He saved the contact as a lead in LinkedIn, noticed a couple of mutual connections, and scored a warm introduction thanks to Sales Navigator.

Case Study 3:

Facilicom builds its growth plan

Challenge

Facilicom wanted to grow its opportunity pipeline by building relationships at scale. To do this, Facilicom wanted to build a sales and marketing automation stack and drive 100% adoption of Sales Navigator across its sales team.

Solution

Facilicom retrained its telemarketing team to act as modern selling ambassadors and demonstrate the advantages to the rest of the business. The significant increase in conversion rates for the team acted as a template for sales reps looking to build relationships in key verticals.

Sales teams also integrated Sales Navigator with Salesforce, transforming the quality of CRM data and demonstrating the value of digital selling to the business. Despite the COVID-19 pandemic forcing sales teams to work remotely, Facilicom's adoption of Sales Navigator – and ability to identify and reach out to decision-makers – has increased.

Results

Facilicom recorded 100% activation of 117 Sales Navigator licenses. This led to a number of significant developments, including an increase in conversion rate to opportunities for digital events and webinars. With Sales Navigator adopted as the key to mapping target accounts and planning campaigns, Facilicom saw expanded opportunity pipeline in key verticals , such as catering services.

> "Over the last few months, we've seen spontaneous adoption of Sales Navigator across the business with sales teams embracing it as a source of insight and a relationship building tool. We're now mapping sectors and building campaigns on the platform. We can see the ROI through our teams' ability to identify the right decision-making groups for our services and turn second and third-degree connections into first-degree connections."
>
> **- Guy Claes, Marketing Director, Facilicom Group**

Conclusion

The disruption of the last few months has changed the sales landscape, maybe forever. New tactics and new tools are going to require adjustments for both businesses and sales people, who will need to focus their time, prioritise activities and build relationships virtually, and at scale.

To find out more about how LinkedIn Sales Navigator can become a part of your sales toolkit, organise a demo **here**.

References

1. LinkedIn State of Sales Report EMEA 2020
2. LinkedIn Mindset Research
3. LinkedIn Marketing Solutions Research