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Virtual Demo Day (India):
Re-shaping Virtual Selling with Sales Navigator

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LinkedIn Sales Solutions

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Account Director
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Among India sales professionals who use sales intelligence tools,

74%: extremely critical or critical in closing deals.

Source: LinkedIn State of Sales India Report 2020

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80% of India sales professionals use sales tech at least once in a week, or more.

Source: LinkedIn State of Sales India Report 2020

60% of India sales professionals ranked trust as the most or second most critical factor.

Source: LinkedIn State of Sales India Report 2020

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Challenges of sales leaders:

1. Pipeline & Productivity Management

2. Planning Team Performance

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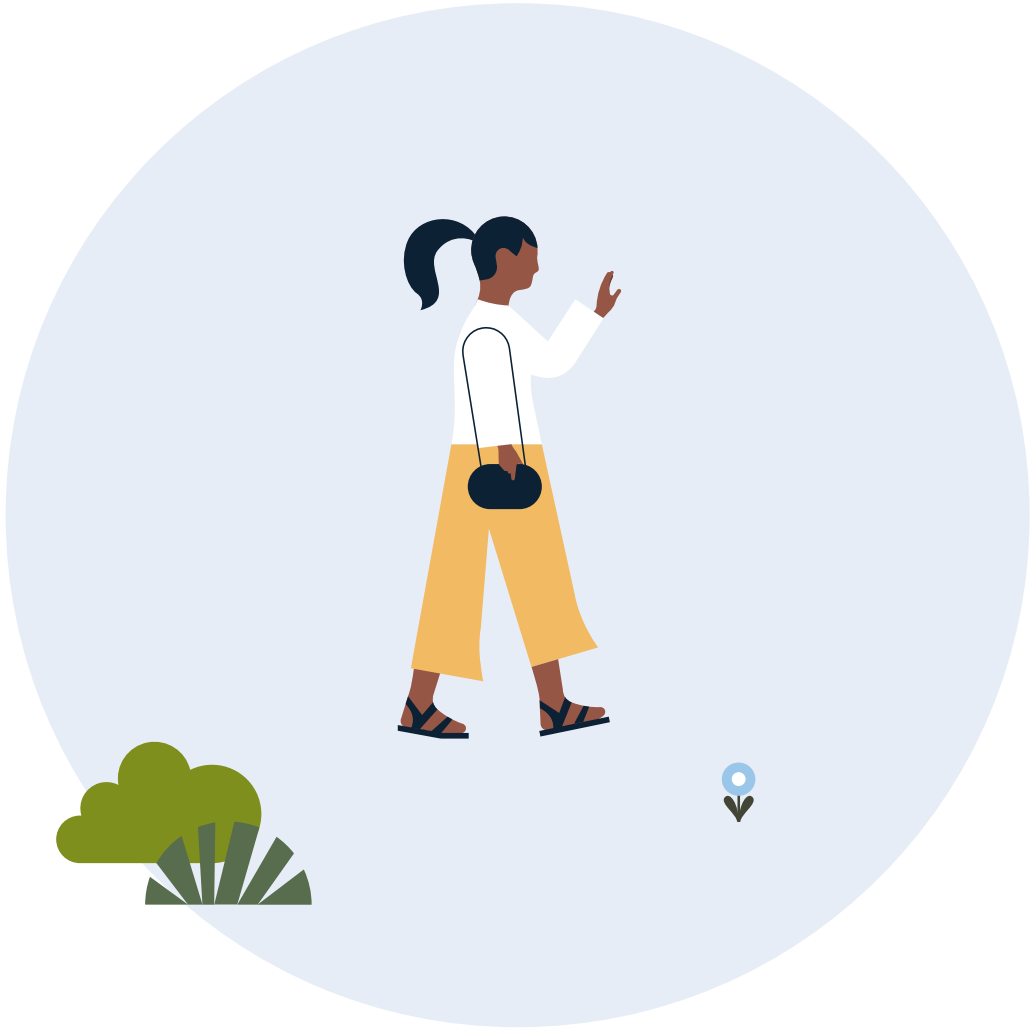

Challenges of sales professionals:

1. Acquiring New Opportunities

2. Strengthening Customer Relationships

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Key pillars:

1. Current state of sales & increase of virtual selling

2. Trust is crucial in getting deals done

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AGENDA:

Sales Navigator Demo | Shikha Nautiyal, LinkedIn India

Fireside Chat | Arvind Srinivasan, eMudhra Ltd & Rahul Sehgal, LinkedIn India

Q&A Segment | Arvind Srinivasan, eMudhra Ltd, Rahul Sehgal & Shikha Nautiyal , LinkedIn India

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Virtual Demo Day (India): Sales Navigator Demo

Shikha Nautiyal

Account Director

LinkedIn Sales Solutions, India

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"Connect with sales leaders day in and day out, advocating a buyer centric approach - powered by data."

1. Acquire new customers

2. Expand existing customer relationships

3. Help managers maximise sales productivity

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Acquire new customers.

Key features:

1. Advanced Lead and Company Search
2. Lead recommendations
3. Identification of buyer circle

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Expand existing customer relationships.

Key features:

1. Lead and account updates
2. Account pages
3. TeamLinks

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Your B2B buyer is 5X more likely to engage with you via a warm introduction than a cold outreach.

Source: LinkedIn data

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InMails have 3X better response rates when compared to emails.

Source: LinkedIn data

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Help managers maximise sales productivity.

Key features:

1. Sharing lead & account lists
2. Dashboarding
3. CRM Sync

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Virtual Demo Day (India): Fireside Chat

Arvind Srinivasan
SVP, Global Strategy
eMudhra Ltd

Rahul Sehgal
Head of Mid-Markets and
SMB Acquisition
LinkedIn Sales Solutions, India

Q: The world of work has drastically changed since the start of this year. How are you managing the new normal?

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Q: Tell us more about your business plan before the situation of covid-19. How was sales navigator already a part of your strategic business direction?

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Q: Many organisations are turning to digital platforms in the new world of work. How do you see sales tech and Sales Navigator to be even more critical during these times?

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Key takeaways.

- Sales Tech is transforming the sales org
- Sales intelligence tools are viewed as invaluable
- Virtual selling is here to stay
- Trust gets deals done

Source: LinkedIn State of Sales India Report 2020

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Q & A

Please leave your questions in the Q&A chat.

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