Decision Maker Insights for Financial Services

Tips to Effectively Engage with Senior Level Executives

183.8K Decision makers on LinkedIn

25% percentage that have been saved as leads on LI

31.3K Unique companies on LI

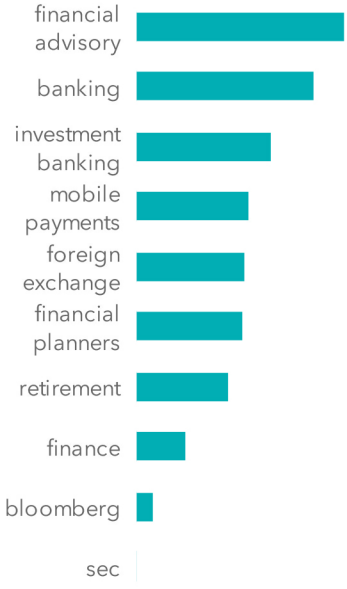
463% more connections than the average LI member

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.

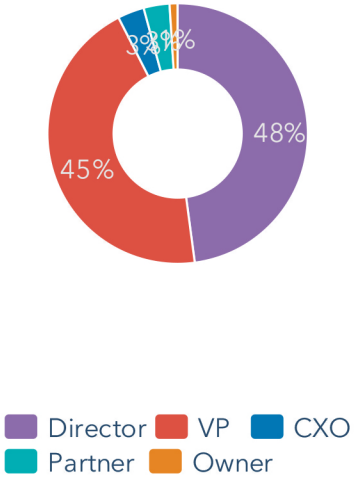
TRENDING TOPICS

by index of shares, likes and comments



SENIORITY

of decision-makers in this group



COMPANY SIZE

of decision-maker employers

44% Enterprise
10,000+ employees

30% Mid-Market
500-9,999

26% SMB
Under 500

DEMAND

for decision maker time

Industry	Function	(#) Members	Demand
Target Group (defined above)		183.8K	Moderate
Financial Services & Insurance	Sales	183.8K	Moderate

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.

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.