LinkedIn Sales Solutions

Sales Navigator Datasheet

For Digital Transformation Officers & Senior Leaders in Financial Services

As more sales teams adopt sales technology in their organizations, it's increasingly important not to fall behind your competitors.

- In a recent LinkedIn research[1], **more than 57%** of sales leaders surveyed use networking platforms such as LinkedIn as a sales tool.
- **More than 40%** of them also adopt sales intelligence tools to boost their sales teams' productivity.
- **The majority (59%)** of the wealth management clients surveyed by EY[2] state that digital will be their preferred channel for receiving advice within the next two to three years.

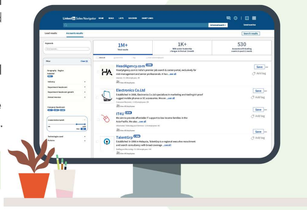
Sales Navigator can help shorten sales cycles and improve productivity in 3 simple steps

1. Find new high-value people or accounts to reach out to

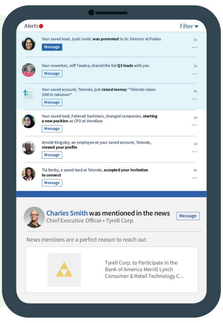
Sales Navigator's **30+ Advanced Search filters and Spotlights** helps sales reps find high-value prospects easily.

Be it **HNWI or Small and Medium-sized Enterprises, Companies with high headcount growth or funding events in the past 12 months,** find them in just a few clicks.

Financial Services and Insurance sellers see larger productivity gains than other industries when using Sales Navigator



2. Stay informed and up-to- date on prospects' activity to identify the right moment to reach out



Your reps get real-time updates on saved leads automatically such as **key life events, job changes, promotions, money in motion, activity on LinkedIn and mentions in the news** on a dedicated alert feed.

This way, they won't miss any important updates that might get lost in the basic LinkedIn feed.

Our B2B Sales Navigator customers in Financial Services find, attract interest from, and engage with potential clients better than non-users[3]

- 2.4X More searches
- 6.1X More profile views
- 3.1X More connections

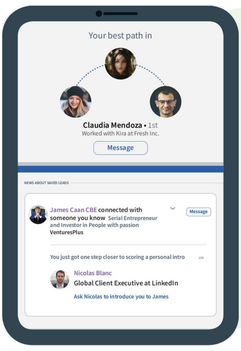
3. Reach out through referral opportunities or InMail

Sales teams can easily find how they can get referred to a prospect whether through their connections or the company's combined network.

InMail messages are also a successful way to directly contact prospects, even if reps don't have their email address.

They will also get automatically alerted when someone in your network connects to one of the leads they're following.

3X higher response rate for InMail than emails[4]



Sales Navigator users in Financial Services see measurably improved business outcomes[5]:

- **+13%** increase in sales pipeline
- **+28%** bigger deals
- **+50%** of revenue is influenced by Sales Navigator

Ready to speak to our experts?

Learn more about how Sales Navigator can help you easily attain your sales goals.

Request a free demo

Source: [1] LinkedIn Survey Data, 2020 [2] EY, Wealth Management Research Survey Data, 2016
[3] LinkedIn Internal Data, Analysis included companies with at least 50 Sales users and 50 non-Sli users. [4] LinkedIn Internal Data
[5] Study on 75 CRM-synced customers on outcomes of Sales Navigator influenced opportunities, Nov 2018