LinkedIn

State of sales

2022 Healthcare Sector Edition



How does the buyer-seller relationship in healthcare differ from other industries?

LinkedIn's 2022 State of Sales report* found three key ways that healthcare sales differed from sales in other industries.

#1 Healthcare buyers care more about building relationships with sellers who share similar values — and can help buyers solve their challenges — rather than strictly measuring ROI.

#2 Healthcare buyers are working remotely and using digital tools to vet sellers online, similar to buyers in other industries.

#3 To build relationships with healthcare buyers, sellers must use the tools of the sales tech stack necessary to discover, understand, and communicate with buyers virtually.



* The LinkedIn 2022 State of Sales report is based on a survey of 14,000 buyers and sellers in 11 different countries: Australia, Brazil, Canada, France, Germany, India, The Netherlands, Mexico, Singapore, the United Kingdom, and the United States.

Healthcare buyers are more likely to prioritize working with a seller who shares their values.

Buyers are also less likely to make purchasing decisions based purely on ROI, based on our 2022 State of Sales survey data.

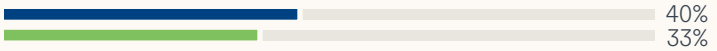
Here are some key factors that influence healthcare buyers to make a purchase.



The highest rated factor cited by healthcare buyers is **seller's expertise**, with 19% of healthcare buyers identifying industry knowledge as the key factor in making a buying decision.
(vs. 13% for buyers in other industries)

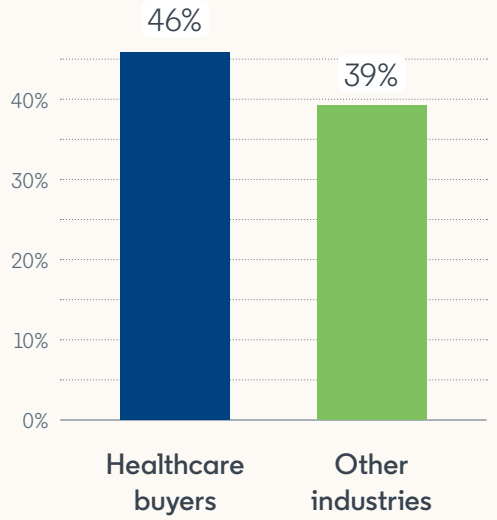


The lowest rated factor in making a buying decision is **return on investment**, with just 8% of healthcare buyers citing ROI as their No. 1 factor.
(vs. 15% of buyers from other industries)



Healthcare buyers value a seller who will work with them to solve problems: 40% of healthcare buyers value **active listening** in a seller.
(vs. 33% of buyers from other industries)

Healthcare Buyers Seek Sellers who Share Their Values





Additionally, 46% of healthcare buyers, when researching a salesperson, say they are looking for **values that align** with their own values.
(vs. 39% of buyers from other industries)

Finding #2

Healthcare buyers, as in other industries, are working remotely and using digital tools to vet sellers online.

These days, in-person sales calls and face-to-face meetings at events occur far less frequently than before the pandemic. In this new world, healthcare buyers are vetting sellers online.

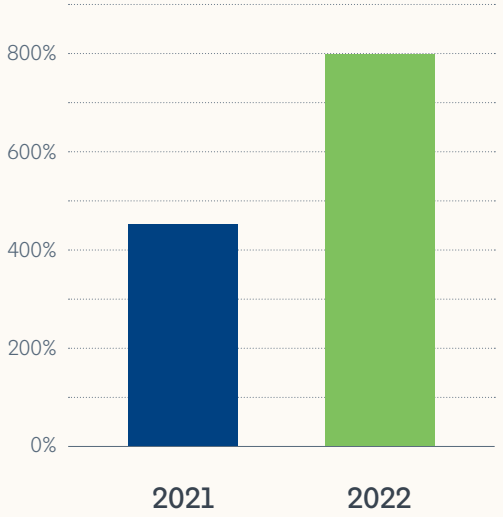


of healthcare buyers work remotely some portion of the time.



of healthcare buyers check LinkedIn for common connections with sellers (vs. 33% of buyers from other industries)

Remote Jobs for Healthcare Decision Markers Increased by 78%





The bottom line: in the healthcare sector, buyers and sellers are connecting virtually more often, which has impacted the ways buyers and sellers connect and close deals.

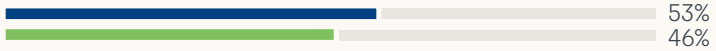
For instance, healthcare sellers say that virtual events provide the highest opportunity-to-close rate, according to State of Sales data.

Virtual selling is a necessity, but healthcare sellers' embrace of sales technology has been uneven.

To thrive and to build relationships with healthcare buyers in the post-pandemic world, sellers must ramp up their use of sales technology to discover, understand, and communicate with buyers virtually.



Healthcare sellers are less likely than sellers in other industries to use collaboration tools like Zoom or Microsoft Teams by a margin of 43% to 51%.

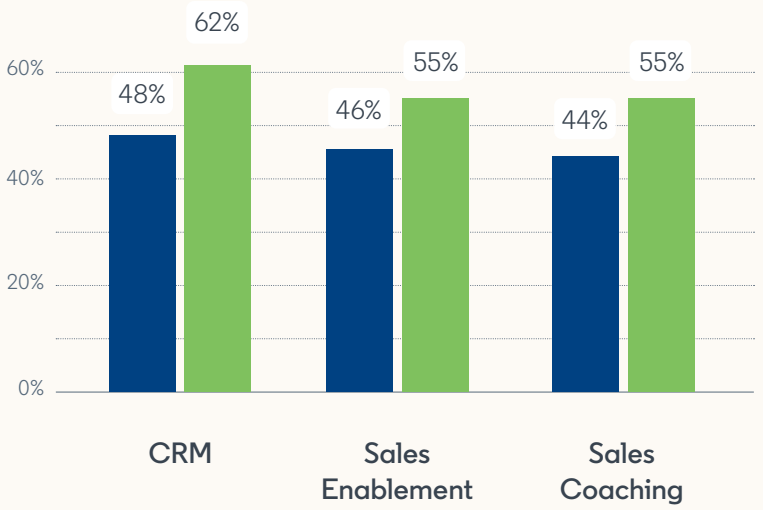


Healthcare sellers are much more likely to use data to measure performance by a 53% to 46% margin.



Healthcare sellers are much more likely to say that LinkedIn provides unique data by a 65% to 56% margin.

% of Healthcare Sellers Who Rate These Tools as "Very Important"



Healthcare sellers are less likely than sellers in other industries to say that **sales technology tools** are "very important" to closing deals.

For example, healthcare sellers are less likely than sellers in other industries to say that **CRM** (48% vs. 62%), sales enablement (46% vs. 55%), and sales coaching (44% vs. 55%) are "very important" to closing deals.

Learn how other healthcare companies are leveraging LinkedIn Sales Solutions to reach hard to access contacts

LinkedIn Sales Solutions makes it simple to tap into the power of LinkedIn, the world's largest professional network of more than 850 million members, empowering every salesperson to put buyers first. Our portfolio of Sales Solutions, including **LinkedIn Sales Navigator** and **LinkedIn Sales Insights**, leverages this people-powered data and insights to allow your sales organization to focus on the accounts with the most opportunity and your sellers to develop and grow relationships with buyers at scale. LinkedIn Sales Insights helps sales operations plan smarter while Sales Navigator allows your sales teams to target, understand, and engage the people and accounts they need to bring those plans to life seamlessly. With LinkedIn Sales Solutions you can create deep and trusted relationships with buyers to fuel growth for your organization.

LinkedIn Sales Solutions

For more information about LinkedIn Sales Navigator and LinkedIn Sales Insights, visit lnkd.in/sales