

LEARNING MADE EASY



LinkedIn® Sales Navigator

for
dummies
A Wiley Brand



Use lead recommendations
to connect to the right buyer

Analyze your selling efforts
with real-time data

Reach more leads with
custom InMail® messages

Perry van Beek

Founder, Social.ONE

LinkedIn® Sales Navigator

for
dummies®
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LinkedIn[®] Sales Navigator

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Founder, Social.ONE

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dummies[®]
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LinkedIn® Sales Navigator For Dummies®

Published by: **John Wiley & Sons, Inc.**, 111 River Street, Hoboken, NJ 07030-5774, www.wiley.com

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Published simultaneously in Canada

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Library of Congress Control Number: 2018949882

ISBN 978-1-119-42768-1 (pbk); ISBN 978-1-119-42775-9 (ebk); ISBN 978-1-119-42776-6 (ebk)

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

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Introduction

Salespeople need leads. That's nothing new. What has changed though, is the way in which salespeople get new leads. In 1995, cold-calling was hot, no pun intended. You just bought yourself a list of leads and started calling everyone on that list. Or you ripped a few pages out of the telephone directory in your hotel room and started knocking on doors. That's something I used to do — successfully, too!

Would that still work today? Of course not! For starters, there are no telephone directories in hotel rooms anymore. I suppose you could go online to find and print a list of leads and then start knocking on doors. But if you can go online, so can your buyers. And they do!

Your buyers are not just relying on Google to find what they are looking for, either. In fact, a 2014 study by IBM revealed that 75 percent of customers use social media as part of their buying process (www.nancypekala.com/wp-content/uploads/2012/06/ibm-social-selling.pdf). An even bigger challenge for salespeople is that according to a study by HubSpot, only 29 percent of people want to talk to a salesperson to learn more about a product or service, while 62 percent will consult a search engine (www.hubspot.com/marketing-statistics).

This is why many salespeople rank prospecting as one of the most difficult parts of the sales process.

LinkedIn recognized this rapid change in the world of sales and introduced Sales Navigator in 2012 to help salespeople with their social-selling efforts. LinkedIn Sales Navigator is a premium subscription service designed to help salespeople identify, follow, and connect with decision-makers. At the time, it was still part of the main LinkedIn professional networking site. In 2014, around the time LinkedIn attained 300 million users, LinkedIn Sales Navigator was introduced as a stand-alone tool.

About This Book

LinkedIn Sales Navigator For Dummies is your comprehensive guide to using Sales Navigator for social selling on LinkedIn. I introduce you to all the features of LinkedIn Sales Navigator and even show you how to sign up, if you haven't done that already. This book is useful whether you're just starting out with social selling or you're an experienced social seller already. In addition to showing you how to map the buyer's journey, identify and connect with leads, and become top-of-mind with your leads, it addresses what techniques are effective on LinkedIn Sales Navigator, helping you determine your own successful social-selling strategy.

How This Book Is Organized

This book is divided into the following five parts:

Part 1: Getting Ready to Generate Leads

In this part of the book I show you how to plan your roadmap for social-selling success and identify your ideal buying personas. I start our journey by taking a deeper look at the definition of social selling and how social selling can help you increase your sales results.

Part 2: Building a Database of Leads

In the previous part, you identified your ideal buying personas. Now that you know who to look for, in this part I show you how to find them with Sales Navigator. I also show you how to save your searches, leads, and accounts.

Part 3: Engaging with Leads

You've now added a bunch of leads and accounts. Now what? Well, these people you are now following may not even know that you exist. In this part, we look at how you can get on their radar in a non-pushy manner. In this part I also show you how to reach out to your leads using connection requests and InMail messages.

Part 4: Turning Leads into Valuable Relationships

Fifty percent of identified sales leads are still not ready to buy. One of the first sales lessons I learned was that when a potential client says “no,” he or she usually means “not now.” Therefore, it’s important that when potential clients say no, you don’t just forget about them and move on to the next. In this part I show you how to encourage the people you’re following to think of you first when they’re ready to buy.

Part 5: The Part of Tens

This is one of my favorite parts, as I get to share some advanced strategies here. For starters, I share ten tips for advanced lead generation within Sales Navigator. These tips will work best for you if you’ve already read the first four parts of this book and you’re comfortable using Sales Navigator. I also include ten tips on how to make the most out of managing your accounts.

There are many people who inspire me in the LinkedIn and social-selling world. So, in this part, I include a list of ten people who I believe you should also follow, as their content is highly valuable. And for the readers who just cannot get enough, I also include ten additional resources you may want to consult to up your social-selling game. Some are free, some are not, but all are excellent!

Foolish Assumptions

In writing this book I assume that you:

- » Are a sales professional familiar with LinkedIn with an established LinkedIn network.
- » Recognize that social networking — and social selling — is becoming more and more prevalent among your businesses and your customers.
- » Either have a Sales Navigator account or plan on signing up for one.

Icons Used in This Book

Throughout this book you'll find special icons that call your attention to important information. Here's what to expect:



TIP

This icon is used for (more) helpful suggestions and additional tidbits of information you may find useful.



REMEMBER

Everything is worth remembering in this book, but this icon points out the specific information that bears repeating.



WARNING

This icon is used when you should heed my advice to avoid potential pitfalls.

Where to Go from Here

If you don't know where you're going, Chapter 1 is a good place to start. However, if you see a particular topic that piques your interest, feel free to jump ahead to that chapter. Each chapter is written to stand on its own, so you can start reading anywhere in the book and skip around as you see fit.

This book also comes with a free Social Selling Strategy Cheat Sheet that gives you seven quick strategies on how to quickly and efficiently optimize your social-selling game plan. To get this Cheat Sheet, simply go to www.dummies.com and search for *LinkedIn Sales Navigator For Dummies Cheat Sheet* in the Search box.

Now, go get your social-selling game on! I wish you the very best.

1 Getting Ready to Generate Leads

IN THIS PART . . .

Learning the formula for success in social selling

Understanding the “four pillars of social setting” according to LinkedIn

Deciding which Sales Navigator plan is right for you

Using TeamLink for expanding your network exponentially

Planning your roadmap for success in social selling

IN THIS CHAPTER

- » Defining social selling
- » Discussing the ins and outs of LinkedIn Sales Navigator
- » Activating your account
- » Identifying the important features

Chapter **1**

Selling Is a Social Business

Social media has been around for over a decade, and social media marketing isn't that much younger. It's only been in the past five years or so that sales professionals have really harnessed the power of social media to connect with prospects and close the deal.

In this chapter, I discuss what social selling is and what goes into a successful social-selling endeavor. I also introduce you to a powerful tool, LinkedIn Sales Navigator, and tell you about two of its especially robust features — the Social Selling Index and TeamLink — that will help you take your social selling to the next level.

Defining Social Selling

What is *social selling* exactly? It's pretty much just what the name sounds like — utilizing online social channels for selling purposes. Sales professionals interact with prospective customers through social media by answering questions and

providing helpful content in order to move the potential customer through the sales funnel.

When it comes to having a successful social-selling strategy in your organization, you need to know right from the start that social selling is about both outbound prospecting and inbound marketing:

- » **Outbound prospecting:** involves gathering intelligence and learning as much as possible about your customer base.
- » **Inbound marketing:** is the process of building a pipeline of leads by providing content, such as in the form of newsletters, blogs, and postings on social media platforms.

Most sales teams are already using tools like LinkedIn and Twitter to learn about their customer bases. It's the process of building an inbound marketing system, however, that's the hard part. That's because the process of discovering, curating, and sharing content can take significant time from someone's day. This is why LinkedIn Sales Navigator is such a game changer. It gives you the ability to do both outbound prospecting and inbound marketing all on one platform.

Looking at the Four Pillars of Social Selling

According to LinkedIn, social selling involves taking a four-pronged approach that it dubbed the “four pillars of social selling.” These four pillars are defined as follows:

- » **Create a professional brand.** Having a strong professional brand shows prospects that your company is active in all areas of the industry. Customers only do business with brands they trust.
- » **Focus on the right prospects.** LinkedIn states that over 76 percent of buyers are open to having a conversation with a sales professional via social media. Sales Navigator helps you identify the right decision-maker with whom to have this conversation through the use of filters and advanced search functions.
- » **Engage with insights.** Position yourself as a subject matter expert and thought leader by sharing helpful industry news as well as commenting on posts made by others. This helps salespeople remain in potential clients' minds.

- » **Build trusted relationships.** Establish a rapport with prospects by identifying a common ground. Provide relevant content that addresses their pain points as opposed to some generic sales materials that try to cover every feature of your product.

Collecting, Connecting, Converting: The Formula for Success

Collecting, connecting, and converting are often called the “three C’s of online sales” (see Figure 1-1). However, they are the key ingredients to the recipe of any type of sales, not just the online variety. If you were speaking with someone who knew nothing at all about sales, and you say that all it comes down to are those three words, they’d know exactly what to do to make a sale (in theory, of course). Here’s a refresher to set the stage:

- » **Collecting:** This is how a business gathers its intel about contacts and leads. The methodology used differs depending on the organization and where the potential customer is in the buying cycle, but collecting generally includes things like capturing email addresses via landing pages, webinar sign-ups, and opt-in forms. It’s best to try out different collection methods to ensure you’re using the best one for your needs.
- » **Connecting:** Here’s where an organization makes the first contact with the prospective customer, be it through automated response email or other personalized follow-up sequences. It’s important that the connection method used is specific to the recipient. It must speak to the buyer’s needs at the precise time and location in the buyer’s journey to bring the recipient closer to the sale. (Chapter 3 is dedicated to the buyer’s journey.)
- » **Converting:** Now we get to enjoy the fruits of our labors. Converting is when the *potential* customer becomes an *actual* customer, or at least becomes a well-qualified lead. The point is that the customer took a direct step further along the buyer’s journey, be it scheduling a demo or making an actual purchase.

The three C’s may seem overwhelming or maybe even like a waste of time. You may even be tempted to skip a step or two. But never fear! LinkedIn created a helpful, robust sales tool that helps professionals move through those stages

(hopefully) without a hitch. It's what we all came here for. It's LinkedIn Sales Navigator, and it's time we jumped right into it!



FIGURE 1-1:
The three C's of
online sales.

Exploring the Sales Navigator Plans

As of this writing, LinkedIn offers everyone a free month to try LinkedIn Sales Navigator. After that, LinkedIn offers three Sales Navigator plans: Professional, Team, and Enterprise. Each plan comes with specific benefits:

- » **Professional:** \$79.99 per month (billed monthly) or \$779.88 per year (which breaks down to \$64.99 per month) when you buy an annual subscription. This account includes the following features:
 - 20 InMail messages per month
 - 1,500 saved leads
 - Who's viewed your profile
 - Extended LinkedIn network access
 - Advanced lead and company search
 - Lead and account recommendations
 - Territory preferences
 - Job change alerts
 - Prospect and company news alerts
 - Sales Navigator for Gmail

- Notes and tags
- Learning center
- Sales Navigator Mobile App

» **Team:** \$129.99 per month (billed monthly) or \$1,199.88 per year (which breaks down to \$99.99 per month) when you buy an annual subscription. This account includes everything in the Professional-level plan plus the following features (the benefits marked with double asterisks [**] are only available for accounts with ten or more team members):

- Search includes people who follow your company page
- 10 additional InMail messages per month
- 3,500 additional saved leads (5,000 total)
- 10 PointDrive presentations per month
- Team network warm introductions with TeamLink Extend
- CRM (customer relationship management) integrations
- 25 out-of-network unlocks per month
- Basic seat management
- Usage reporting
- Volume and multi-year discounts**
- Invoicing**
- A dedicated relationship manager**

» **Enterprise:** Pricing depends on the needs of your organization so you must call for specific pricing information. This account includes everything in the Professional- and Team-level plans in addition to the following features:

- 20 additional InMail messages per month
- 5,000 additional saved leads (10,000 total)
- Unlimited PointDrive presentations per month
- Company network warm introductions with TeamLink Extend
- Single sign-on integrations
- Enterprise-grade seat management