



Integrated Alliances

LinkedIn Sales Navigator InfoGuide

With the [Integrated Alliances LinkedIn Sales Navigator InfoGuide](#), revenue producers and executives will learn to better understand how to use Sales Navigator and take their selling results to the next level in the brand new LinkedIn landscape.

Differences between LinkedIn and Sales Navigator

LinkedIn Sales Navigator is far different than LinkedIn.com, including LinkedIn's Premium accounts. It is an entirely separate product, an ADD-ON, which pulls data from LinkedIn.com and it enables you to find and track leads for greater sales results.



**“If LinkedIn.com were a Sport Utility Vehicle (SUV),
Sales Navigator would be a Pickup Truck.”**



It's simple, take your sales-related activity, including network building, and move it over to Sales Navigator where the tools are very rich for revenue producers.



If everybody needs it, you will find it on LinkedIn.com - writing profiles, company pages, basic searches, simple messaging, LinkedIn groups, posting articles, viewing posts.

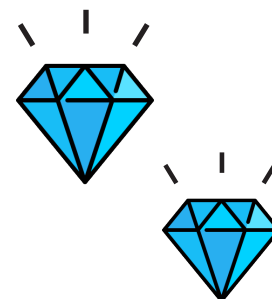
Sales Navigator uses the same backend data as LinkedIn.com (Free or Premium), LinkedIn Recruiter, LinkedIn Mobile and all of their variants. They share profiles, network connections and activity data.

If what you do isn't specific to sales, marketing or finance, LinkedIn.com Premium might be a better fit for you.

Most Valuable Features

Features like Advanced Search and Tagging that used to be in LinkedIn Business Premium account are now found in Sales Navigator instead.

CRM-type functions let you segment targets into lists and send specific messages. Researching targets and viewing profiles is simple in Sales Navigator. Profiles are automatically expanded which saves time from clicking “See Description” or “See More.”



Accounts and Leads

Sales Navigator is first and foremost about Accounts and Leads.

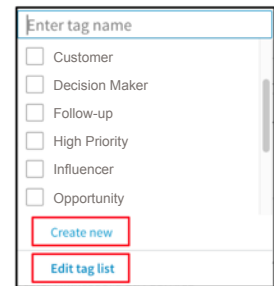
ACCOUNTS (343) **LEADS (999+)**

- ♦ **ACCOUNTS** are target companies you want to do business with.
- ♦ **LEADS** are specific people you want to work with or people that work at “Accounts”

Track up to 1500 Leads with Sales Navigator Professional, 3000 with the Team Edition. After finding a good target from a search, **SAVE** their profile as a Lead. **OPTIONALLY** add the employer as an Account in the same action if want to target others at the firm. If you target individuals, their employer may not matter. Saving targets as Leads puts them on your Sales Navigator “radar screen.”

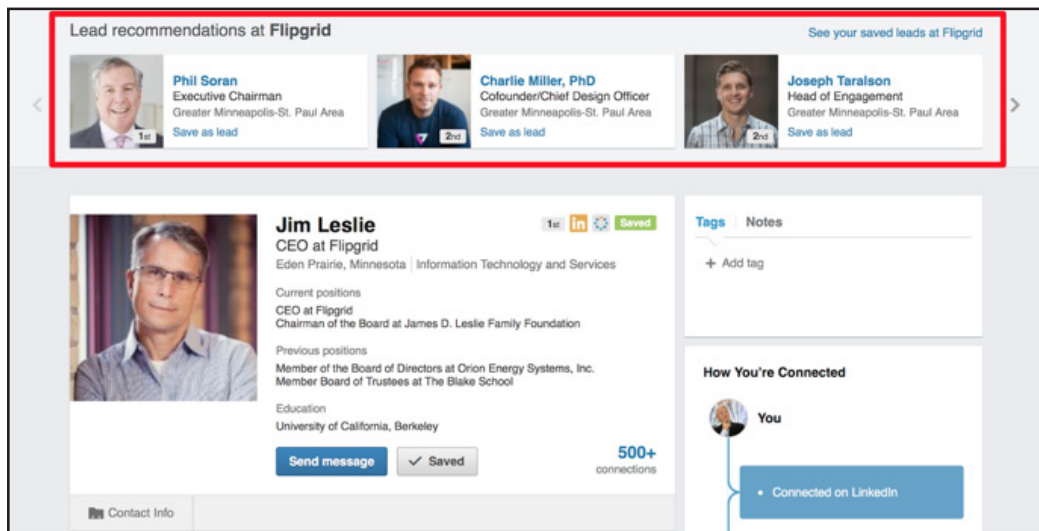
Tags

Sales Navigator has a powerful CRM-type feature called Tags. They can only be applied to Saved Leads. Starter tags are provided or create your own customized tags. List your tags in a specific order using Edit tag list.



Lead Recommendations

Sales Navigator recommends other potential Leads to you. When you are viewing a profile, other leads at the same company appear at the top. These are people at a similar level and they are often very high quality leads. Lead recommendations will display on all profiles, so long as there is 1) a company page and 2) more than 1 employee. They do not need to be saved as a Lead to see this.



Save additional Leads using this approach – map out the entire Account and engage them in a bigger plan.

Lead Builder Searches

Sales Navigator’s Lead Builder is perhaps the world’s most powerful B2B search tool. It searches the vast LinkedIn profiles, now 500+ million, to find both Accounts and Leads.

Lead Builder lists the most popular filters at the top. The most useful for B2B sales are Relationship, Keyword, Title, and Location.

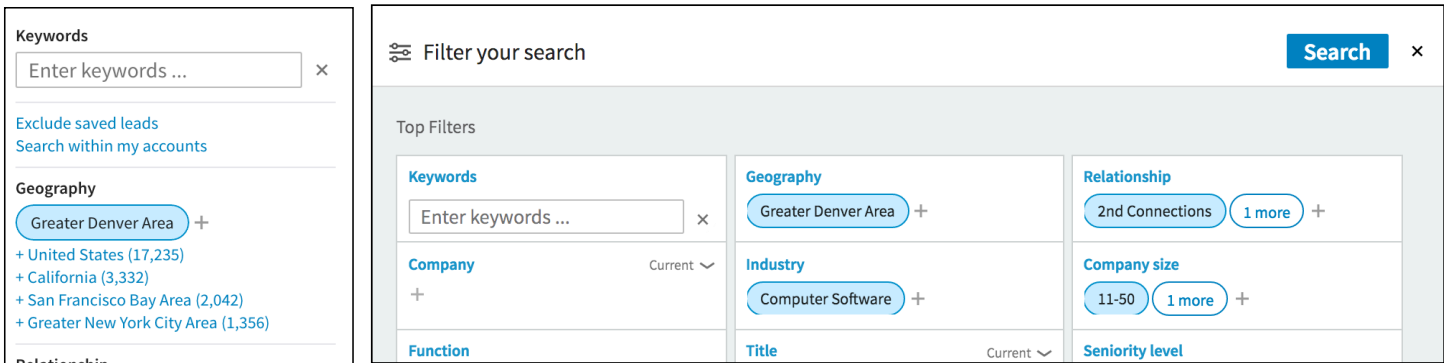
Crafting searches in Lead Builder is an art to be mastered, like maximizing SEO or effective content marketing.

The most popular Lead Builder filters appear at the top and they will be familiar. The most useful are highlighted in **BOLD** in the list below.

Popular search options

- ◆ **Relationship** - 1, 2, 3, Group Member
- ◆ **Keyword** - words or Boolean string
- ◆ **Title** - current or not, Boolean strings
- ◆ **Location** - by name or postal code
- ◆ Company size - 1 to 10,000+
- ◆ Function - for lower levels
- ◆ Seniority level - for upper levels
- ◆ Industry - 140+ options
- ◆ Company - current or not

Use the new Tag filter for maximum refinement and filtering in your Sales Navigator’s Lead Builder searches.



Boolean

Boolean is a simple filtering technology that lets you narrow searches using basic “set theory” from junior high school. It focuses on how you group, include and exclude. An example you might remember:

- ◆ Big **AND** Tall is different than Big **OR** Tall
- ◆ Take it further -> (Big OR Tall) AND Male
- ◆ Ultimately -> (Big OR Tall) AND Male **NOT** Bald

Create your “Boolean Text” in a word processor and then copy/paste it into Lead Builder. It may take several tries to get it right.

Filter using Keywords and Job Titles field as they can get rather large. An example to find those profiles who are President or CEO of a company:

“President” NOT “vice president” OR CEO OR “chief executive officer”

Complex Searches



Taking time to construct your search parameters will save you time in not viewing hundreds of unqualified lead profiles.

Here are some more useful tips:

1. Titles, Seniority Level, and Function filters each do similar things. Use Titles in a Boolean string or Seniority Level with multiple selections. Skip the Function option entirely.
2. If location matters, use the Geography approach vs. the Postal Code approach whenever possible to simplify your search.
3. Save your search URL’s in LinkedIn or a separate file so you can go back and re-run them later.

Engagement

Sales Navigator scours LinkedIn and other external sources for relevant news and information about your saved Accounts and Leads.

Show your interest to prospects by using the “Insights” capability to Like, Share or Comment on their posts and activity. They will notice and it will open doors. Just give it a little time.

Take it one step further. Use this gathered information when inviting them to connect or when sending them a message to start up a conversation.



Two Inboxes

Sales Navigator introduces a SECOND Inbox and it can frustrate users. It's best for special projects, where you have Leads, Accounts and Tags.

Conduct most of your conversations through the LinkedIn.com Inbox as you will always have it. This is where your messages are now.



Learning More

Integrated Alliances (IA) has been a world leader in LinkedIn coaching and training since 2004. IA serves executives, business owners, high profile individuals, and sales teams in helping them drive new revenues.

IA can help you launch your Sales Navigator program whether you are a sole entrepreneur or large corporation. Use our expertise to customize and implement your Sales Navigator program as well as train your employees to get you seeing results quicker.

IA CEO and Founder Mike O'Neil is a 2-time Forbes Top 50 Social Media Expert, keynote speaker, published author, LinkedIn trainer, LinkedIn expert and social media industry visionary. He is a longtime user and leading expert on LinkedIn Sales Navigator.

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- ♦ [LinkedIn Campaign InfoGuide](#) for executives and marketers

See Mike's profile at www.linkedin.com/in/mikeoneil

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