



Derick Mildred

How to Use
Sales Navigator
to Generate Leads.



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Linked



More Business

In this chapter you will learn.

1. Setting up your LinkedIn Profile with stronger brand positioning.
2. Preparing your Social Proof.
3. Strategy Checklist.
4. Sales Navigator Search & Save Leads.
5. Interact, establish, build & nurture the relationship.
6. Connect.
7. Why you should NEVER 'Pitch' on LinkedIn.
8. Take the conversation to the next level.
9. Follow Up.



LinkedIn is
Great for B2B
And also works for B2C.



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Formula to Generate Leads with Sales Navigator.

- 1.) Prepare your LinkedIn Profile.
- 2.) Prepare your Social Proof.
- 3.) Refine your search in Sales Navigator.
- 4.) Name and Save your 'Lead Lists' in Sales Navigator.
- 5.) Save leads into your Lead Lists.
- 6.) Allow Sales Navigator Newsfeed to populate with content posted by your leads. (Usually 1 day).
- 7.) Interact with Likes and especially Comments on the content of your prospects.
- 8.) Build on the interaction.
- 9.) Then reach out and connect.
- 10.) Interact to establish, build and nurture the relationship with your prospects.
- 11.) Your objective is to take the conversation to the next level being a phone call, skype, zoom call or even a face to face meeting.



LinkedIn

SALES NAVIGATOR

LinkedIn is the world's largest database
of
businesses & their employees.



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Step 1

Your
Profile

Your LinkedIn Profile.

Ask yourself

When your prospects visit your profile.

‘What are they going to see?’

How well does your profile present you and what you offer?



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Your LinkedIn Profile Checklist.

Your LinkedIn profile should include (Please check these off as you have implemented them)

- An attractive face picture of you.
- A header image that defines your business, your branding, what you have to offer, your USP or a key benefit statement.
- A completed 'About' section with your contact details at the end.
- A completed 'Experience' section, again with your contact details at the end.
- Media, such as Papers, Certificates, Case Studies, Pdf's, Videos etc at the end of your 'About' and 'Experience' sections.
- Endorsements of your Skills, as many as possible.
- Recommendations, again as many as possible.



Step 2



Social Proof

is

VITAL to your success!



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Your Social Proof.

Can consist of

1. Case Studies (These are best) and should describe,
 - a.) Identify a problem experienced by your target market,
 - b.) The solution you provided,
 - c.) The results you and your client achieved,
 - d.) Supported with a written recommendation or testimonial from the client you achieved the result for.



Social Proof – Case Studies.

Important Point to Remember:

Do NOT Include Pricing of any kind in your case study or the information you send through to your prospect.

Why?

Because you do NOT want your prospects making any kind of price based decision until you have taken the conversation to the next level, spoken to them and established that both your business and their company share mutual objectives, synergies and are a match!



Your Social Proof.

Other social proof options include

2. Individual Testimonials or Recommendations from clients or customers. (Videos, in writing or both).
3. Guarantees (When structured and written correctly, are a form of risk reversal and a powerful marketing tool, yet they do not apply to all businesses and need to be structured appropriately.)
4. You can also offer your expertise with an informal chat about their objectives and some ideas you may have.

Remember:

You're not trying to 'sell them anything' at this stage, so keep the conversation casual.



Social Proof is all about establishing.

TRUST



Step 3



Strategy Checklist



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Strategy Checklist.

(Please check these off as they're implemented)

- Prepare your Case Studies.
- Be sure your LinkedIn Profile strongly presents you, your brand and what you offer. Add media that adds value!
- Post & position yourself as an authority within your industry.
- Search Sales Navigator, name and save leads lists, then save leads.
- After 1 - 2 days check Sales Navigator Newsfeed for content by those in your saved lead lists.
- In Sales Navigator via the content of your leads – Interact (Like & Comment) to establish, build and nurture the relationship.
- Reach out and connect with your prospects.
- Further, interact with their content to strengthen the relationship.
- Ask their permission to send through 'info' about what you do – send them your Case Study.
- Take the conversation to the next level, a Skype, Zoom or phone call, even a face-to-face meeting.



Step 4

Subscribe to

LinkedIn

SALES NAVIGATOR

Search

SALES NAVIGATOR

LinkedIn Sales Navigator.

Find & target more of the right prospects, easier and faster than ever before.



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LinkedIn Sales Navigator.

Remember: LinkedIn is the world's largest database of businesses and their employees.

LinkedIn Sales Navigator will allow you to

- 1.) Find more of the right people and companies easier and faster.
- 2.) Monitor prospects who are currently or recently active on LinkedIn.
- 3.) See who's recently viewed your profile and when. (Also available with premium).
- 4.) Interact, establish, build and nurture relationships with your prospects.
- 5.) Set up individually titled prospect lists (Lead Lists).
- 6.) Save Leads.
- 7.) Keep notes about leads.
- 8.) Recommend other leads to you.
- 9.) Integrate with Gmail, Outlook & CRM's.



How to Use LinkedIn Sales Navigator.

- 1.) Define your search criteria for your top prospects.
- 2.) Label and save prospect lists.
- 3.) Search for your prospects recent activity.
- 4.) Add prospects to your saved lists.
- 5.) Within a just a few days Sales Navigator will populate the Sales Navigator newsfeed with posts and content of your prospects.
- 6.) Interact, Like & Comment on the content of your prospects.
- 7.) Ask them industry related questions about their favourite topic, their business, their industry, their passions etc.
- 8.) When the interaction is 2 way, you are now building the relationship, be patient, this can take a little time.
- 9.) Reach out and 'Request to Connect'.



Use Search Filters to Find Better Leads.



Search

Lead filters +

Account filters +

Saved searches

Highlights for you

< Previous Next >



Accenture activity has been trending.

IT Services and IT Consulting · 560K+ employees on LinkedIn

Accenture is being mentioned in the news more than usual.

View decision makers

Star account

All alerts

Bookmarked alerts (0)



Search for saved account and lead alerts

Sorted by: Relevance

Filter by: Accounts

Leads



Tamra Torres an unsaved lead at Self Employed viewed your profile

Self Employed · Freelance

7 hours

Save



Doug Katz - MBA, CDLP, CCRS® shared a post

Divorce Housing Pro · Owner

5 hours

View



Thinking about venturing into the world of precious metals. Don't think...

My priority accounts



HAZELTON & ASSOCIATES, INC.

Real Estate
San Diego, California, United States



Highrises.com

Real Estate
Vancouver, Washington, United States



EMPLOYEES
19 ▼ 9%

View decision makers



Anthology Real Estate

Real Estate
Moraga, California, United States



EMPLOYEES
2 ▲ 2,147,483,647%

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1.) Click on Lead Filters, then use the filters to narrow down your 'Search for suitable Leads'.

Search Filters.

2.) Use the Search Filters below to narrow down your search for leads. To find more of the right people who are a match for your specific target audience.

The image shows the LinkedIn Sales Navigator search filters interface. The top navigation bar includes 'SALES NAVIGATOR', 'Home', 'Account lists', 'Lead lists', 'Messaging', 'Admin', 'Referrals', and a user profile icon. Below the navigation bar, there are tabs for 'Lead' and 'Account', a search bar with 'Search keywords', and 'Saved searches'. The main area is divided into several filter categories: 'Company', 'Personal', 'Role', 'Spotlights', and 'Workflow'. Each category contains a list of filter options with a plus sign to expand them. A large white box on the right side of the interface contains the text 'Apply filters to find leads' and 'Displayed here'. Six callout boxes with blue borders and white text provide instructions for using the filters:

- 3.) Enter the 'Role' incl Job Title, Seniority etc you would like to search for here.
- 4.) Enter the location you would like to search for leads in.
- 5.) Use additional filters to further narrow down your search results if necessary.
- 6.) Be Sure to use Spotlights to further narrow down your search.

At the bottom right, there is a blue button that says 'Chat with us'.

Spotlights.

4.) Spotlights provides you with several options to further narrow down your search and find leads that more closely match your criteria.

7.) Open Spotlights and select your preferred option, I like 'Posted on LinkedIn in 30 days' because it indicates who is active on LinkedIn.

Spotlights

- Activities and shared experiences
- Changed jobs in last 90 days
- Mentioned in news in last 30 days
- Posted on linkedin in 30 days
- Following your company
- Have shared experiences with you

Posted Content

- Keyword in posts

Workflow

- Account lists
- Lead lists
- People in CRM
- To enable filter, upgrade contract
- People you interacted with
- Saved leads and accounts



Save Your Leads to a Lead List.

8.) Click here to Select all, Create your Lead List, then save your leads to your Lead List.

The screenshot displays a CRM interface with a dark blue header. The main navigation bar includes 'GATOR', 'Home', 'Account lists', 'Lead lists', 'Messaging', and 'Admin'. On the right, there are 'Referrals', a help icon, and a user profile. Below the header, there are tabs for 'Lead' and 'Account', a search bar, and 'Saved searches'. The left sidebar shows filter categories: 'Company' (Current Company, Past Company, Company headcount, Company type, Company headquarters), 'Role' (Function, Job title with 'Realtor' selected, Seniority level with 'Owner' selected, Years in current company, Years in current position), and 'Spotlights' (Activities and shared experiences). The main content area shows a list of leads with checkboxes, a '25 selected' indicator, a 'Save to list' button, and '2K+ results'. Each lead entry includes a profile picture, name, and a 'Save' button. A 'Chat with us' button is visible in the bottom right corner.

Saving your Leads in LinkedIn Sales Navigator.

- 1.) Before you save any leads, check that you have selected the option that suits you best from
 - a.) Total results.
 - b.) Changed jobs in the past 90 days.
 - c.) Mentioned in the news in the past 30 days.
 - d.) Posted on LinkedIn in the past 30 days.
 - e.) Share experiences with you.
 - f.) Leads that follow your company on LinkedIn.
- 2.) Then save your leads.
- 3.) Applying the 'Select All' option will allow you to save 25 leads for that page only, then scroll down, click the next page and save the next 25 leads and so on for each page of leads displayed.
- 4.) After you have saved your leads lists, then go through the list and remove any leads that do not meet your criteria.



Message Your Leads and Keep Notes.

The screenshot displays the LinkedIn Sales Navigator interface. At the top, the navigation bar includes 'SALES NAVIGATOR', 'Home', 'Account lists', 'Lead lists', 'Messaging', 'Admin', 'Referrals', and a user profile icon. Below the navigation bar, there are tabs for 'Lead' and 'Account', a search bar with the text 'Search keywords', and a 'Saved searches' link. The main content area is divided into three sections: filters, search results, and a messaging window.

Filters:

- Company:** 3 filters applied. Includes 'Current Company', 'Past Company', 'Company headcount', 'Company type', and 'Company headquarters'.
- Personal:** Includes 'Connection', 'Connections of', 'Geography' (set to 'Los Angeles Metropolitan Area'), 'Groups', 'Industry', 'First Name', 'Last Name', 'Profile language', 'TeamLink connections of', 'School', and 'Years of experience'.
- Role:** Includes 'Function', 'Job title' (set to 'Realtor'), 'Seniority level' (set to 'Owner'), 'Years in current company', and 'Years in current position'.
- Spotlights:** Includes 'Activities and shared experiences'.
- Posted Content:** Includes 'Account lists' and 'Lead lists'.

Search Results: Shows a list of leads with checkboxes for selection. The top result is for 'Katie Machoskie & Associates · Compass / States', with a 'Message' button. A callout box points to this button with the text: '7.) Here is where you can message your leads and keep notes etc.'

Messaging Window: A 'Conversation with Katie Machoskie' window is open, showing a message from 'Derick Mildred' and a 'Send' button. The window also displays '19 shared connections' and 'Compass was mentioned in the news'.

SALES NAVIGATOR

To establish, build and nurture the relationship.

After you have saved prospects to your lead lists, Sales Navigator will start working for you, within a day or so you will notice posts and content posted by your leads in the Sales Navigator newsfeed waiting for you to Like and Comment on.

- 1.) As regularly as possible, you should Like and Comment on the posts of your leads.
- 2.) By interacting, you are showing interest and becoming known to them, no longer are you a complete stranger!



Sales Navigator Newsfeed – Incl Content of Your Leads!

Search [] Lead filters + Account filters + Saved searches

Highlights for you

< Previous Next >

8.) Home is where you will find the Sales Navigator Newsfeed with content posted by your saved leads waiting for you to interact with Likes & Comments.

This feature is extremely useful for building relationships before your connect.

All alerts

Search for saved account and lead alert [] Sorted by: Relevance

Filter by: Accounts Leads

Tamra Torres an unsaved lead at Self Employed viewed your profile
Self Employed · Freelance
7 hours
[Save](#) [Bookmark](#) [Close](#) [More](#)

Doug Katz - MBA, CDLP, CCRS® shared a post
Divorce Housing Pro · Owner
5 hours
Thinking about venturing into the world of precious metals. Don't think...
[View](#) [Bookmark](#) [Close](#) [More](#)

My priority accounts

HAZELTON & ASSOCIATES, INC.
Real Estate
San Diego, California, United States
EMPLOYEES
2 0%

[View decision makers](#)

Highrises.com
Real Estate
Vancouver, Washington, United States
EMPLOYEES
19 9%

[View decision makers](#)

Anthology Real Estate
Real Estate
Moraga, California, United States

EMPLOYEES
2 2,147,483,647%



Step 5

Interact, Establish, Build & Nurture.



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You will generate much stronger leads when you

**Interact, Establish, Build & Nurture the Relationship
with your prospects first.**

Like & Comment on their Content!



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- 1.) Once the interaction is 2 way, you should build on that, then reach out and connect.
- 2.) After a period of time, in some cases you will even find they reach out to connect with you.

Step 6

Connect



Connect

When you 'connect' with prospects on LinkedIn

ALWAYS

view their profile first,

look for areas of mutual interest,

then send them a 'personalised' request to connect.



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Personalised Connect Message example 1.

Your 'personalised' Request to Connect message (you're allowed upto 300 characters)

Hi *(Always add their first name)*

Recently we've briefly communicated via one of your posts and I thought I would reach out to you and see if you would like to connect. If you're open to it!

As an entrepreneur in the (*insert your profession*) I'm always looking to connect with the best in the industry and I thought it made sense to reach out to you.

Kind Regards from

(Your Name)



Personalised Connect Message example 2.

Your 'personalised' Request to Connect message (you're allowed upto 300 characters)

Hi *(Always add their first name)*

I heard you and (*Insert their company name*) are doing impressive things in (*insert their industry*).

As an entrepreneur in the (*insert your profession*) I'm always looking to connect with the best in the industry and I thought it made sense to reach out to you and invite you to connect. if you're open to it!

Kind Regards from

(Your Name)



Step 7

Never Pitch on LinkedIn...



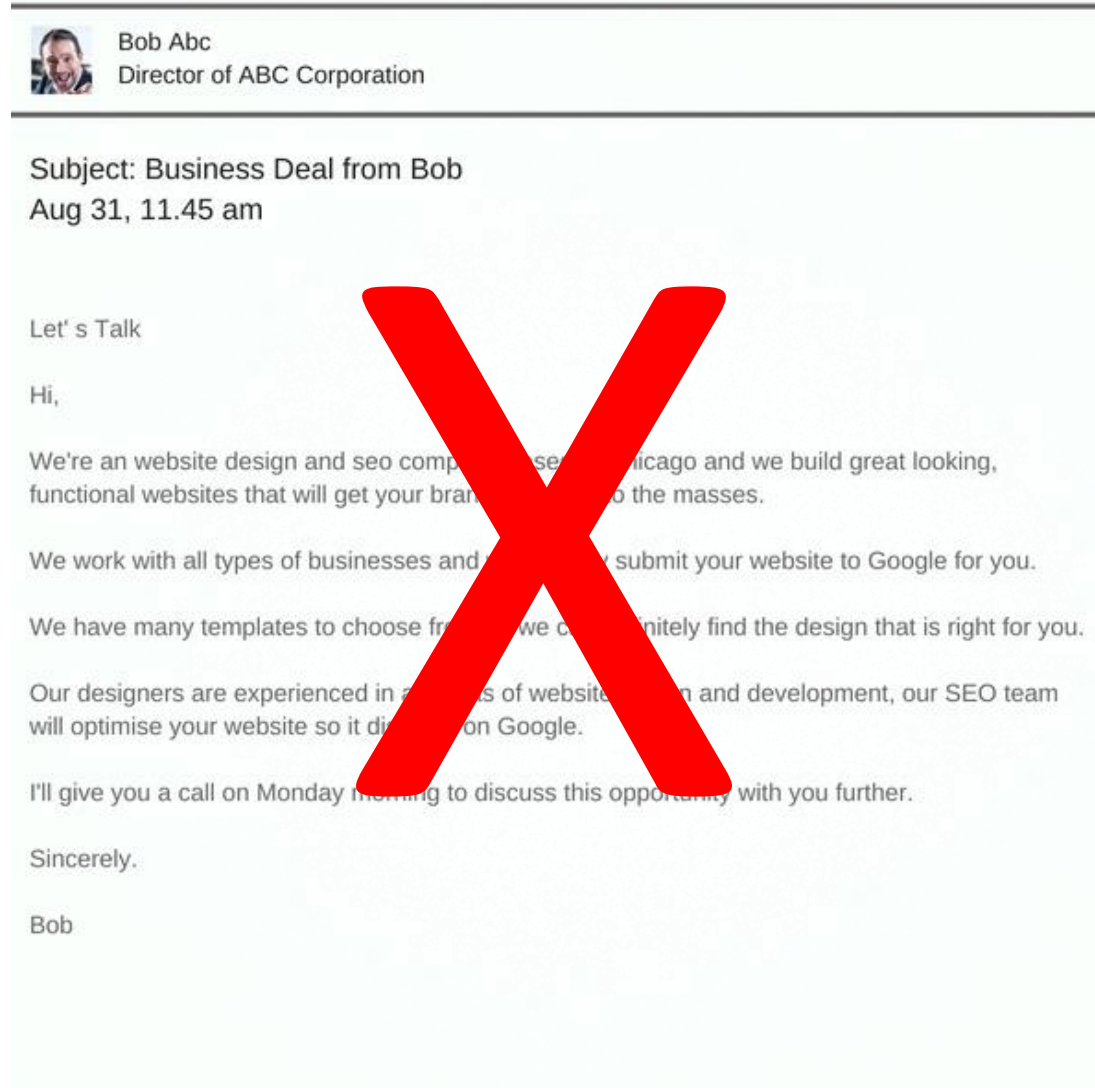
NEVER Connect with a prospect,
then for your next message send them a 'Sales Pitch' of any kind,
because the professional relationship is not yet established
and
you will BLOW it!

In most cases it will result in a 'W O T' = Waste of Time!



What You Should NEVER do.

For Example:



Don't Be the Sales Pitch Guy!



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Instead



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Interact to establish, build & nurture the relationship with your prospects.



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Then



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Step 8

Take the Conversation to the Next Level



Take the Conversation to the Next Level.

The best time to ask the prospect about taking the conversation to the next level is when the prospect agrees to allow you to send through some further information about what you do.

In other words, now that they have agreed for you to send through some further information, this is the best time to ask about setting up a call, offer them a choice of 2 different timeslots to discuss your ideas.

For Example:

*“I have some ideas, and I thought I would ask if you’re available to discuss.
are you be available for a call, on Tuesday at 10.30 am or would Wednesday at 2.30 pm suit you
better?”*



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Take the Conversation to the Next Level.

Important:

You have NOT asked for a call to discuss the information you want to send through, because this can sound a bit 'salesy', it can sound like you just want to 'pitch them' on the information about what you do. Instead, you are asking for a call to discuss some ideas you have.



Take the Conversation to the Next Level.

Your objective with your prospect is to get them to agree to either



A 1 on 1 Phone Call,



Or a Face to Face meeting.



An Invitation to an Event,



An Invitation to a Webinar,



An Invitation to a Seminar,



A direct Email from you,



Step 9

FOLLOW UP
& INFORM

There is a famous saying

There's a fortune in the follow up!



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Remember

**You miss
100%
of the shots
you don't take.
- Wayne Gretzky**



So Follow Up
&
the results will come!



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A Quick Re-Cap.

After watching this video you should understand more about

1. Easy to follow preparation steps involved.
2. Social Proof.
3. How to save leads in Sales Navigator.
4. How to establish, build and nurture the relationship.
5. Taking the conversation to the next level.
6. Persistence pays!



Remember:

The Fastest Way to Achieving
Results is to Apply.
Just Get Started and Implement.



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Adventure

AWAITS

— GO FIND IT —

inspireMORE



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