Derick Mildred

How to Set Up LinkedIn Sales Navigator.

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Linked into More Business

In this chapter you will learn about.

1. The benefits of using LinkedIn Sales Navigator.
2. How to Set Up LinkedIn Sales Navigator.
3. How to Use LinkedIn Sales Navigator to identify suitable leads.

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LinkedIn

SALES NAVIGATOR

The Benefits of LinkedIn Sales Navigator.

1.) Receive automated lead suggestions.

2.) Unlimited search results.

3.) Refine your targeting of leads to reach more people who match your target audience criteria.

4.) Save your Lead Lists.

5.) Sales Navigator will find and display the content of your leads.

6.) Easily interact with the content of your leads.

7.) CRM Integration.

8.) Additional InMails each month.

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The Benefits of LinkedIn Sales Navigator.

Sales Navigator allows you to refine your search criteria based on

1.) Keywords,

2.) Industry,

3.) Company,

4.) Seniority level,

5.) Title,

6.) Function,

7.) Relationship,

8.) Company size.

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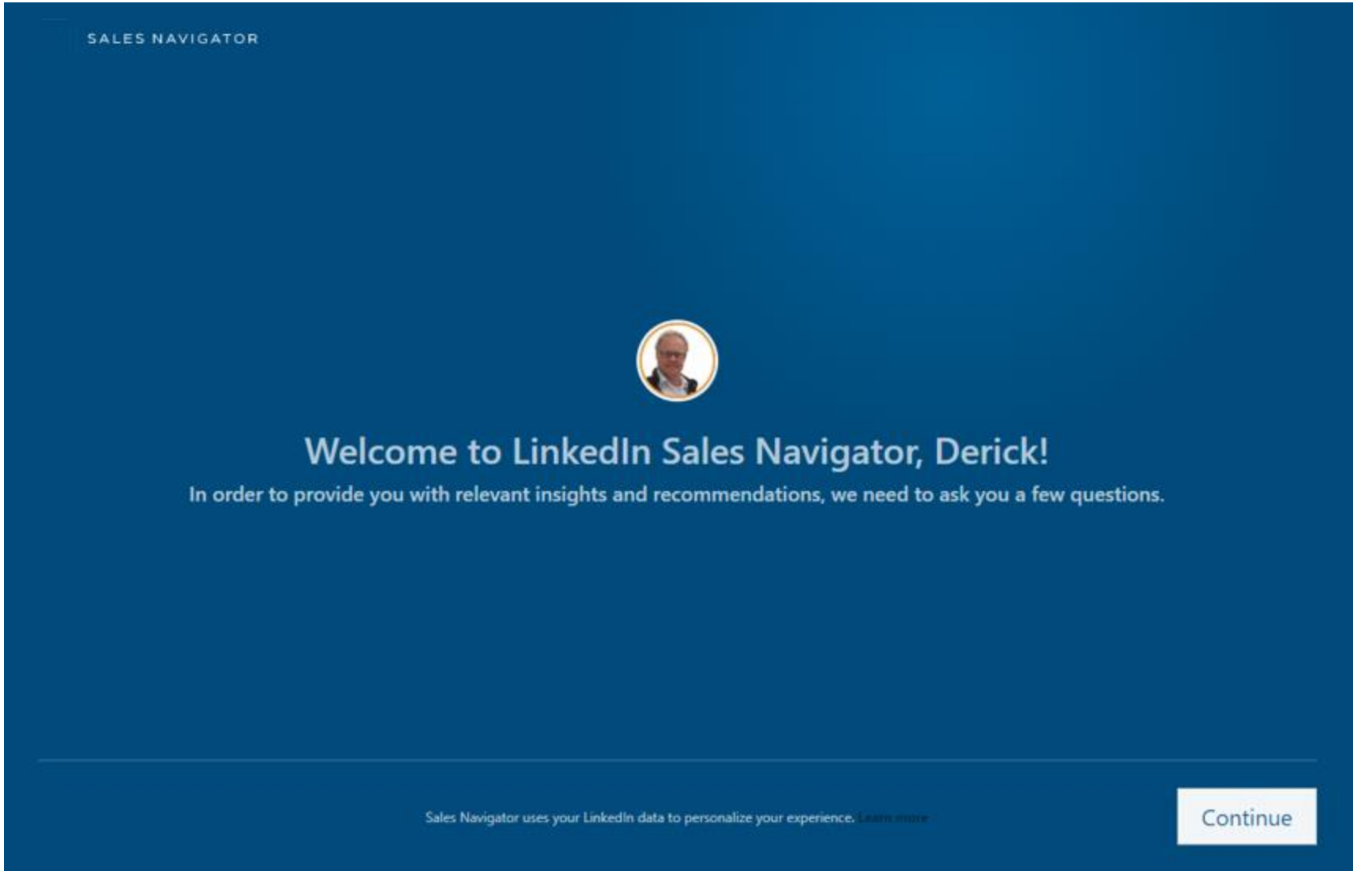
Start Here.



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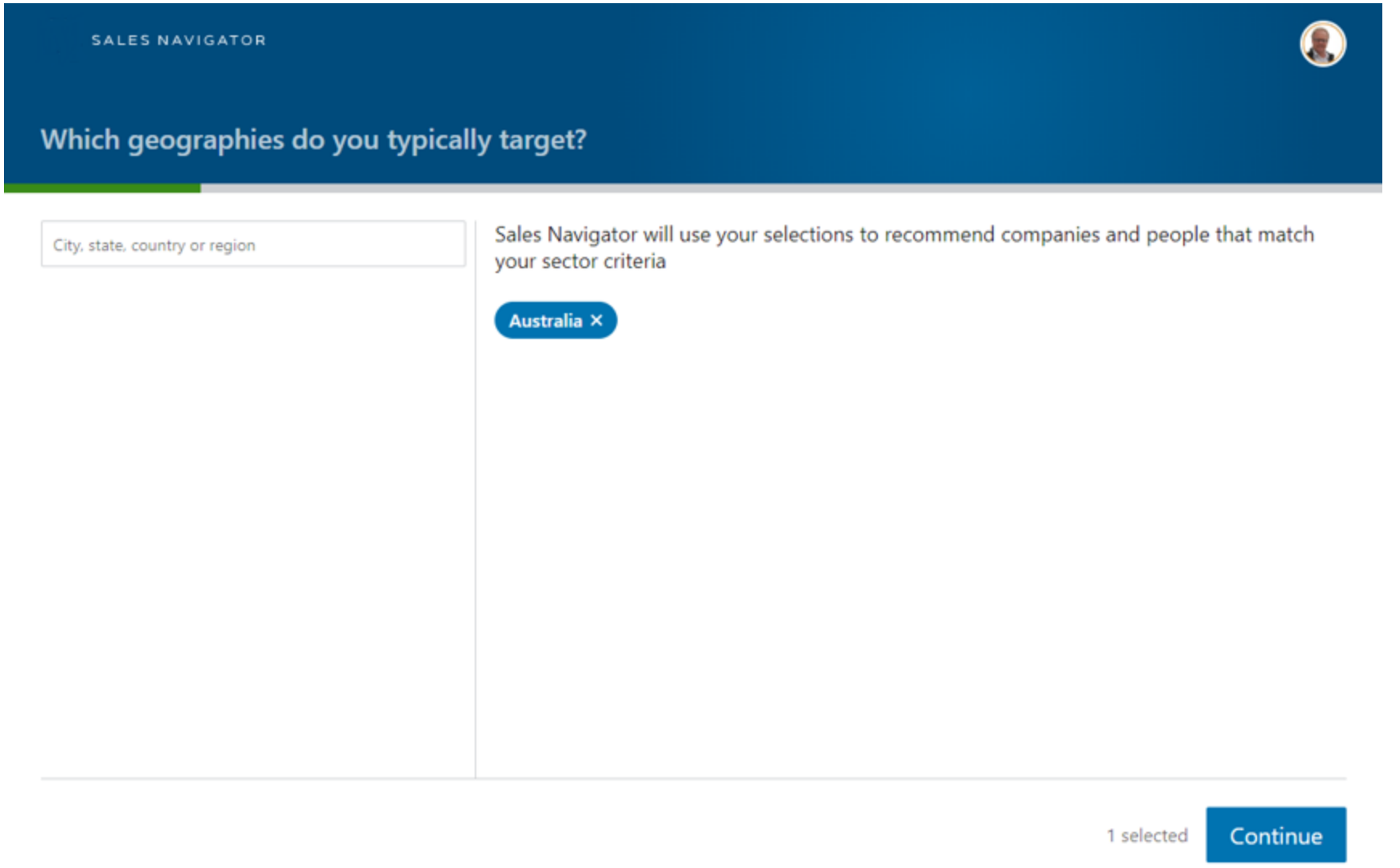
Select Locations You Wish to Target.



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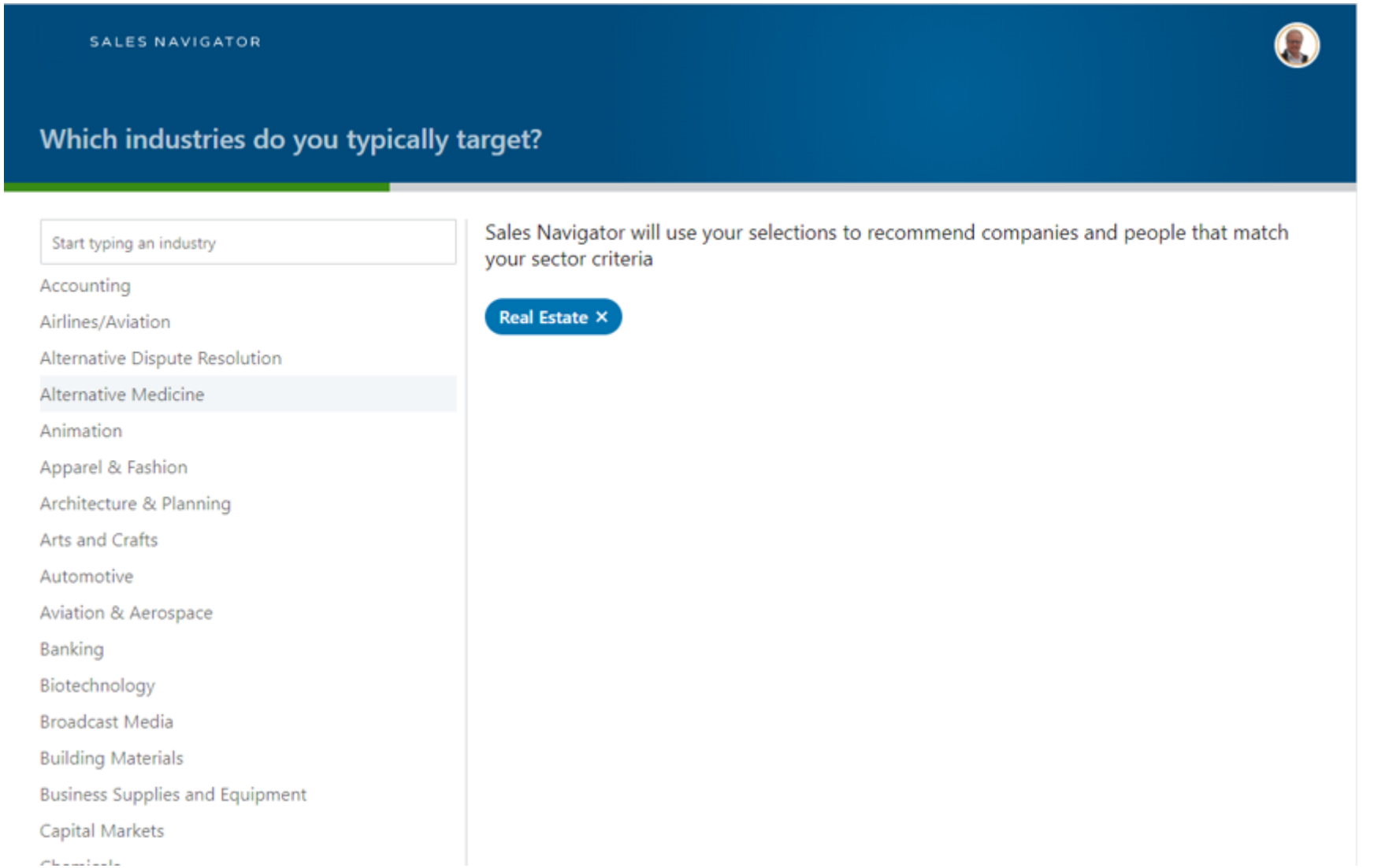
Select Your Target Market.



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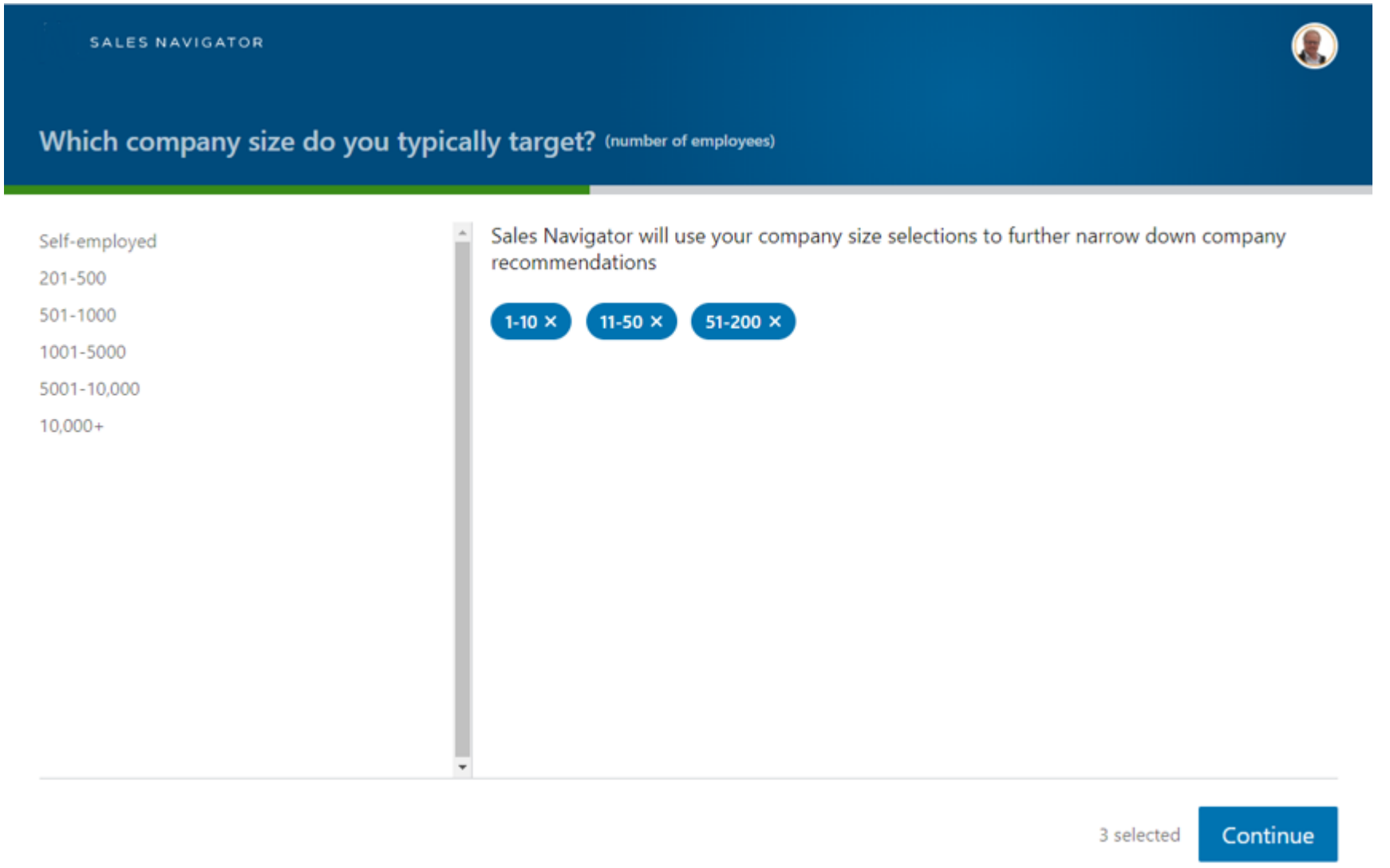
Select Your Preferred Company Size.



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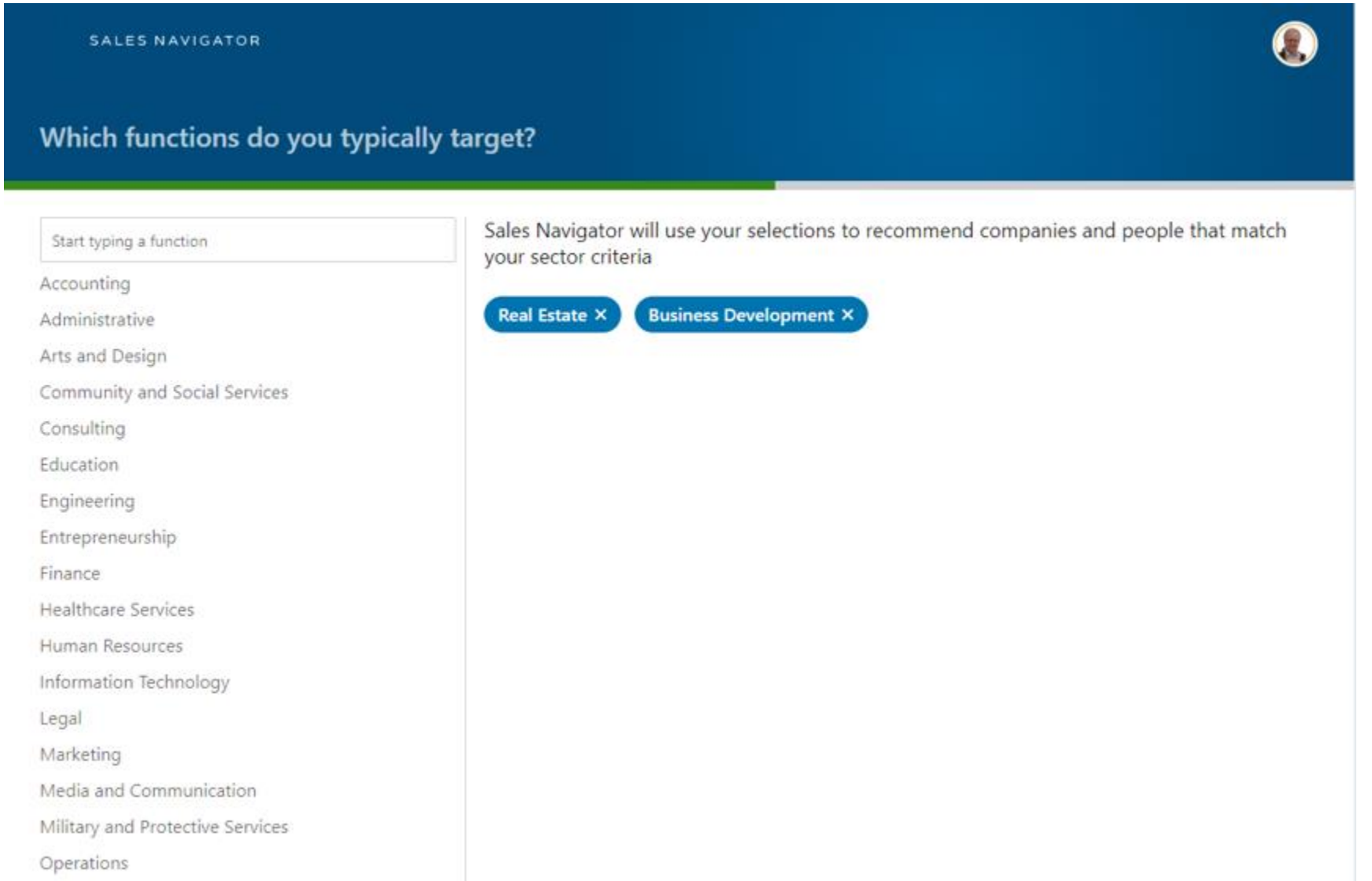
Select Role of Your Target Audience.



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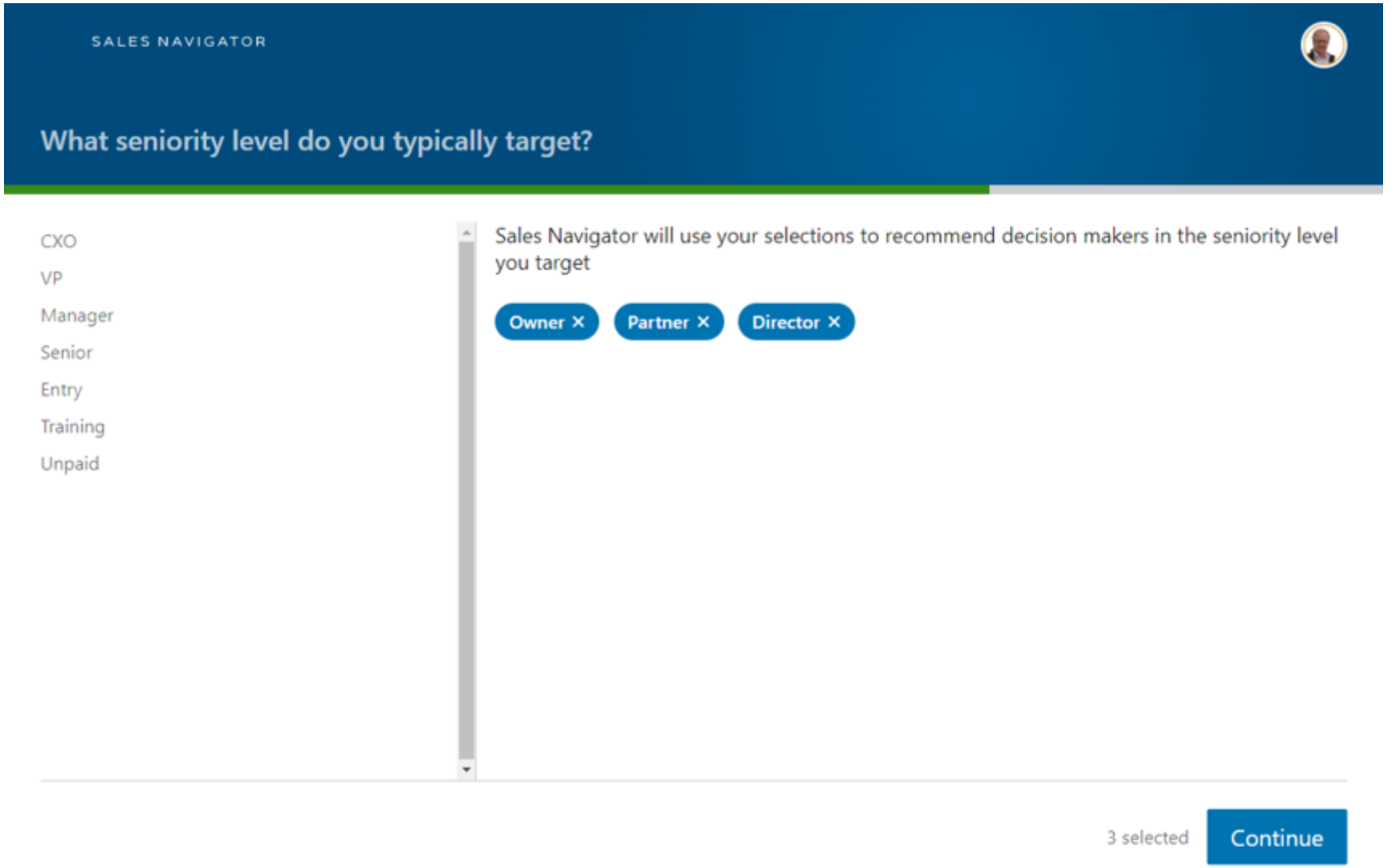
Select Seniority Level.



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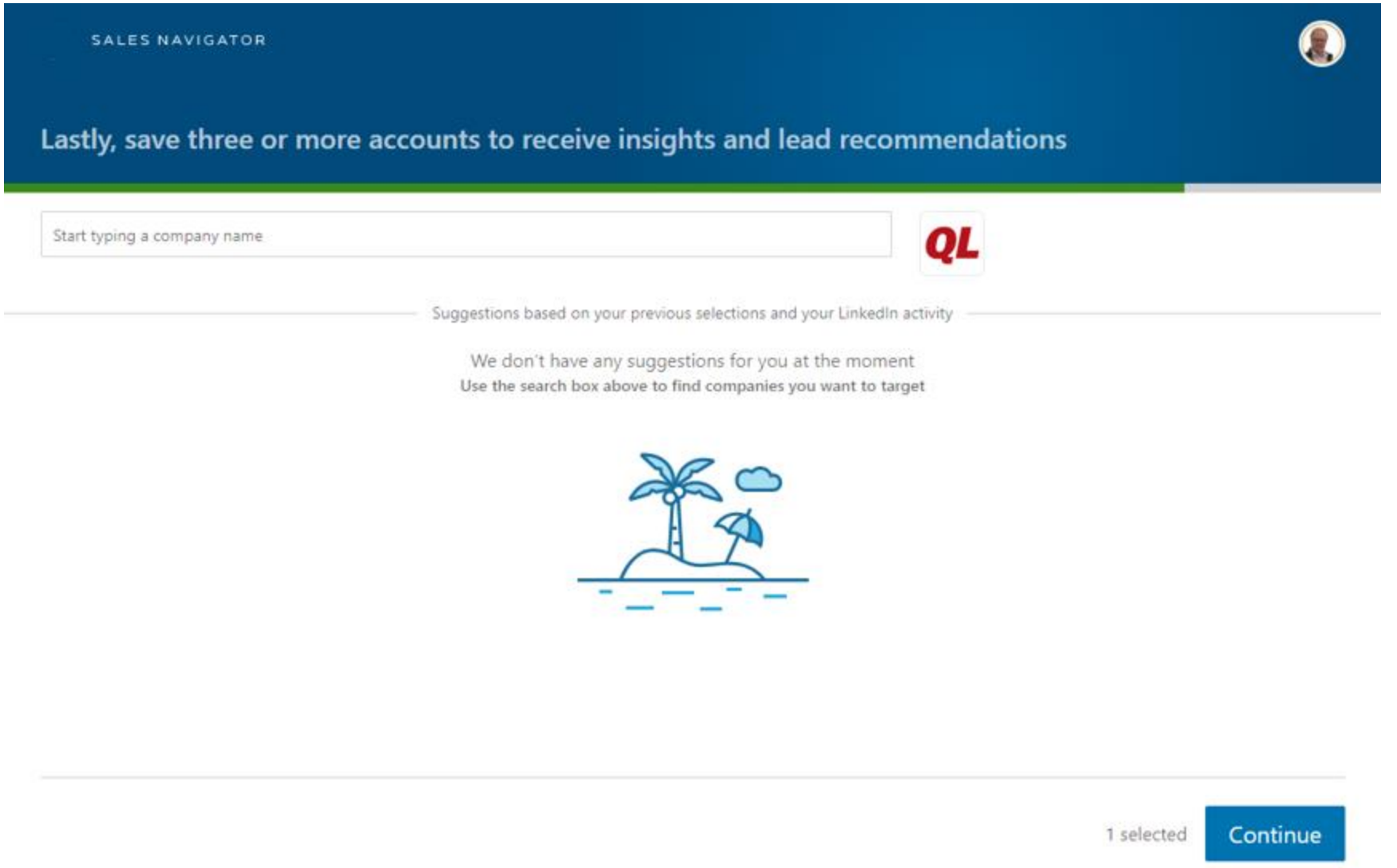
Select Specific Companies.



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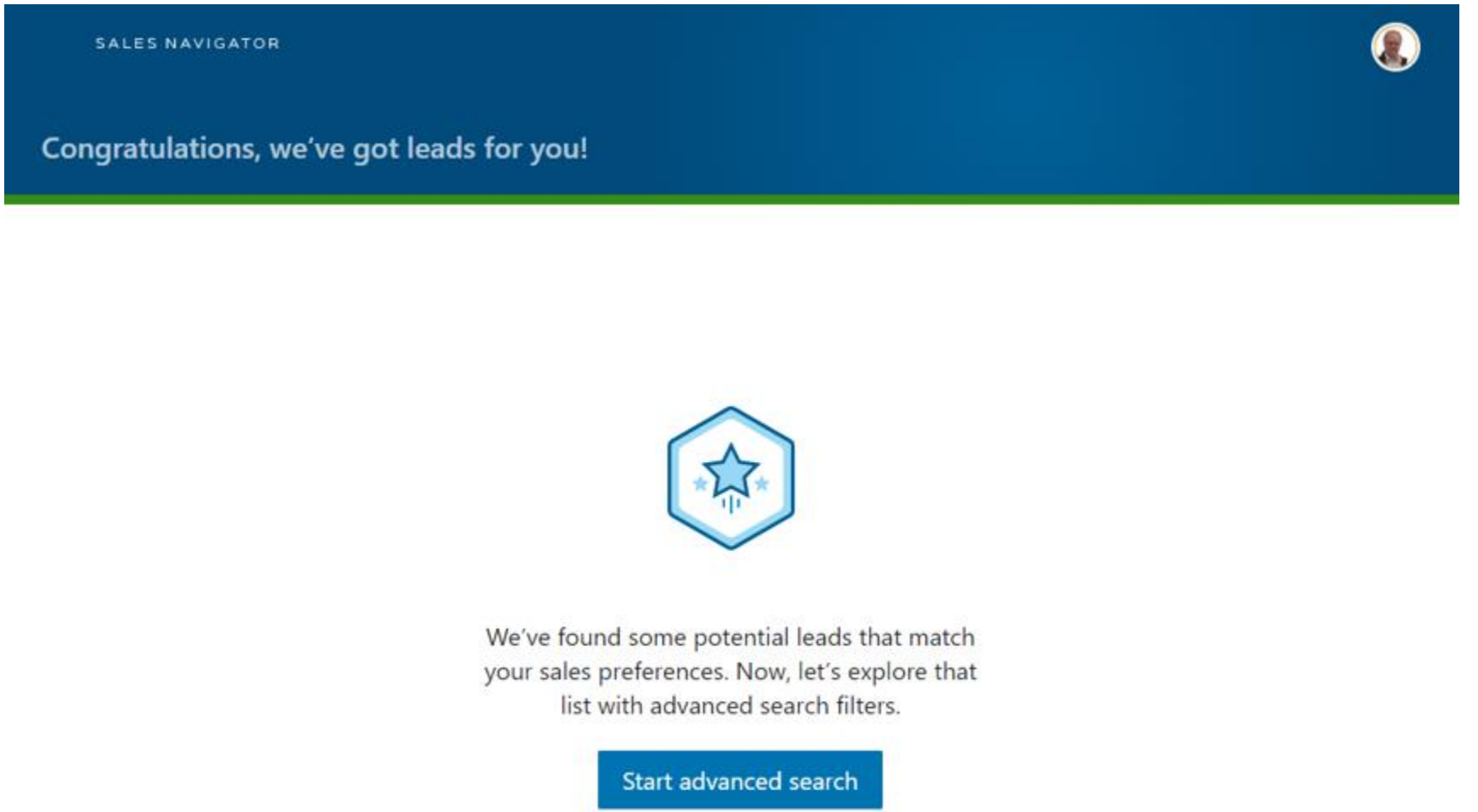
Sales Navigator Will Notify You of Available Leads.



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Lead Generation

with

SALES NAVIGATOR

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Lead Generation.

Sales Navigator provides you with useful filters that you can use to narrow down your search results, to find leads that match your specific prospect avatar.

You can save your search criteria and also save your leads in Lead Lists.

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- Leads - Company Related Search Filters

Sales Navigator allows you to refine your search criteria based on

Company

1.) Current Company,

2.) Past Company,

3.) Company headcount,

4.) Company type,

5.) Company Headquarters.

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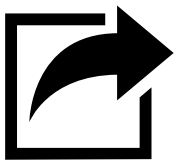
Company Related Search Filters



Lead | Account | Collapse

0 filters applied | Clear all

Company

- Current Company +
- Past Company +
- Company headcount +
- Company type +
- Company headquarters +

Role

- Function +
- Job title +
- Seniority level +
- Years in current company +
- Years in current position +

Personal

- Connection +
- Connections of +
- Geography +
- Groups +
- Industry +
- First Name +
- Last Name +
- Profile language +
- TeamLink connections of +
- School +
- Years of experience +

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- Leads - Role Related Search Filters

Sales Navigator allows you to refine your search criteria based on

Role

1.) Function,

2.) Current Job Title,

3.) Past Job Title,

4.) Seniority Level,

5.) Years in Current Company,

6.) Years in Current Position.

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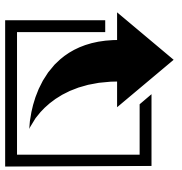
Role Related Search Filters



Lead | Account | Collapse

0 filters applied | Clear all

Company

- Current Company +
- Past Company +
- Company headcount +
- Company type +
- Company headquarters +

Role

- Function +
- Job title +
- Seniority level +
- Years in current company +
- Years in current position +

Personal

- Connection +
- Connections of +
- Geography +
- Groups +
- Industry +
- First Name +
- Last Name +
- Profile language +
- TeamLink connections of +
- School +
- Years of experience +

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- Leads - Spotlights Related Search Filters

Sales Navigator allows you to refine your search criteria based on

Spotlights

1.) Changed jobs in the last 90 days,

2.) Mentioned in the news in the last 30 days,

3.) Posted on LinkedIn in 30 days,

4.) Following your company,

5.) Have shared experiences with you,

6.) With teamlink intro.

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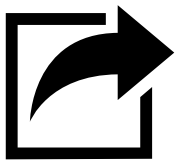
Spotlights Related Search Filters



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

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- Leads - Posted Content Related Search Filters

Sales Navigator allows you to refine your search criteria based on

Posted Content

1.) Keywords in posts

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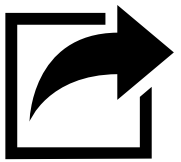
- Leads - Posted Content Related Search Filters



Years in current position +

Spotlights

Activities and shared experiences +

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 +

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- Leads - Workflow Related Search Filters

Sales Navigator allows you to refine your search criteria based on

Workflow

1.) Account lists,

2.) Lead Lists,

3.) People in CRM (Subject to Sales Navigator Subscription level)

4.) People you interacted with,

5.) Saved Leads in Accounts.

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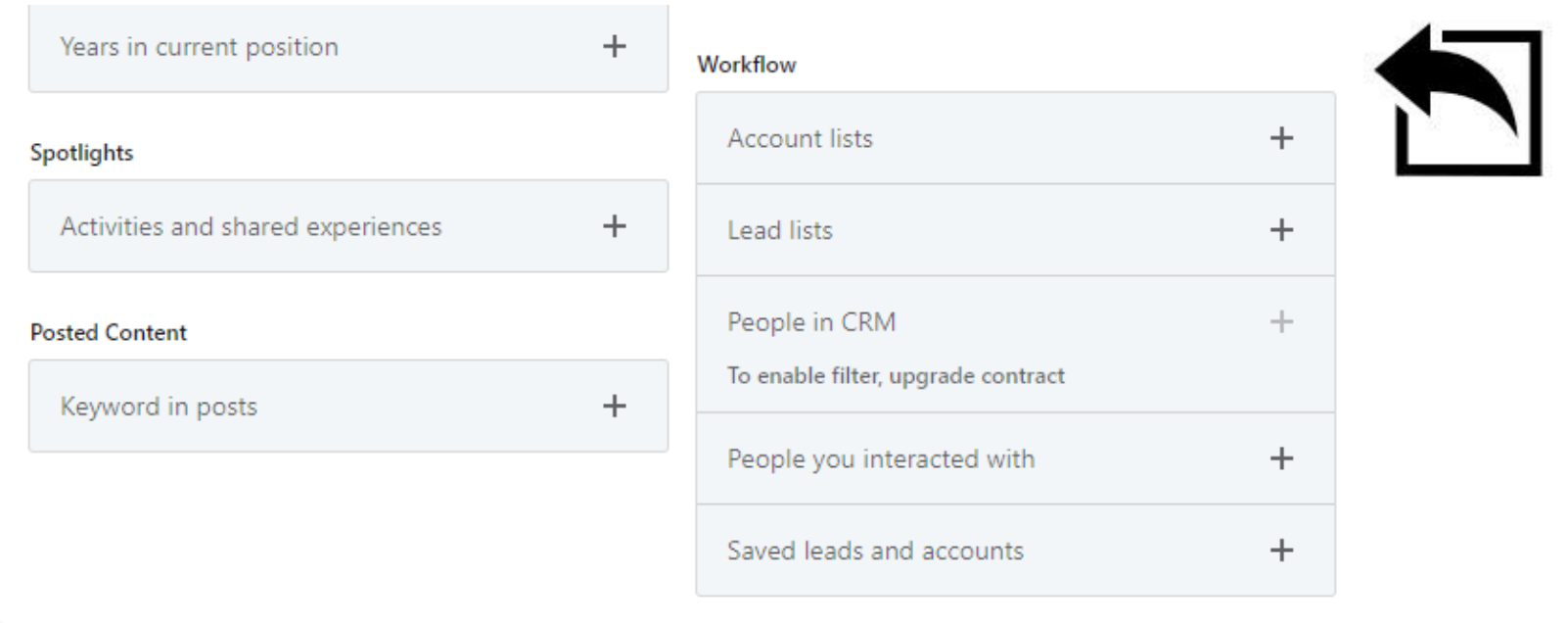
- Leads - Workflow Content Related Search Filters



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- Leads - Personal Related Search Filters

Sales Navigator allows you to refine your search criteria based on

Personal

1.) Connection

1st Degree Connections,

2nd Degree Connections,

3rd Degree Connections,

Group members.

2.) Connections of,

3.) Geography,

4.) Groups,

5.) Industry,

6.) First Name,

7.) Last Name,

8.) Profile Language,

9.) TeamLink connections of,

10.) School,

11.) Years of experience.

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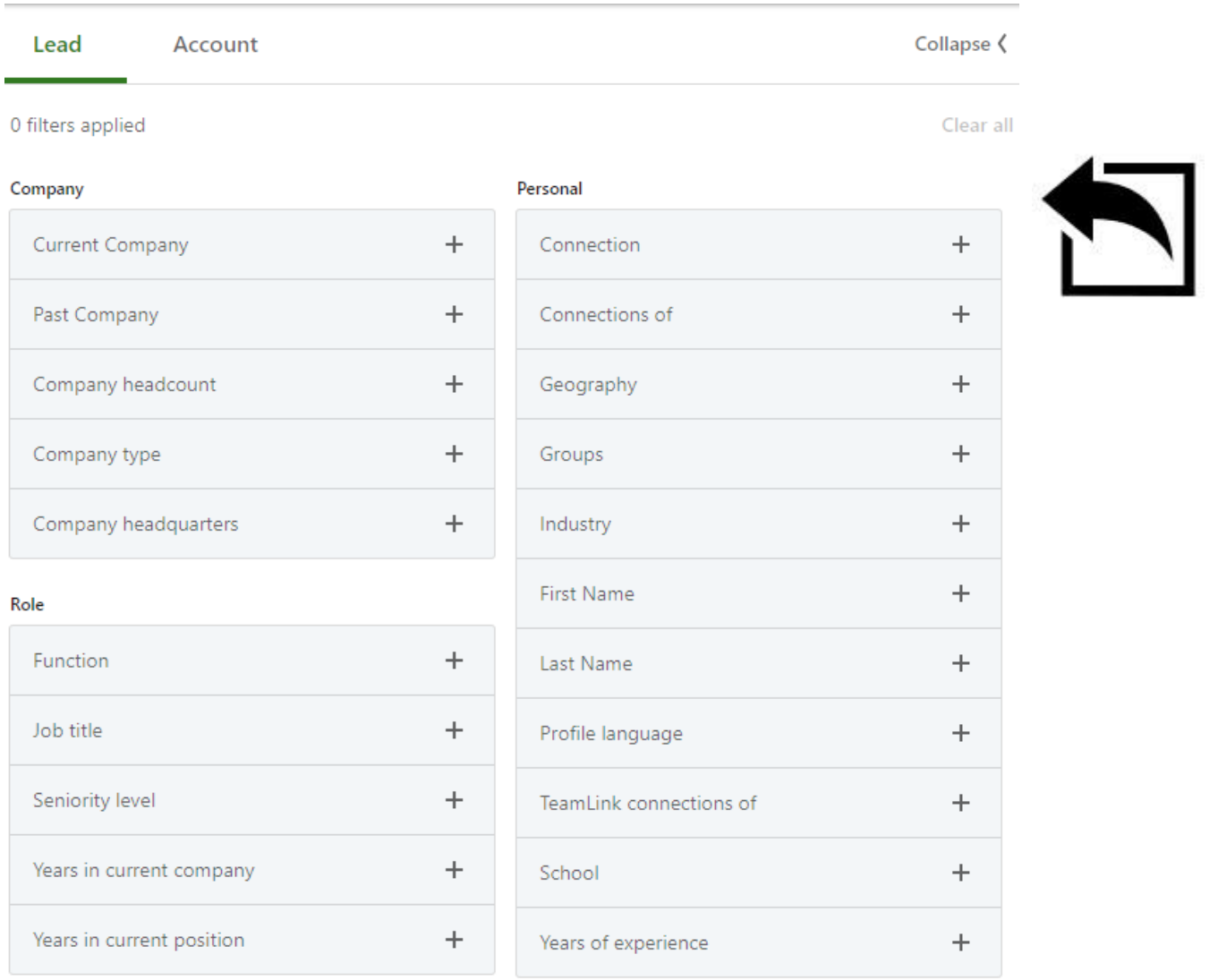
- Leads - Personal Related Search Filters



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- Account - Company Attributes Related Search Filters

Sales Navigator allows you to refine your search criteria based on

Company Attributes

1.) Annual revenue,

2.) Company headcount,

3.) Company headcount growth,

4.) Department headcount,

5.) Department headcount growth,

6.) Fortune,

7.) Headquarters location,

8.) Industry,

9.) Number of Followers,

10.) Technologies used.

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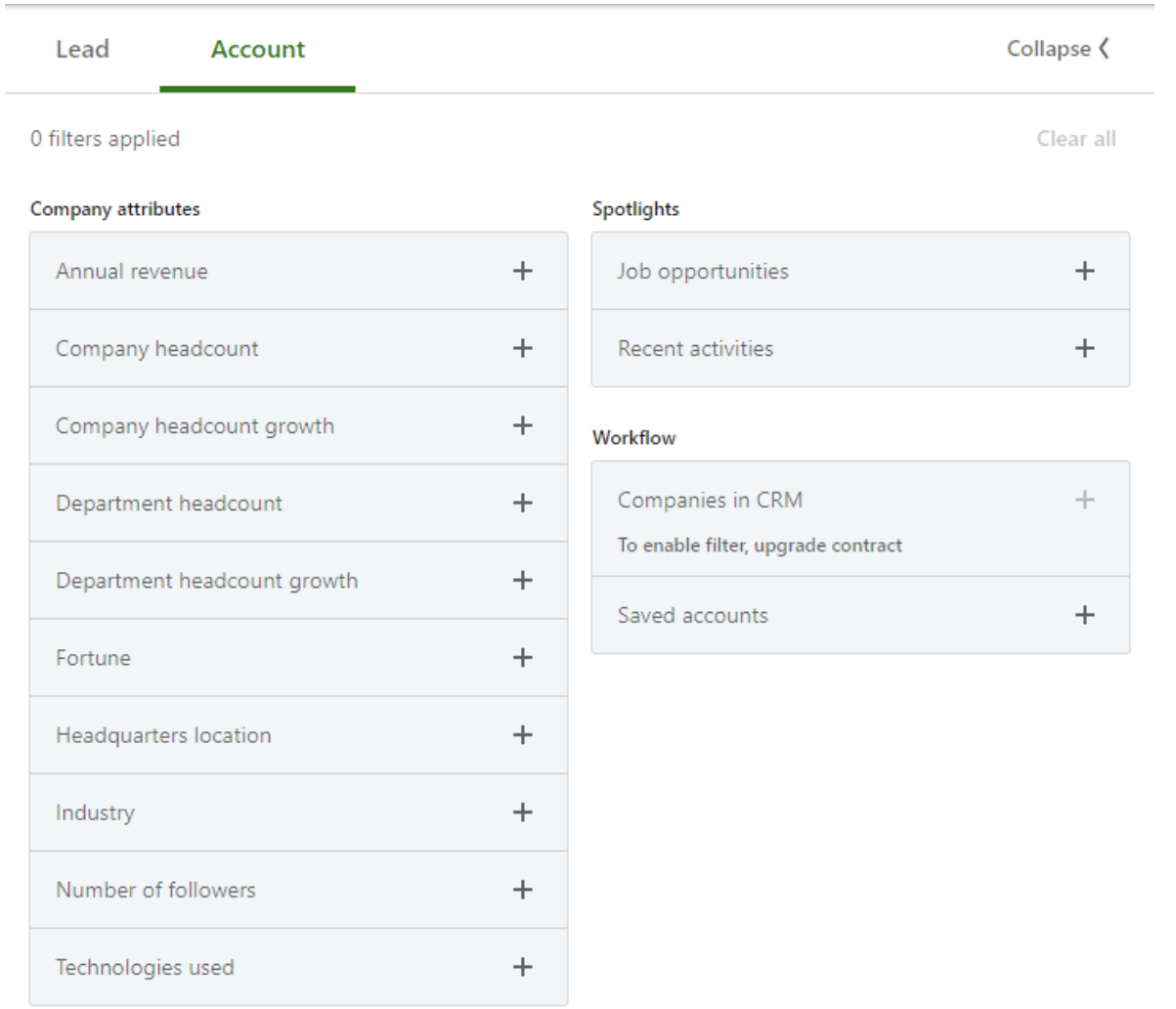
- Account - Company Attributes Related Search Filters



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- Account - Spotlights Related Search Filters

Sales Navigator allows you to refine your search criteria based on

Spotlights

1.) Job opportunities,

Hiring on LinkedIn,

2.) Recent activities,

Senior leadership changes in the last 3 months,

Funding events in the past 12 months.

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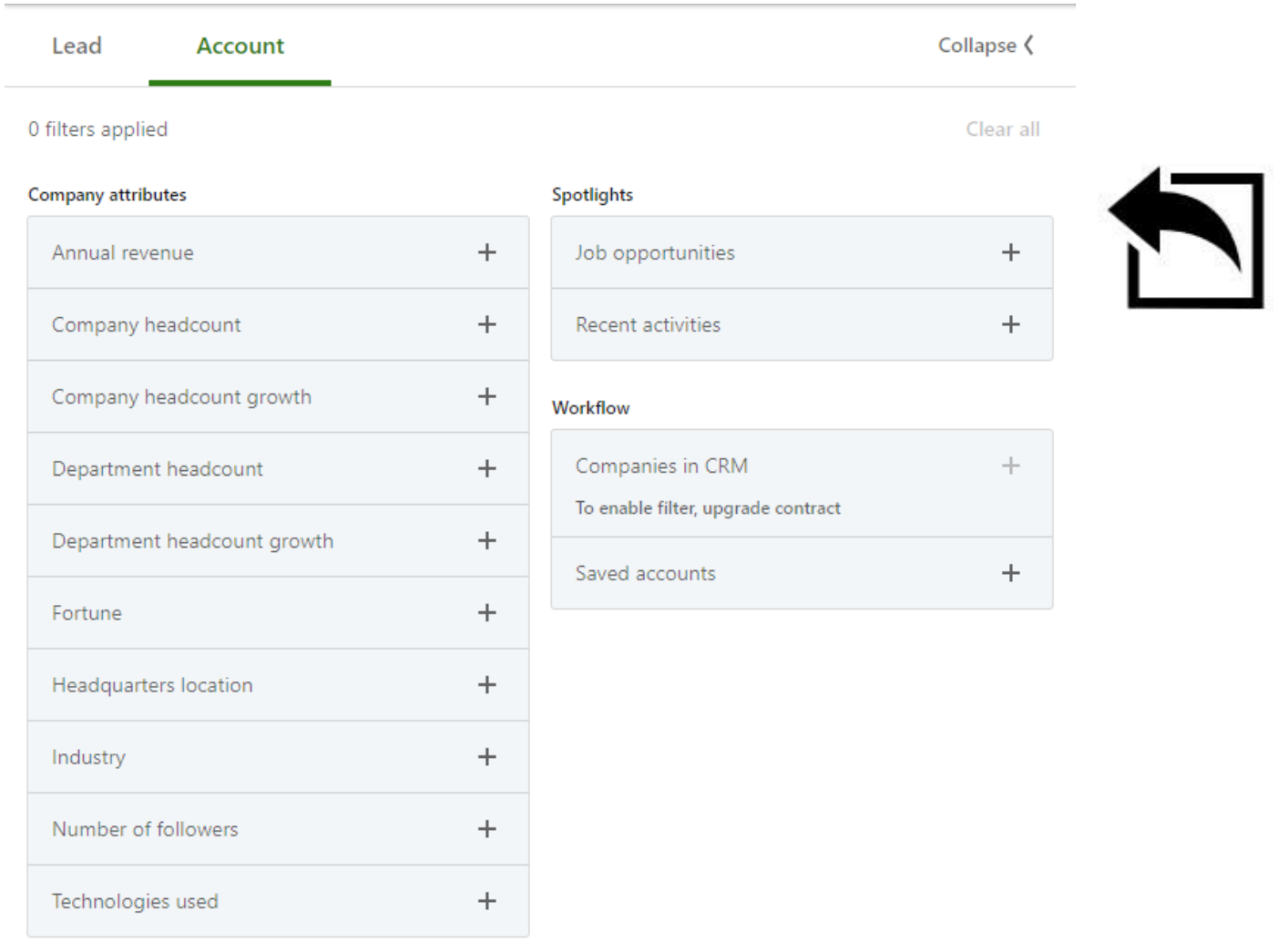
- Account - Spotlights Related Search Filters



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- Account - Workflow Related Search Filters

Sales Navigator allows you to refine your search criteria based on

Workflow

1.) Account lists,

2.) Lead lists,

3.) People in CRM,

4.) People you interacted with,

5.) Saved Leads and Accounts.

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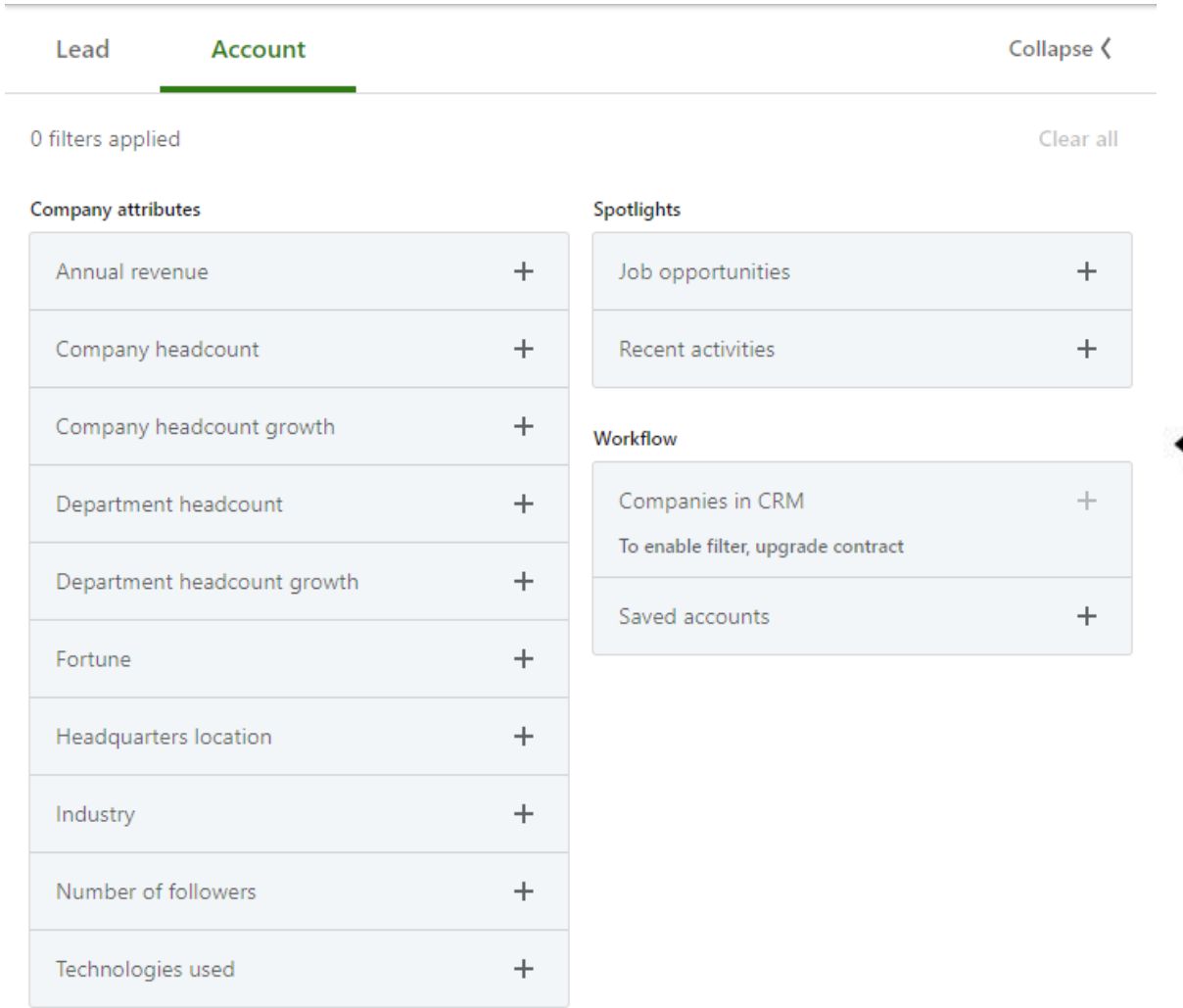
- Leads - Workflow Related Search Filters



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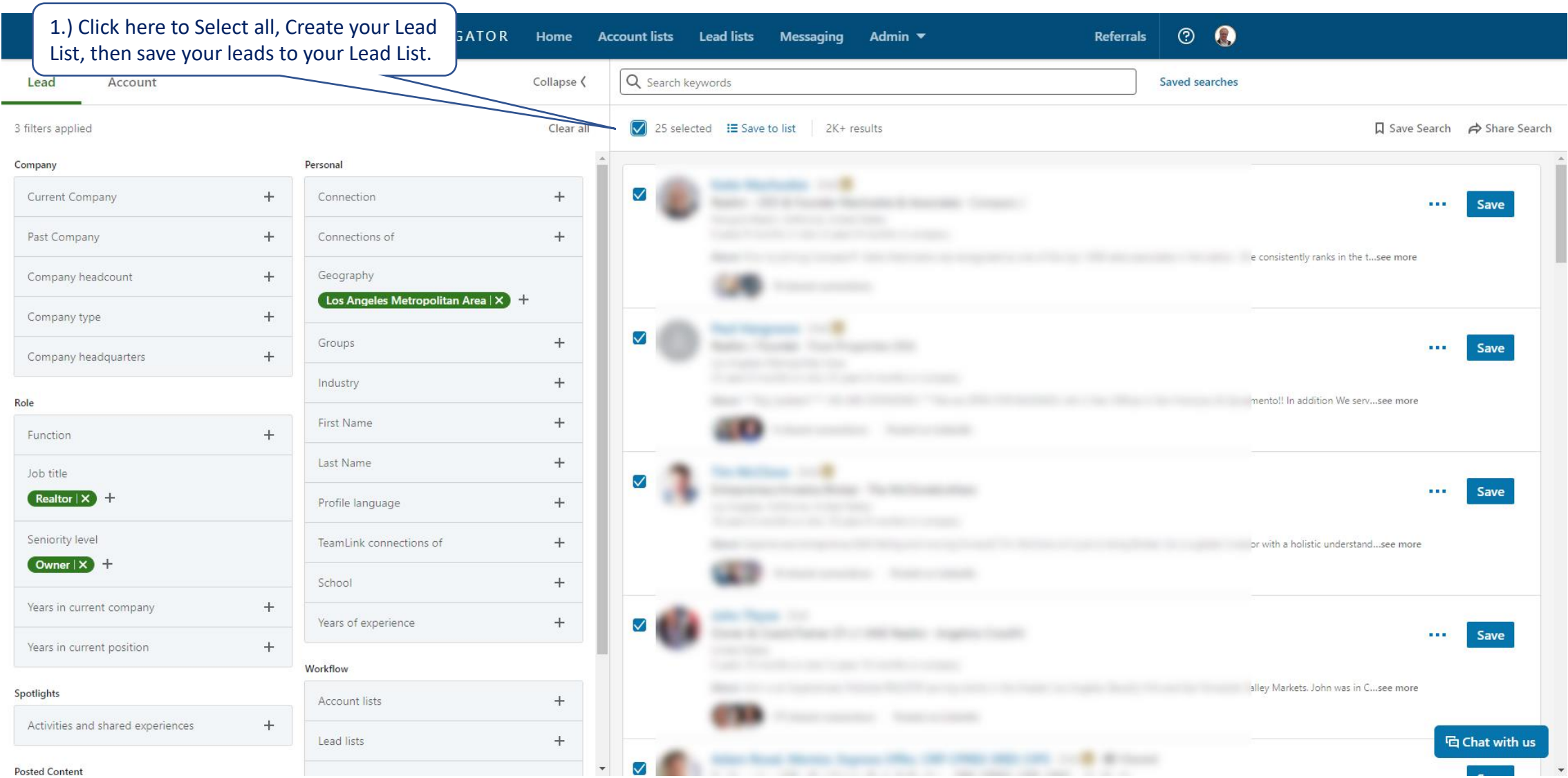
Save Your Leads to a Lead List.



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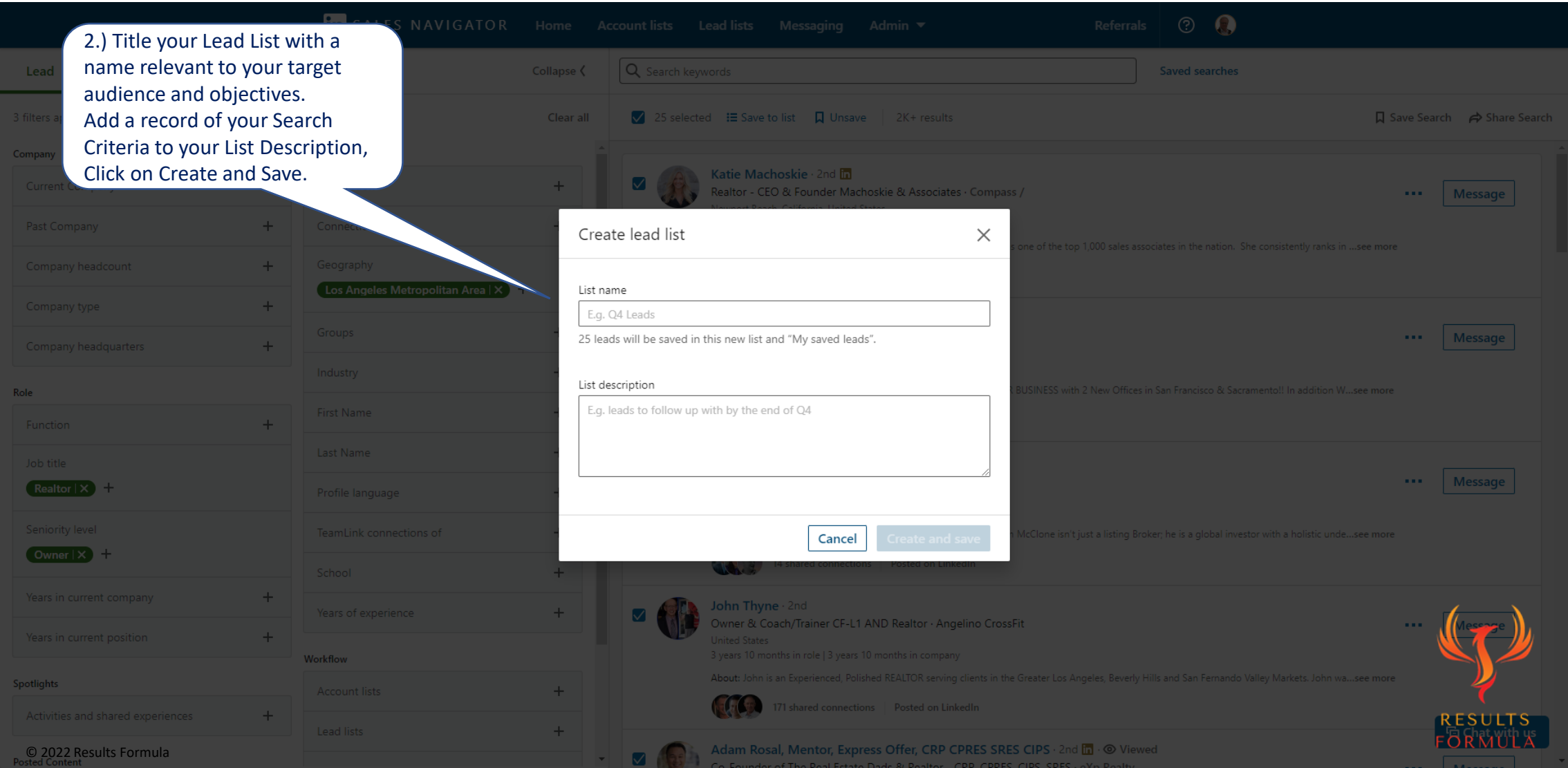
Save Your Leads to a Lead List cont.



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Build Professional Relationships

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Sales Navigator to More Effectively Connect.

To establish, build and nurture the relationship.

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

Now you to get the conversation started with your prospects **before** you send them a 'Request to Connect'.

You can establish, build and nurture the relationship with a conversation that flows and even adds value to your prospects, resulting in increased acceptance of your requests to connect and strengthening your 'positioning' with those prospects right from the start.

1.) As regularly as possible, you should Like and Comment on the posts of your leads/prospects.

2.) By interacting, you are showing genuine interest, becoming known to them, a valued 'connection,

you are establishing and building on your conversation with them.

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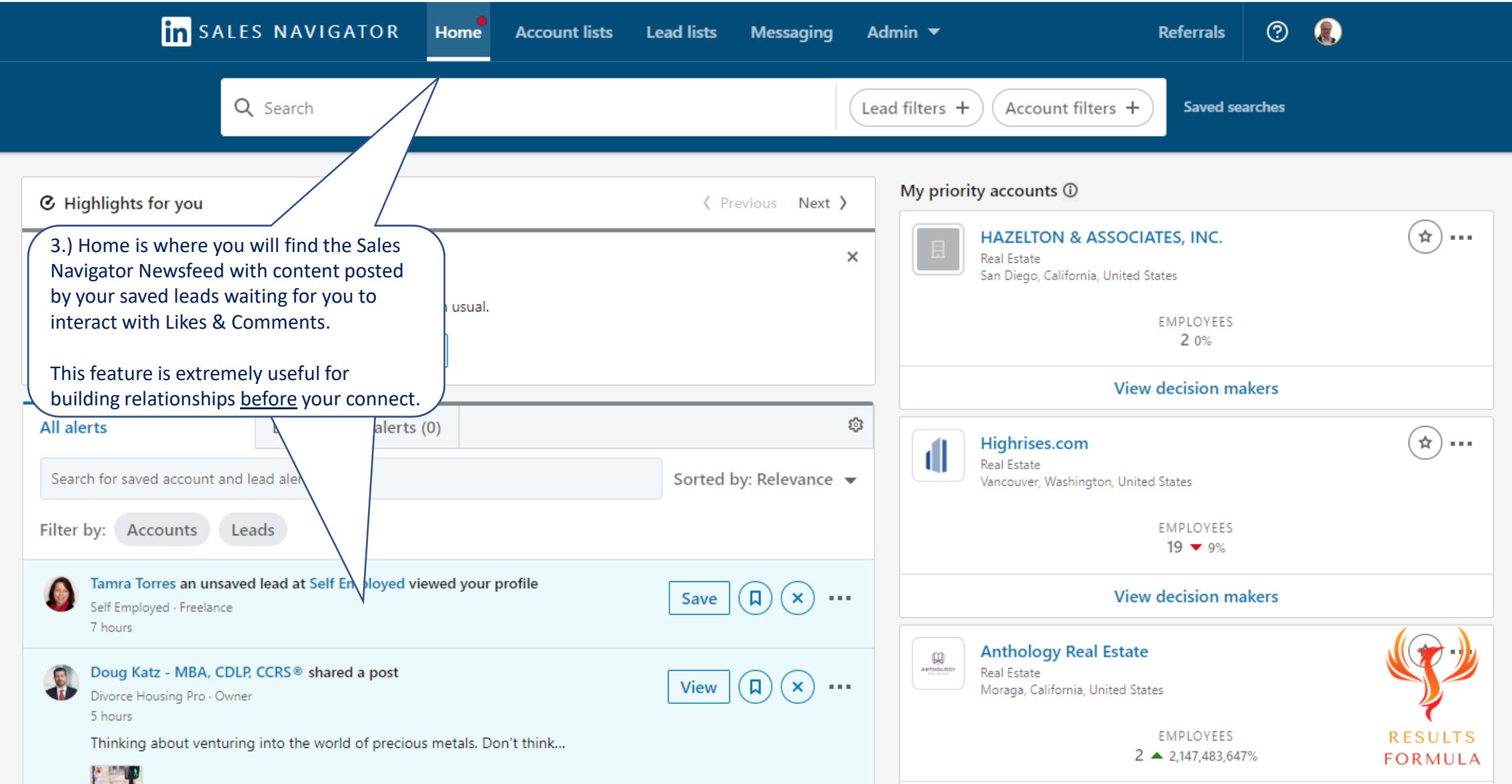
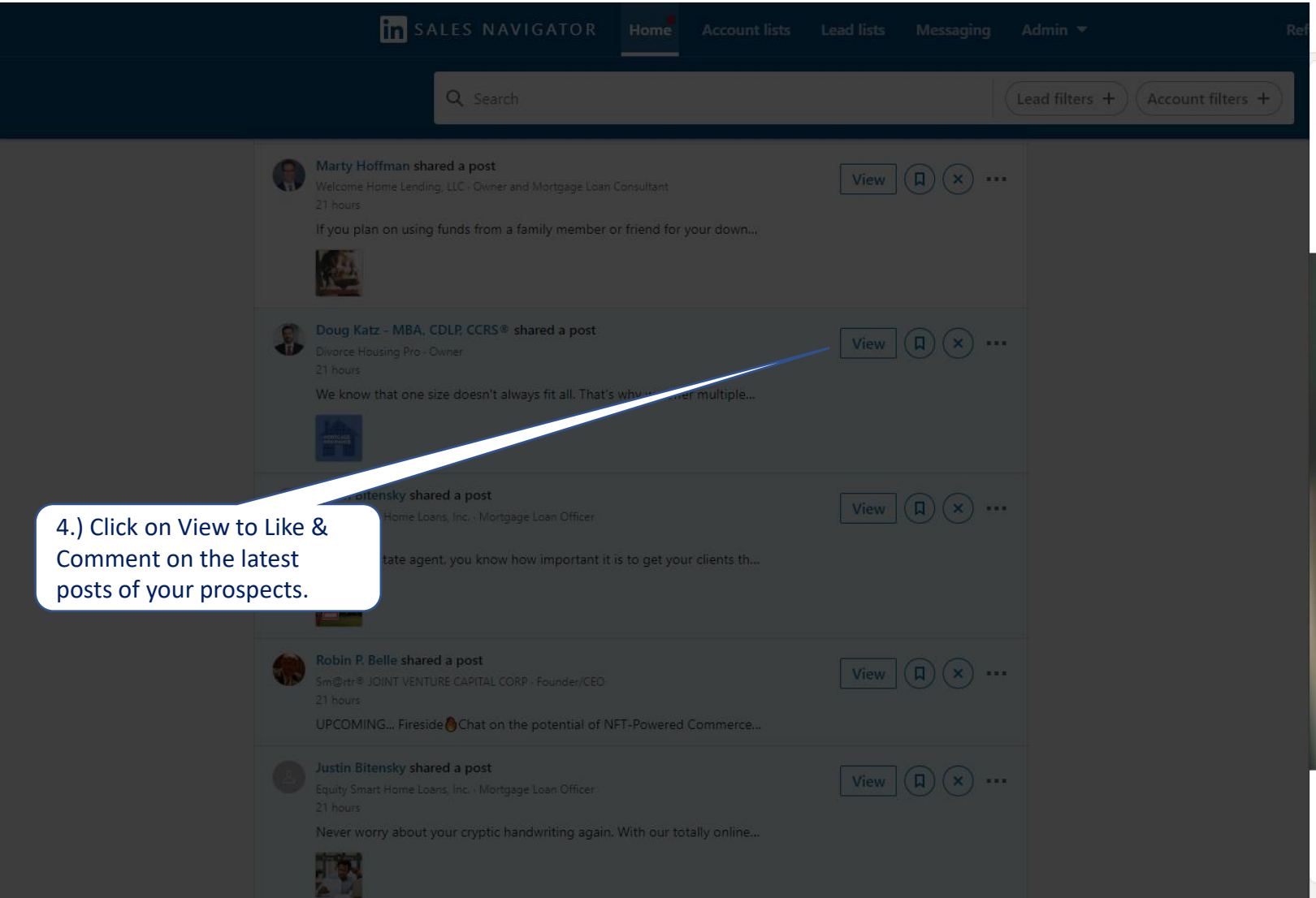
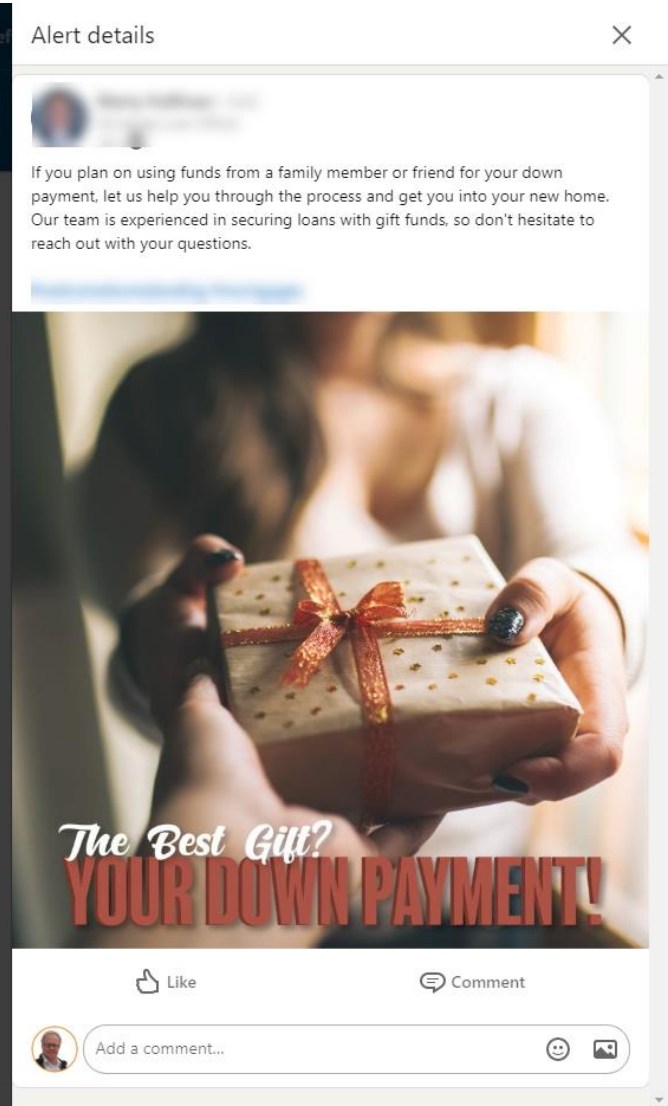
Sales Navigator to More Effectively Connect.



Your Prospects Content in the Sales Navigator Newsfeed.



4.) Click on View to Like & Comment on the latest posts of your prospects.



Now you can you see the real potential

Sales Navigator offers you

to generate quality leads for your business?

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Interact with the Content of Saved Leads.

LinkedIn Sales Navigator offers many benefits including

1.) A Newsfeed with content exclusive to your saved lead lists.

2.) The ability to build relationships and interact with the content of your leads.

3.) Make and save your own notes about your leads.

4.) Recommendations of other similar leads to you.

5.) Video Coaching from within Sales Navigator is provided.

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A Quick Re-Cap.

After watching this video you should understand more about

1. How to set up your LinkedIn Sales Navigator.
2. How to refine your search for leads who are a closer match to your client avatar.
3. How to set up your Lead Lists and save your leads.
4. Interacting with the content of your leads via the Sales Navigator newsfeed.

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Your Objective.

Set up your LinkedIn Sales Navigator, set up your Lead Lists, save yourself some leads, and let Sales Navigator populate its Newsfeed with content from your saved leads ready for you to interact with a ‘Like and a Comment’ with those leads, build relationships and get the conversation started.

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Remember:

The Fastest Way to Achieving Results is to Apply.

Just Get Started and Implement.

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Published by Results Formula.
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