



Derick Mildred

How to Set Up LinkedIn Sales Navigator.



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Linked



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.

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.



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.



Start Here.

SALES NAVIGATOR



Welcome to LinkedIn Sales Navigator, Derick!

In order to provide you with relevant insights and recommendations, we need to ask you a few questions.


Sales Navigator uses your LinkedIn data to personalize your experience. [Learn more](#)

Continue



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Select Locations You Wish to Target.

SALES NAVIGATOR 

Which geographies do you typically target?

City, state, country or region


Sales Navigator will use your selections to recommend companies and people that match your sector criteria

Australia ×

1 selected [Continue](#)



Select Your Target Market.

SALES NAVIGATOR 

Which industries do you typically target?

Start typing an industry


- Accounting
- Airlines/Aviation
- Alternative Dispute Resolution
- Alternative Medicine
- Animation
- Apparel & Fashion
- Architecture & Planning
- Arts and Crafts
- Automotive
- Aviation & Aerospace
- Banking
- Biotechnology
- Broadcast Media
- Building Materials
- Business Supplies and Equipment
- Capital Markets
- Chemicals

Sales Navigator will use your selections to recommend companies and people that match your sector criteria

Real Estate X



Select Your Preferred Company Size.

SALES NAVIGATOR 

Which company size do you typically target? (number of employees)

Self-employed
201-500
501-1000
1001-5000
5001-10,000
10,000+


Sales Navigator will use your company size selections to further narrow down company recommendations

1-10 × 11-50 × 51-200 ×

3 selected [Continue](#)



Select Role of Your Target Audience.

SALES NAVIGATOR 

Which functions do you typically target?

Start typing a function


- Accounting
- Administrative
- Arts and Design
- Community and Social Services
- Consulting
- Education
- Engineering
- Entrepreneurship
- Finance
- Healthcare Services
- Human Resources
- Information Technology
- Legal
- Marketing
- Media and Communication
- Military and Protective Services
- Operations

Sales Navigator will use your selections to recommend companies and people that match your sector criteria

Real Estate × **Business Development** ×



Select Seniority Level.

SALES NAVIGATOR 

What seniority level do you typically target?

- CXO
- VP
- Manager
- Senior
- Entry
- Training
- Unpaid


Sales Navigator will use your selections to recommend decision makers in the seniority level you target

Owner X **Partner X** **Director X**


3 selected [Continue](#)



Select Specific Companies.


SALES NAVIGATOR 

Lastly, save three or more accounts to receive insights and lead recommendations

Start typing a company name 

Suggestions based on your previous selections and your LinkedIn activity

We don't have any suggestions for you at the moment
Use the search box above to find companies you want to target



1 selected [Continue](#)



Sales Navigator Will Notify You of Available Leads.



We've found some potential leads that match your sales preferences. Now, let's explore that list with advanced search filters.

[Start advanced search](#)



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.

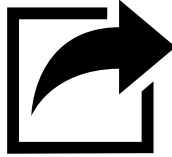


- Leads - Company Related Search Filters

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.

Company Related Search Filters



Lead Account Collapse <

0 filters applied Clear all

Company	Personal
Current Company +	Connection +
Past Company +	Connections of +
Company headcount +	Geography +
Company type +	Groups +
Company headquarters +	Industry +
	First Name +
	Last Name +
	Profile language +
	TeamLink connections of +
	School +
	Years of experience +

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



- 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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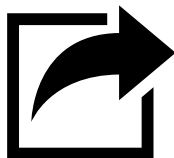
Role Related Search Filters

Lead Account Collapse <

0 filters applied Clear all

Company	Personal
Current Company +	Connection +
Past Company +	Connections of +
Company headcount +	Geography +
Company type +	Groups +
Company headquarters +	Industry +
	First Name +
	Last Name +
	Profile language +
	TeamLink connections of +
	School +
	Years of experience +

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

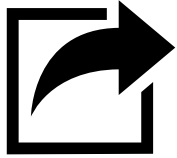


- Leads - Spotlights Related Search Filters

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.

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	+

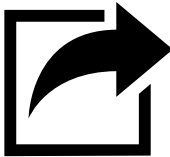


- Leads - Posted Content Related Search Filters

Sales Navigator allows you to refine your search criteria based on
Posted Content

1.) Keywords in posts

- 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	+

- 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.

- Leads - Workflow 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	+



- 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.



- Leads -

Personal Related Search Filters

Lead Account Collapse <

0 filters applied Clear all

Company	Personal
Current Company +	Connection +
Past Company +	Connections of +
Company headcount +	Geography +
Company type +	Groups +
Company headquarters +	Industry +
	First Name +
	Last Name +
	Profile language +
	TeamLink connections of +
	School +
	Years of experience +

Role

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



- Account - Company Attributes Related Search Filters

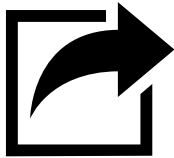
Sales Navigator allows you to refine your search criteria based on

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.



- Account - Company Attributes Related Search Filters



Lead **Account** Collapse <

0 filters applied Clear all

Company attributes

Annual revenue	+
Company headcount	+
Company headcount growth	+
Department headcount	+
Department headcount growth	+
Fortune	+
Headquarters location	+
Industry	+
Number of followers	+
Technologies used	+

Spotlights

Job opportunities	+
Recent activities	+

Workflow

Companies in CRM	+
To enable filter, upgrade contract	
Saved accounts	+

- 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

Lead **Account** Collapse <

0 filters applied Clear all

Company attributes

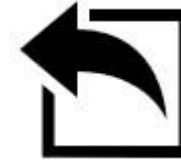
Annual revenue	+
Company headcount	+
Company headcount growth	+
Department headcount	+
Department headcount growth	+
Fortune	+
Headquarters location	+
Industry	+
Number of followers	+
Technologies used	+

Spotlights

Job opportunities	+
Recent activities	+

Workflow

Companies in CRM	+
To enable filter, upgrade contract	
Saved accounts	+



- 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.



- Leads -

Workflow Related Search Filters

Lead **Account** Collapse <

0 filters applied Clear all

Company attributes

Annual revenue	+
Company headcount	+
Company headcount growth	+
Department headcount	+
Department headcount growth	+
Fortune	+
Headquarters location	+
Industry	+
Number of followers	+
Technologies used	+

Spotlights

Job opportunities	+
Recent activities	+

Workflow

Companies in CRM	+
To enable filter, upgrade contract	
Saved accounts	+



Save Your Leads to a Lead List.

1.) 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, the interface is divided into sections: 'Lead' and 'Account' tabs, a search bar with 'Search keywords', and 'Saved searches'. A status bar indicates '3 filters applied', 'Clear all', '25 selected', 'Save to list', and '2K+ results'. On the right of this bar are 'Save Search' and 'Share Search' options. The left sidebar contains 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 is split into 'Personal' and 'Workflow' sections. The 'Personal' section includes filters for Connection, Connections of, Geography (with 'Los Angeles Metropolitan Area' selected), Groups, Industry, First Name, Last Name, Profile language, TeamLink connections of, School, and Years of experience. The 'Workflow' section includes Account lists and Lead lists. The central list shows lead cards with profile pictures, names, and 'Save' buttons. A 'Chat with us' button is located at the bottom right.

Build Professional Relationships



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.



Search

Lead filters +

Account filters +

Saved searches

Highlights for you

< Previous Next >

3.) 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

alerts (0)



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%



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Your Prospects Content in the Sales Navigator Newsfeed.

The screenshot shows the LinkedIn Sales Navigator interface. At the top, there are navigation tabs: Home (selected), Account lists, Lead lists, Messaging, and Admin. Below the navigation is a search bar and filter buttons for 'Lead filters' and 'Account filters'. The main content area displays a newsfeed of posts from prospects. Each post includes the user's profile picture, name, title, and a 'View' button. A blue arrow points from a callout box to the 'View' button of the second post.

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

The 'Alert details' window shows a post from a prospect. The post text reads: "If you plan on using funds from a family member or friend for your down payment, let us help you through the process and get you into your new home. Our team is experienced in securing loans with gift funds, so don't hesitate to reach out with your questions." Below the text is a large image of a person holding a wrapped gift. At the bottom of the image, the text "The Best Gift? YOUR DOWN PAYMENT!" is displayed in a stylized font. Below the image are buttons for 'Like' and 'Comment', and a text input field for adding a comment.

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.



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.



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.



Remember:

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



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You truly
learn when
the unknown
is explored.

 **inspire**MORE.com

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