

Intro to: LinkedIn Sales Navigator

Learn how to get the most out of LinkedIn Sales Navigator by reading tips and best practices from Spekit's own SDR team.

Provided by

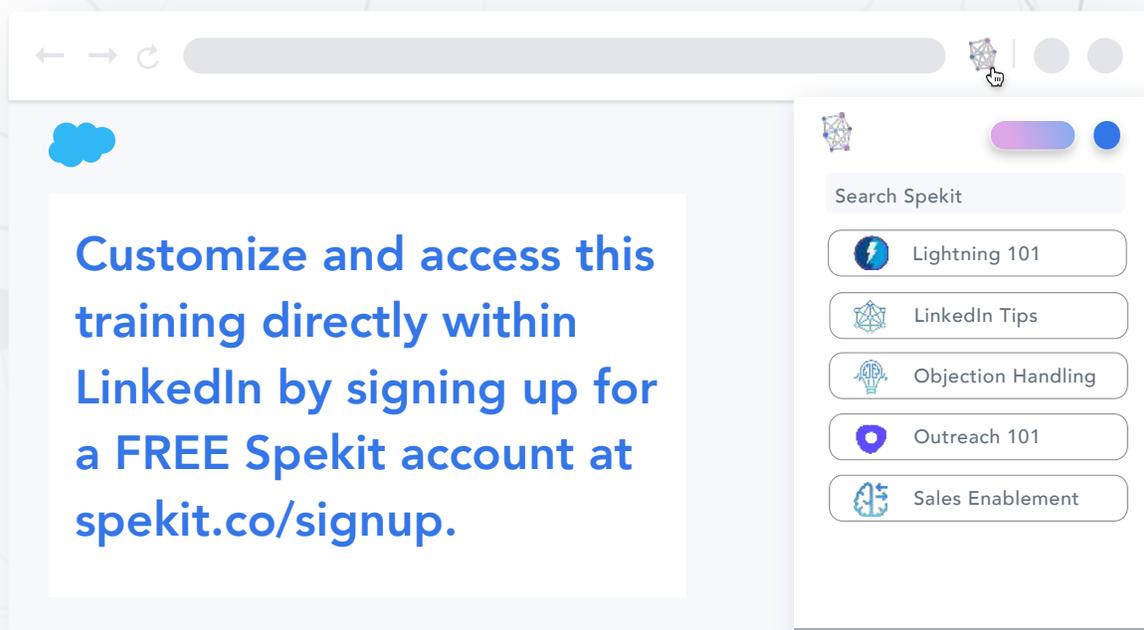


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01. Intro to LinkedIn Sales Navigator

Sales Navigator is a powerful tool that can be used in several different ways throughout the prospecting and sales process. We will cover how you can get the most out of Sales Nav to help you:

- Quickly build out target accounts
- Identify prospects that are in our ICP or would be likely to benefit from our product/service
- Keep track of company news, prospect LinkedIn activity, changed jobs/roles, and more to use as triggers for your outreach

Here are the main areas or features of Sales Nav that you will learn in this tutorial:

- Performing Lead & Account Searches and Applying Filters
- Using Alerts to track Lead & Account activity and news
- Advanced Sales Nav Tips

Happy Hunting!

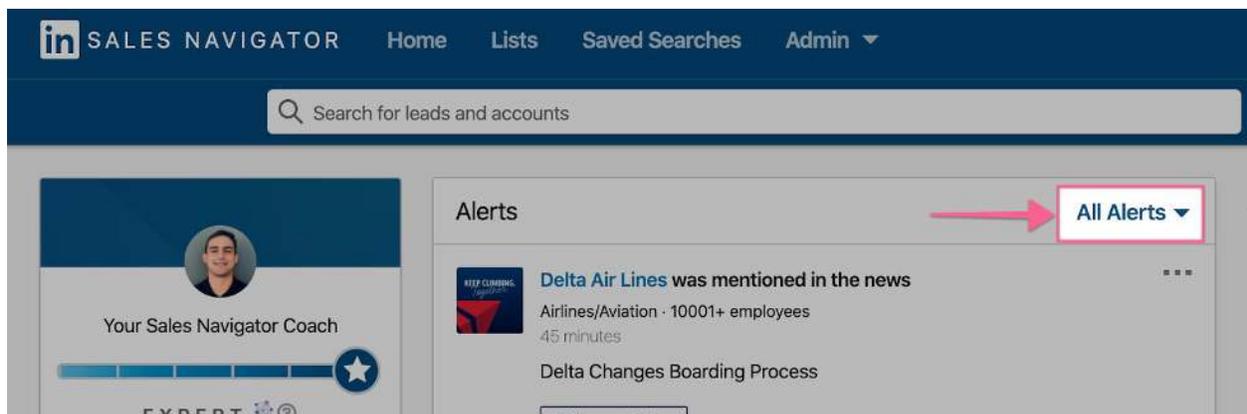
Alerts & Social Listening: LinkedIn Sales Nav

Alerts are a fundamental feature of LinkedIn Sales Nav that allows you to stay up-to-date with your target accounts and prospects. This feature is great for **Social Listening** which is defined by [Sprout Social](#) as *the processes of listening for sales means being in tune with conversations your real-life customers are having*).

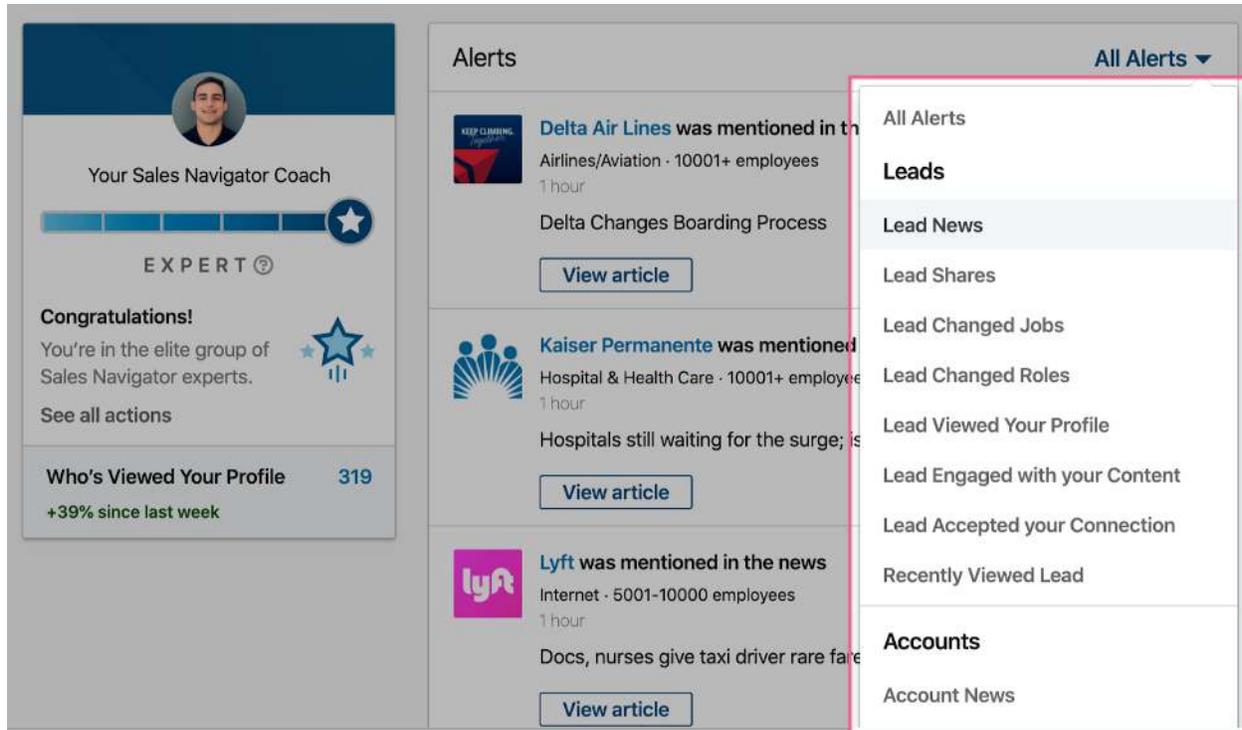
Check the end of this Spek for more Social Listening tools you can leverage.

[Here's an overview of how to get the most out of Alerts:](#)

1. Go to LinkedIn Sales Navigator Home
2. Click on All Alerts:



3. Choose from this Dropdown which Alerts you would like to view:



As you can see, you have a range of options (filters) to choose from that relate to both Saved Leads and Saved Accounts. Note that **Leads and Accounts must be saved to list** in order for them to be picked up by Alerts (See how [here](#)). These titles are fairly self-explanatory, so I'll highlight a few common use cases:

- **Lead Shares:** This will pull a list of all of the Shared Content that your leads in Saved Lists have posted on LinkedIn. This is a great tool for prospect research, engaging with prospects (comment/like their posts), and nurturing relationships.
- **Lead Changed Jobs:** Tells you if any of your saved leads have recently changed companies, which can be a trigger to reach out
- **Account News:** This is a great way to stay on top of any News articles that mentioned the companies you have saved
- **Shared List Alerts:** If you have Sales Navigator Teams or Enterprise Edition, you can view alerts about the Shared Lists that your team has created

Social Listening Tools continued...

- Twitter, Facebook, Instagram, and personal blogs
- [Feedly](#): Monitor the web and Twitter for specific keywords, blogs from websites, Twitter lists, etc.
- [Owler](#): Similar to Feedly but more oriented for Sales Professionals
- Other similar tools

Happy Hunting!

Custom Lists: LinkedIn Sales Nav

Custom Lists are a relatively new feature in LinkedIn Sales Nav that allows you to filter your Lead searches by a specific set of accounts.

You may want to use this feature to identify leads in:

- Your target accounts
- Current customers of your company
- A list of Accounts specified by filters like: Industry, Company Size, Revenue, Growth, etc.

Here is a video that illustrates creating & applying Custom Lists:

scan code to view video



(<https://youtu.be/FcyxsiZ2CWM>)

Basically, the process here is:

Start Account Search

Identify accounts you would like to target based off of filter criteria

Add desired Accounts to Custom Account List

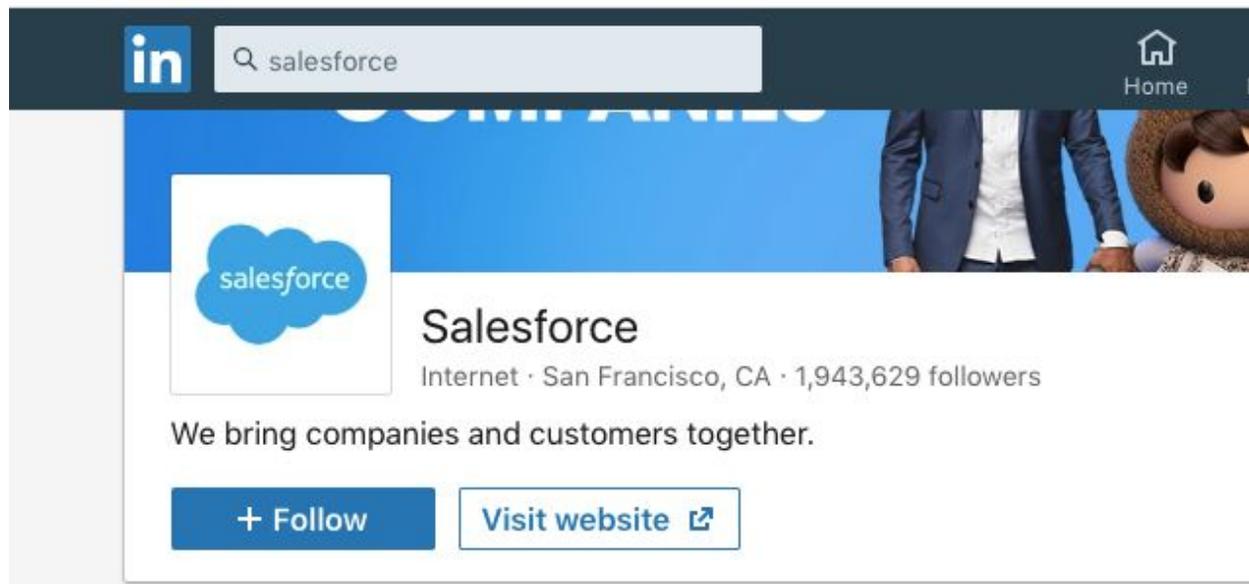
Create New Lead Search

Filter Lead search by Custom List = Account List you just created

Doing Company Research on LinkedIn for Personalization

When it comes to personalization, the most important thing to make sure the prospect takes away is why them, why now.

Search for the company name on LinkedIn and go to company page:



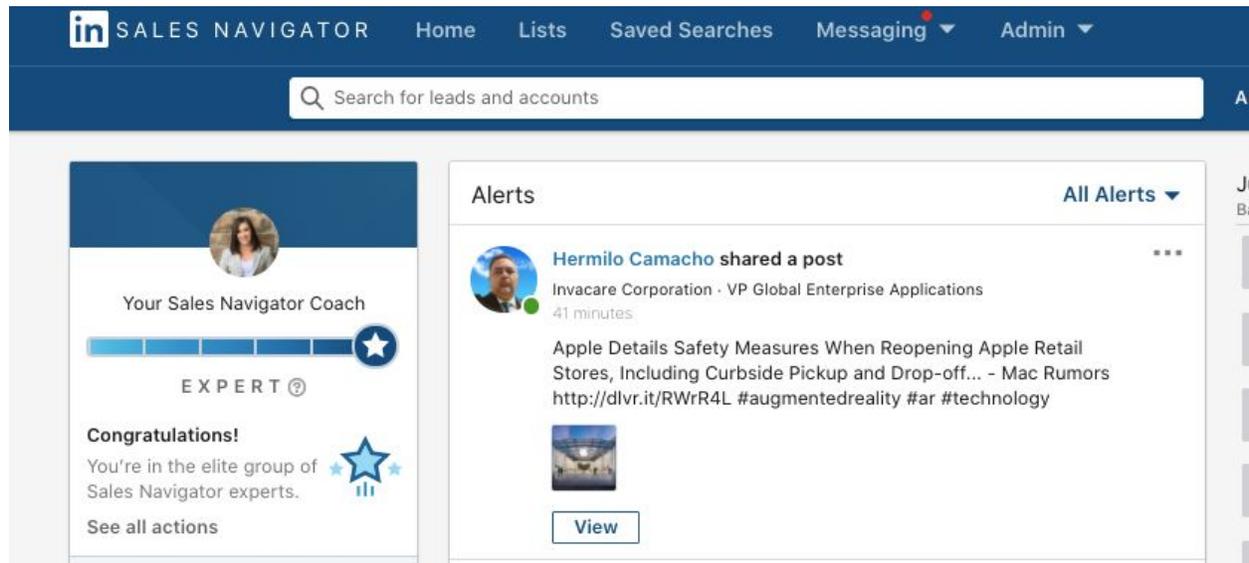
- **ABOUT US** - get a high level understanding of the business. Specifically look for:
 - Brief description of Products/Services/Industry company is in (so you can use their terminology in outreach)
 - How long the company has been around (is this an established company with existing systems in place?)
 - Number of offices/locations
- Next, go to **INSIGHTS** to get an idea of the total employees, employee growth and any relevant top hires.
 - High growth
 - Spike in growth = could indicate an acquisition, verify by looking at the news
 - Top New Hires: any senior management that was recently brought in
- Then, search **JOBS** section for keywords in the Titles most relevant to your product/services ie. If you sell to Salesforce teams, search "Salesforce"
 - Look at any open job postings with your keywords in the title (indicates that company is investing more into their Salesforce investment) or learning/enablement/training as it shows that the company is likely looking to address some challenges on that front.
 - Look at any job descriptions for other roles that include those keywords in description - for example, it might include how an employee will need to use Salesforce for their job or other key applications built on top of the salesforce platform they'll use
- Finally look at **HOME** tab for any recent posts announcing:
 - Market/Office Expansions
 - Partnerships
 - New products they've launched
 - Acquisitions

Next, dig into any key research you've found to help you build your case for WHY them, WHY now by going to their website or searching google.

Finally, use this research to send a personalized inmail or email to your prospect!

Finding Prospect in the News: Linkedin Sales Nav

Step One: Open Up Sales Navigator



The screenshot displays the LinkedIn Sales Navigator interface. At the top, there is a dark blue navigation bar with the LinkedIn logo and the text "SALES NAVIGATOR". To the right of this bar are menu items: "Home", "Lists", "Saved Searches", "Messaging" (with a red notification dot), and "Admin" (with a dropdown arrow). Below the navigation bar is a search bar with the placeholder text "Search for leads and accounts".

The main content area is divided into two columns. The left column features a profile card for the user's "Sales Navigator Coach". It includes a circular profile picture, the text "Your Sales Navigator Coach", a progress bar with a star icon, and the word "EXPERT" with a question mark. Below this, a "Congratulations!" message states, "You're in the elite group of Sales Navigator experts." and includes a star icon with the letters "ili". A link "See all actions" is at the bottom of this section.

The right column is titled "Alerts" and has a dropdown menu for "All Alerts". It shows a notification from "Hermilo Camacho" who "shared a post". The post is from "Invacare Corporation - VP Global Enterprise Applications" and was shared "41 minutes" ago. The post text reads: "Apple Details Safety Measures When Reopening Apple Retail Stores, Including Curbside Pickup and Drop-off... - Mac Rumors" followed by a URL "http://dlvr.it/RWrR4L" and hashtags "#augmentedreality #ar #technology". A small image thumbnail is visible below the text, and a "View" button is at the bottom of the alert.