

How to Use LinkedIn Sales Navigator: The Magic Wand for Modern Sellers in 2020

Due to the global pandemic, many businesses are curtailing their expenses aligning with the economic recession this year. The first hit of this staggering situation goes on the sales people as the companies are mostly cutting off their budgets on marketing activities. If your company or agency is based on B2B operations, the situation can be even harsher. You must be thinking how to stay relevant amid this coronavirus hinderance.

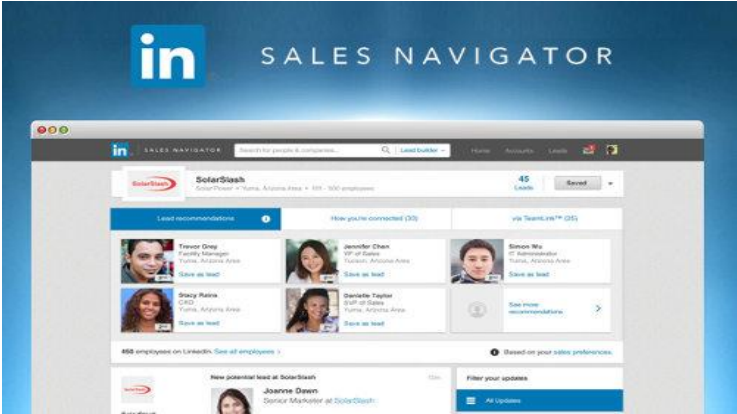
Growing your customer base through marketing is a hefty job, we'll all admit that. But, with all in-person meetings cancelled, B2B companies are facing the hardest of their times. Despite that, you actually can keep your business relevant as well as grow to a commendable extent by switching to modern selling and going digital. B2B buyers are going online more than ever, conducting their research and waiting for your service!

Be the warmest approach, not the sales creep

Does remote approach to customers sound like cold emails and unknown calls to potential customers who later on turns out to be not at all interested in your business? When research says that [modern sellers](#) got 57% more ROIs than traditional, this is the time to reshape your schemes and grab your exact customers online. Being the largest and growing database of business people and industries of the world, LinkedIn can be your best choice.

LinkedIn Sales Navigator

Getting straight to the point, LinkedIn offers one of the best social media leads creating tools for sellers which can be the turning point of your sales if you use it properly. LinkedIn sales navigator lets you create the exact customer persona you want and connect to customers. Here we are with what it actually provides, how to get started with the tool and some special techniques to be benefitted from.



What LinkedIn Sales Navigator gives you in 2020

[LinkedIn Sales Navigator](#) is a built-in purchasable marketing tool which gives you a wide range of options to set up your customer profile and reach out to your most potential customer or spokesperson to that business. In 2020, LinkedIn has upgraded this tool and made it stand out from its other premium business tools.

Before hopping in to knowing the ABCs of LinkedIn Sales Navigator, we will first look into the value additions of this tool:

1. 3 different packages to purchase

This LinkedIn CRM tool comes in [three different packages](#) named: Professional (\$64.99 per month), Team (\$103.33 per month) and Executive (Price based on contact).

All of these plans offer InMails, extended network access, saved leads and searches and much more but there are subtle differences and added values to the Team and Executive plans i.e. Team and Executive has more InMails and Saved Leads per month. TeamLink features are not available in the Professional package.

The screenshot shows the LinkedIn Sales Navigator pricing page. At the top, there is a navigation bar with links for Product, Compare Plans, Resources, Partners, Support, and a Contact sales button. Below the navigation bar, there are two tabs: Annual Plan (Buy annual and save up to 25% - cancel anytime) and Monthly Plan (Cancel anytime). The main content area is divided into three columns representing different plans:

- Professional:** \$64.99* per month. Billed as one annual payment of \$779.88*. For individuals who want to tap into LinkedIn's network to increase pipeline and close more deals. Includes a Free trial button.
- Team:** \$103.33* per month. One annual payment of \$1,240.00* per license. For sales teams who want to harness the power of their shared network to build client relationships. Includes Free demo and Buy now buttons.
- Enterprise:** Contact Us. For sales organizations who want to take full advantage of LinkedIn and their expanded company network to build client relationships. Includes Free demo and Contact us buttons.

*Sales tax not included

2. Insights and leads without connection

Sales navigator tool opens your door to such extended and exclusive networks within LinkedIn useful for sales representatives that nobody cannot access even through LinkedIn paid Business Premium accounts.

Once you set up your dashboard of sales navigator, it will give you news, alerts and insights of your desired industry and business.

3. Opportunity to reach out to the target customers

This is the best feature, it provides you to connect, send message or even exclusively send InMails to your target customer personnel. Although InMails are limited to 20 leads per month in the standard plan, it boosts your possibility of sales up to a great extent.

4. Best way to showcase your profile

Yes, sales navigator is not only about grabbing your leads but also about displaying you as a worthy seller and a perfect representation of your organization.

This tool makes your profile stand out from other users, provides larger profile picture, clear background photo and higher ranking in searches. You can also share sales content that your customer would not have to download.

5. Optimized newsfeed to stay updated

After enabling Sales Navigator, you can control what you want to see on your newsfeed. You can set them up to recent updates, sort your feed by specific type of posts you want to see and also filter the newsfeed with posts from your saved accounts only. This saves your time and toil of going through irrelevant posts and updates on your feed.

How to use? Simplest way to operate the dashboard

Let's say you have purchased a sales navigator plan from LinkedIn. Although this tool has intriguing features and quite easy to use in comparison to other sales tools, if you don't have a primary research about how to set up and operate the tool you might stumble and waste a lot of time and valuable InMails.

So here is a basic rundown of operating the dashboard of sales navigator:

1. Know the seat you have

The first thing you have to do is be aware of which plan you purchased and what features it comes with. Most common two plans are the professional and team.

They come with some differences in functionalities such as- the professional one has 20 InMails per month whereas the Team one offers 30 mails instead, 1500 saved leads in professional and 5000 in team.

Team also has unique features like TeamLink, Invoicing, Basic License management etc. which are not present in professional seat.

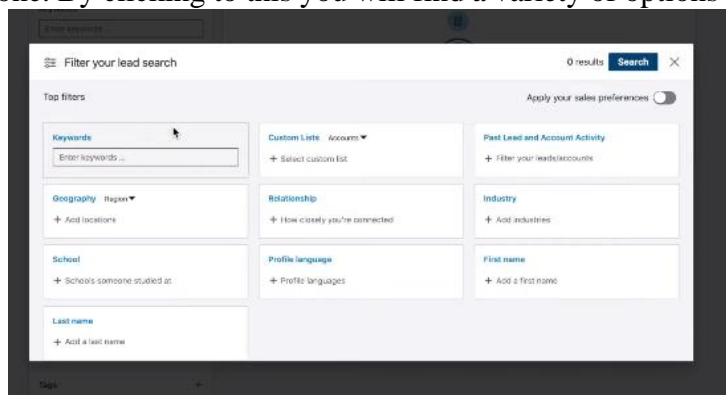
2. Take time to pinpoint your customer profile

Before hitting search options, you need to make a clear map of your customer demography including territory, specific industry with points to include or opt out, experience year of certain business personnel and much more.

Once you have all features of your target organizations or personnel noted, you can easily combine filters and keywords in search box to get your desired leads.

3. Use filters in advanced searches

The 'advanced search' on the right corner of your sales navigator dashboard is a very important one. By clicking to this you will find a variety of options you can enable to your



search like, a specific area where your target business might be most, specific industry, position of the person in company you want to connect to along with their experience. There are filters like specific schools, interests and experiences your customer persona might have. This not only gets you to the right person without hassle but also saves you from unnecessary messaging embarrassment.

4. Know if your business is using other LinkedIn tools

If you are from an organization, one important thing to be aware of is that if anyone or any other team of your organization is active or using other tools in LinkedIn.

Usually the HR and recruitment, employee control, sales and marketing teams use LinkedIn features. If you find any of them already in LinkedIn, you can join forces with them and maximize your returns.

5. Focus on how others see you

Amidst all the efforts on increasing leads, do not forget to put an eye on how your customers and connections see you. With the help of navigator, you can look into sample sales rep profiles and develop yours.

Your profile must have a clear declaration of [what your company is](#) and what do they offer. A plus point you get here is, this tool offers you to present sales contents and documents to your leads in optimized version so that they do not have to download the contents.

[The secret recipe to get the best flavour of Sales Navigator](#)

By now, you should have a good hand in operating Sales Navigator. But there are always some extra hacks which can get you ahead of everyone in the competition. To make the most out of your purchased sales tool during this pandemic, here are some tips that will bring you some stunning outcomes. Consider them as the magic spells of LinkedIn Sales Navigator!

1. Tag the positives, tag the negatives

As you search through the navigator, you will come across thousands of potential accounts. Among them some will match exactly your taste or would have some special features. To avoid the trouble of forgetting them you can add notes and tags to your leads so that you can identify them on your next roll. For example, you can tag 5 results as High-Quality leads, and can send them personal notes or greetings on special occasions.

On the other hand, there are leads who are troublesome for your company but you don't want to lose them either. You can add notes or tags in this case as well.

2. Keyword trouble

Searching by putting keywords can seem very tempting but it can get you into trouble. If you want someone who's a Spanish translator and use these two words as keywords, you will get results of people who probably aren't Spanish translators but shared something having those words or are seeking for Spanish instructors. Basically, keywords search will get you results of anyone using those word in their profile!

To avoid this, it is best to use keywords combined with advanced search filters.

3. Boolean searches can save your limited InMails

You can search in codes using AND/OR/NOT in your search to point exactly what you expect.

Like, you want gym Instructors but not the school ones and you're also okay with gym owners. In this case you can go like ("Gym Instructor" OR "Gym Owner") NOT "School") This will save you from tons of wrong leads.

4. Most thoughts on Advance search

The 'advanced search' option gives you more than 20 criteria to pinpoint your prospects. So, putting efforts on these filters might create wonders! Research on your target market, get to details like years in a certain position, overall experience, likings, schools, employee number, location etc. as per your requirements. This will help you in [scaling](#) your leads and turn your leads into sales.

5. Similar profile checkmate

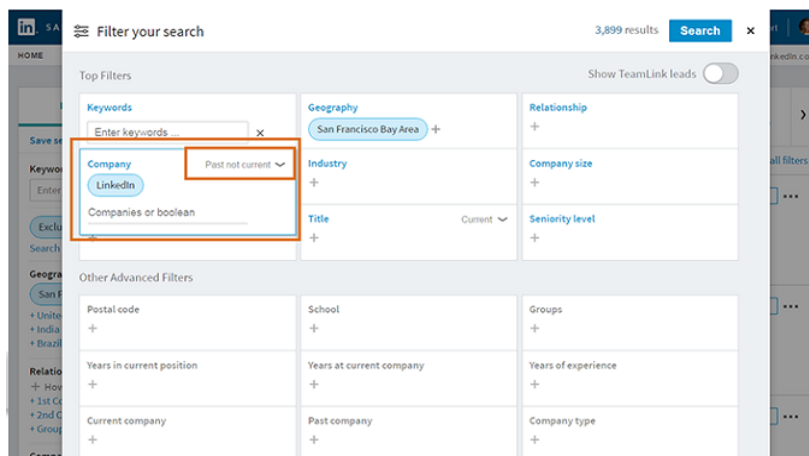
Let's say you found a result that matches all your requirements and adds some value that even you did not think of. What do you do? Obviously, you will save that lead and reach out.

But, wouldn't it be amazing if you got more results similar to this one? Sales navigator does give you this option. You can click on the options of that particular search and click 'view similar' to get your jackpot.

6. Blue bird opens opportunities

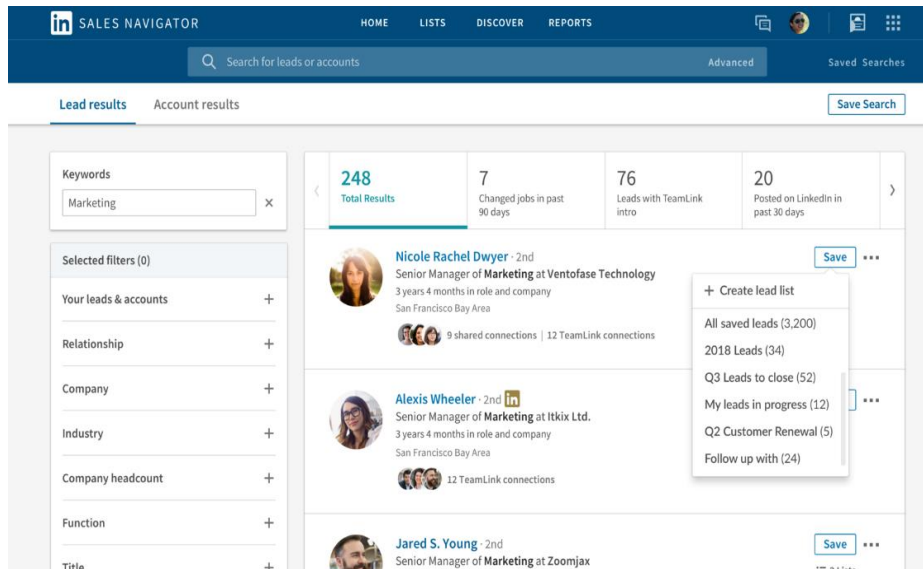
In scenarios where you once dealt with an organization who weren't in good deals with you but you want to get those people who left that organization. To connect to these past customers, you have to perform a 'blue bird' search.

You can select 'past not current' option in case of company in filters and get those specific people.



7. Spotlight on the best leads

After performing a search, you will find a dashboard which indicates how many of the results are active in LinkedIn and to what extent. You can narrow down your search to people who posted on LinkedIn lately or who've been active in past 90 days/7 days and so on.



This helps you to connect to people who are more likely to respond.

8. Warm connections first through TeamLink

The TeamLink feature helps you to avoid cold interactions and shows you people who are your 2nd connections or mutual friends. You are more likely to get a meeting and successful communication through warm connections.

In some cases, you can reach out to your 1st connection connected to that lead to reach to that person after getting their consent which is an added benefit.

Now you are ready to go!

Even in this difficult situation you are now ready to use the magic wand to increase your [social sells](#). Prospecting in marketing is very difficult but LinkedIn Sales Navigator is sure to increase your success rates and sales size by 5% to 35%.

If you haven't bought this amazing tool give its free trial version a try using all the tactics mentioned above and see the difference by yourself. There's really less to complain about LinkedIn Sales Navigator, but we hope they bring even better experiences ahead. Be confident, hop in and make sales!

Leave comment if you have anything in mind and let us share our discoveries!

-Fabiha Maimuna