SALES NAVIGATOR

CHECKLIST

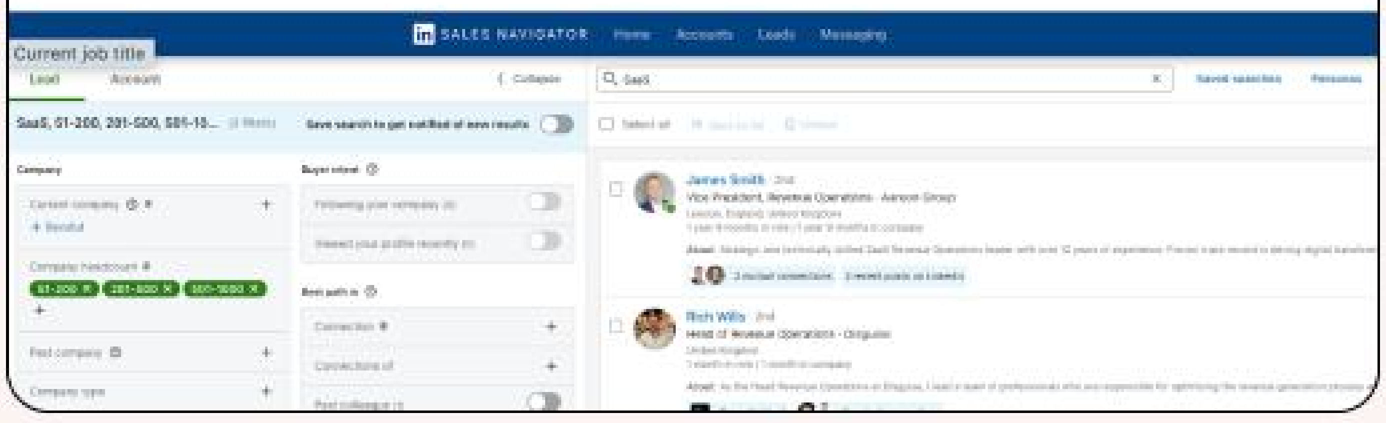
Intro

LinkedIn Sales Navigator is the upgraded version of LinkedIn, perfect if you know how to use it. It offers advanced search options to help you find and connect with potential customers. With Sales Navigator, you'll have more conversations with potential clients and build better relationships.
The Best Searches are:

#1 - Advanced Search:

When using advanced search, you have several filters at your disposal:

- **Keywords:** Use relevant keywords found in your prospects' profiles.
- **Geography:** Specify a location if you're targeting prospects in a specific area, such as where your own office is located.
- **Title:** Narrow down your search by the position, whether it's CEOs, hiring managers, or both.
- **Company Size:** Define whether you're interested in startups or larger corporations based on your target audience.



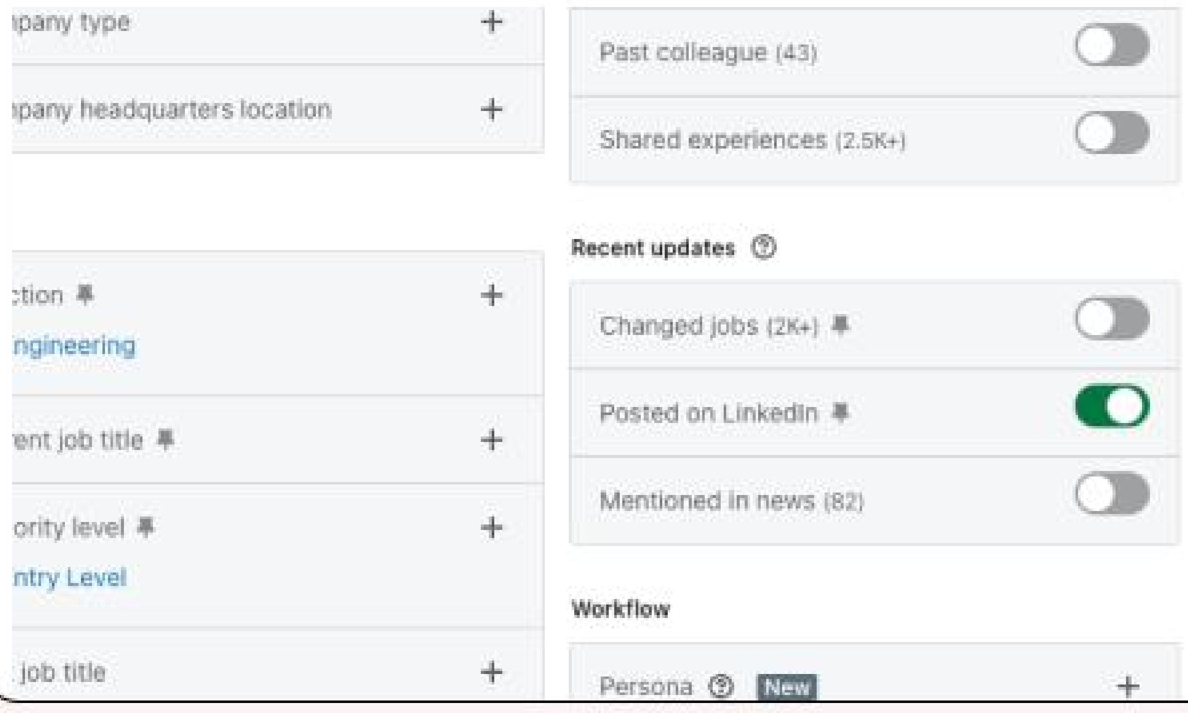
#2 - Boolean Searches:

You can perform Boolean searches on Sales Navigator by combining keywords with operators like AND, NOT, and OR:

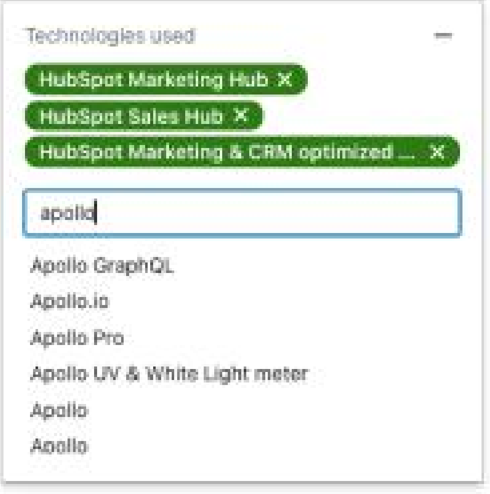
- **Quoted Search:** Use quotation marks for exact phrases, such as "sales manager".
- **NOT Searches:** Exclude specific terms from your results with the NOT operator, like "sales NOT manager".
- **OR Searches:** Find results that include one or more items from a list, for instance, "sales OR marketing OR advertising".
- **AND Searches:** Locate results that include all items in a list, such as "accountant AND finance AND CPA".

#3 - Posted on LinkedIn:

Utilise this filter to discover content posted by potential buyers. This filter is accessible within the advanced LinkedIn Sales Navigator search.



#4 - Technology Used:



- Identify companies that use specific software or technology, such as those integrating with Hubspot.
- Conduct this search in "Account Sales Navigator" using typical filters like location and company size, alongside a buyer signal (e.g., companies using Salesforce) for hyper-targeted results.

To find decision-makers within these companies:

- Select all relevant companies and click on "View Employees" in Sales Navigator to access a list of all employees within those specific companies.
- Apply additional filters to pinpoint decision makers, ensuring you're reaching out to the right contacts.

By leveraging these search methods effectively, you can refine your outreach strategy and connect with your ideal prospects on LinkedIn.

Essential steps:

- Save Searches: Saving searches saves time – you'll be running multiple LinkedIn Sales Navigator searches. It's a pain to enter the same search terms repeatedly for different campaigns. Fortunately, you can save your searches and return to them later to continue where you left off.

- Set Your Sales Preferences: Sales preferences are criteria you set so that Sales Navigator shows you relevant leads based on region, industry, function, seniority level, and more.

- Warm Up Your LinkedIn Profile: Start gradually by sending up to 10 connection requests per day and regularly monitor your account. After about two weeks, you can gradually increase your requests if everything is going well.

- Optimise and Update Your LinkedIn Profile Before Outreach: Before reaching out, make sure to optimise your LinkedIn profile. People are more likely to accept requests from those with common interests. Ensure your tagline and summary showcase your personality.