



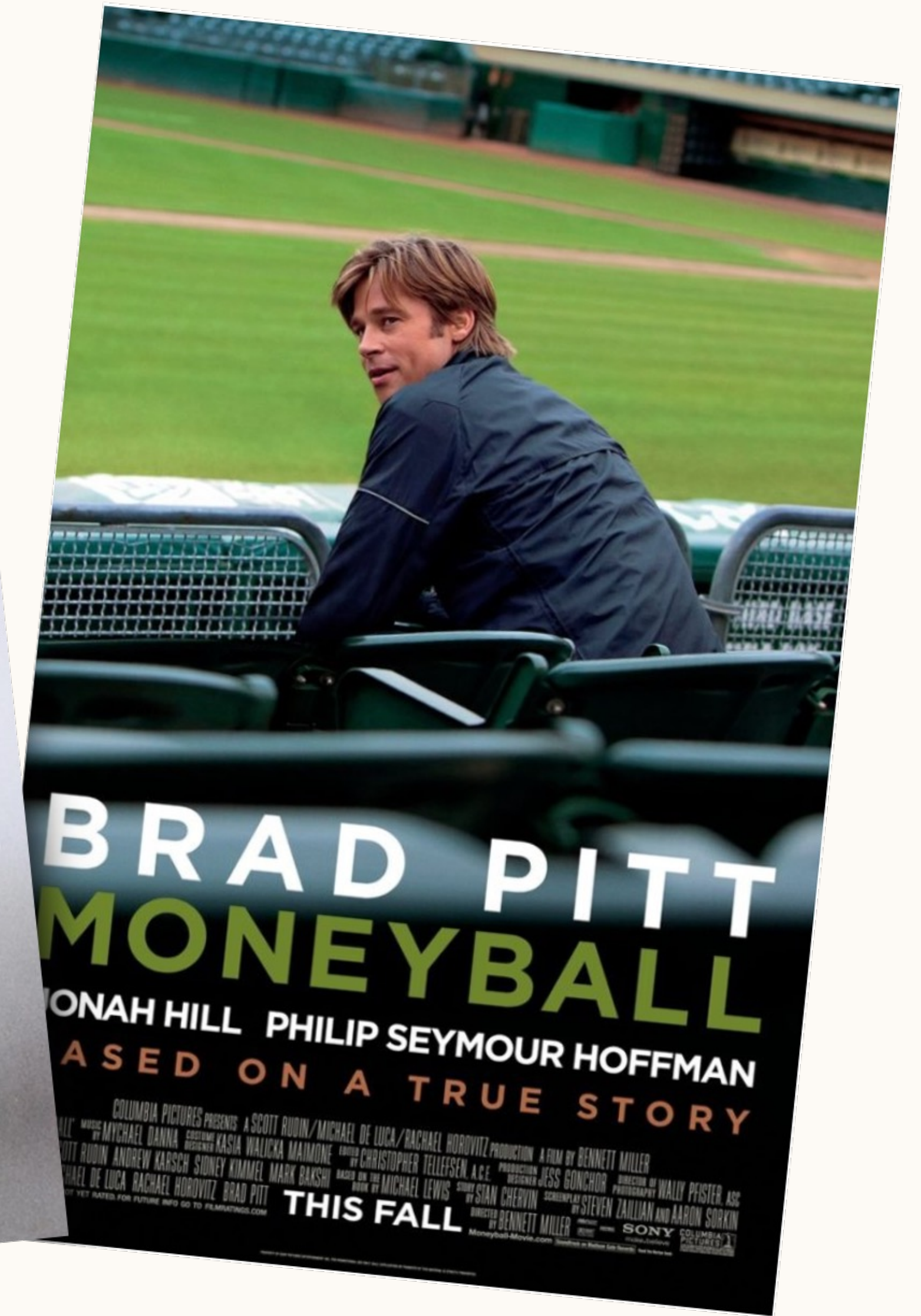
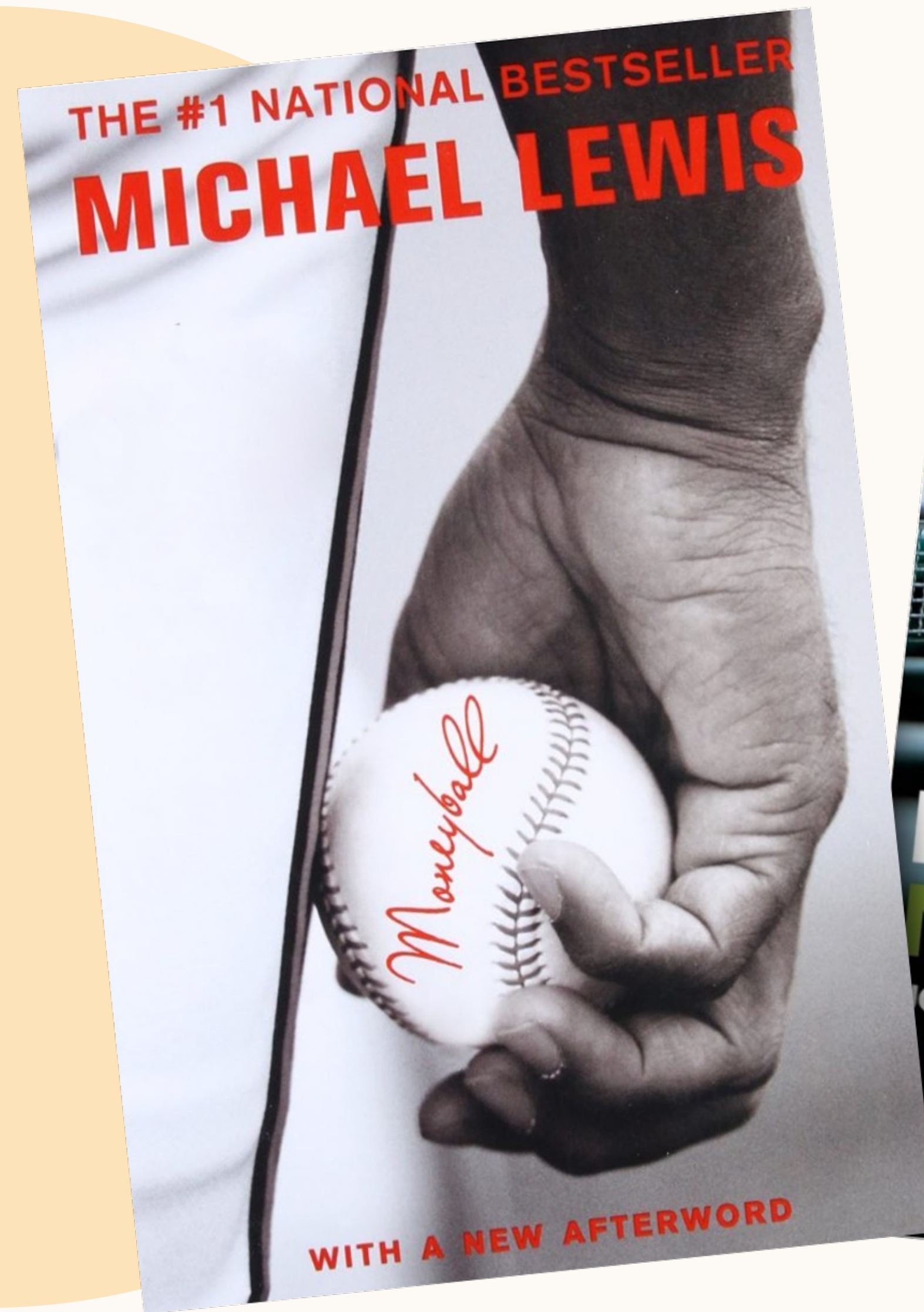
# How the game is changing in sales

And how Sales Navigator can help you win now

LinkedIn



# Billy Beane and Moneyball







# Knute Rockne and the forward pass





# Stephen Curry and the 3-point shot







## Right now the game is changing in sales, too

- Buyers know all about our products and our competitors.
- Buyers are working remotely and are difficult to meet face to face.
- Sellers have more technology and more data.



# State of Sales

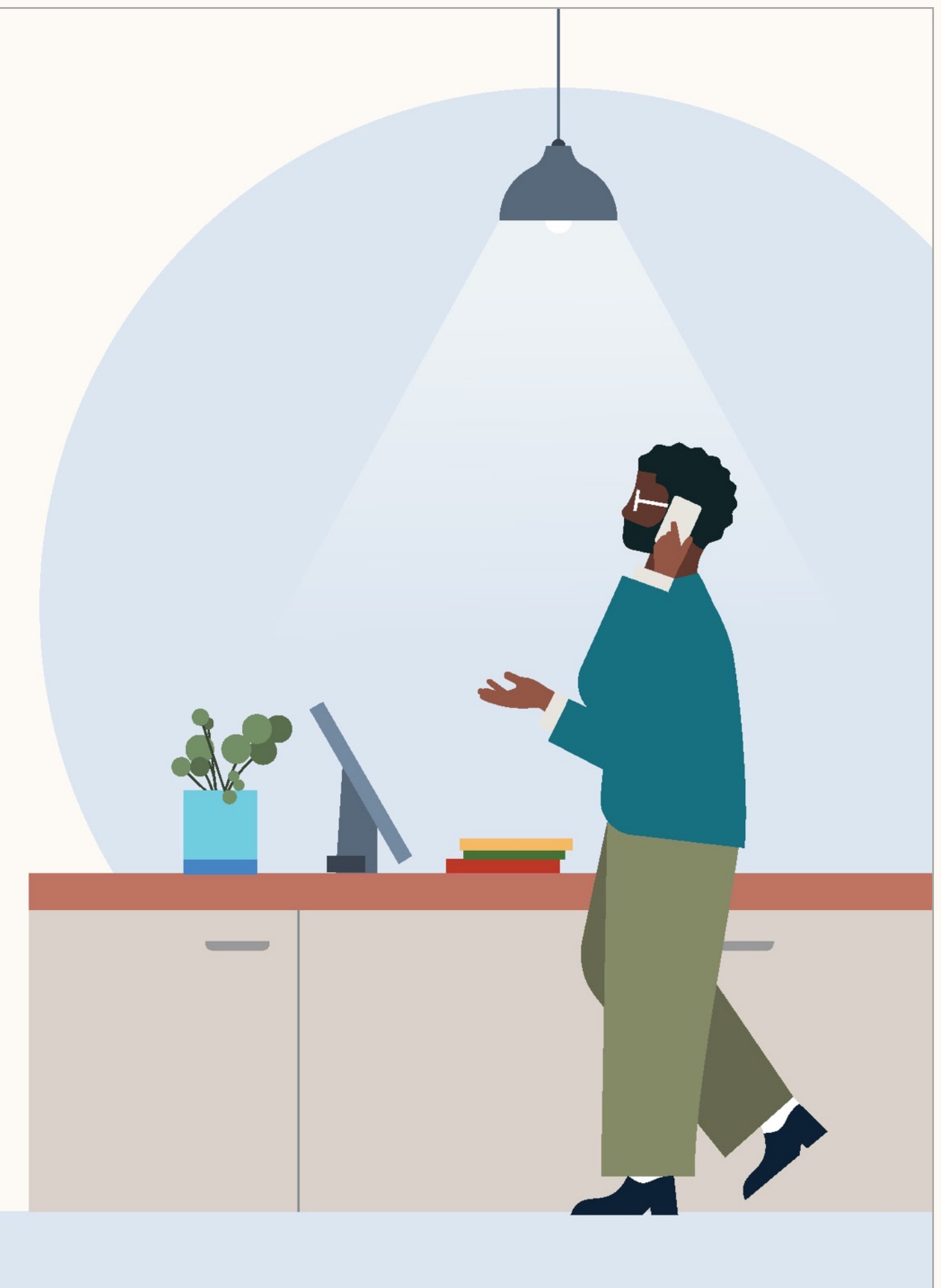
An annual global report from LinkedIn:

- 14,000 surveys of buyers and sellers in 11 countries
- 750 buyers and 750 sellers in the US/Canada



## State of sales

2022 United States & Canada Edition





55% of buyers in US/Canada  
say working remotely has  
made the buying process  
easier.

---

The pandemic has changed buying forever.  
Virtual selling is here to stay.

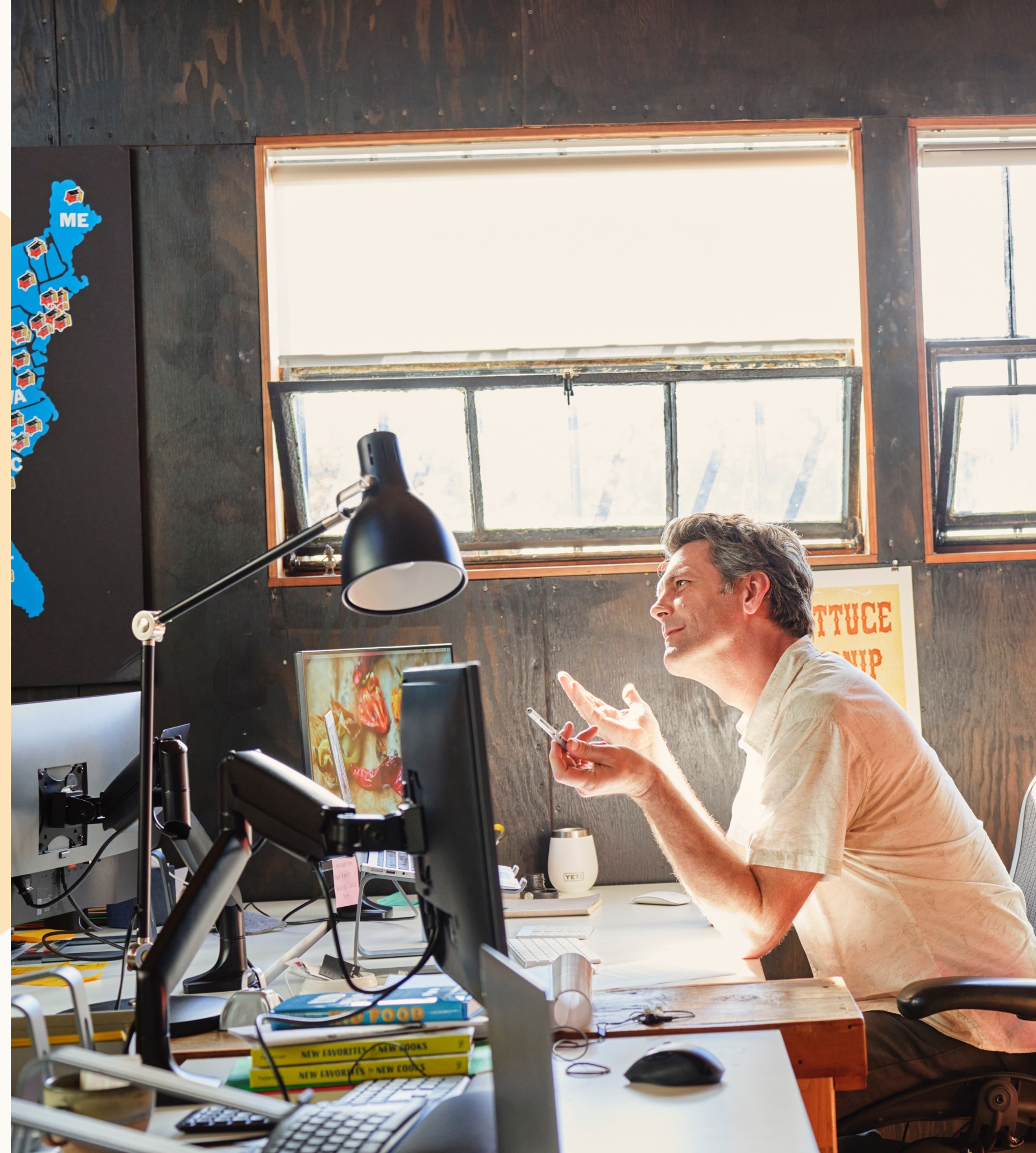




Sellers have adapted  
with technology and data.

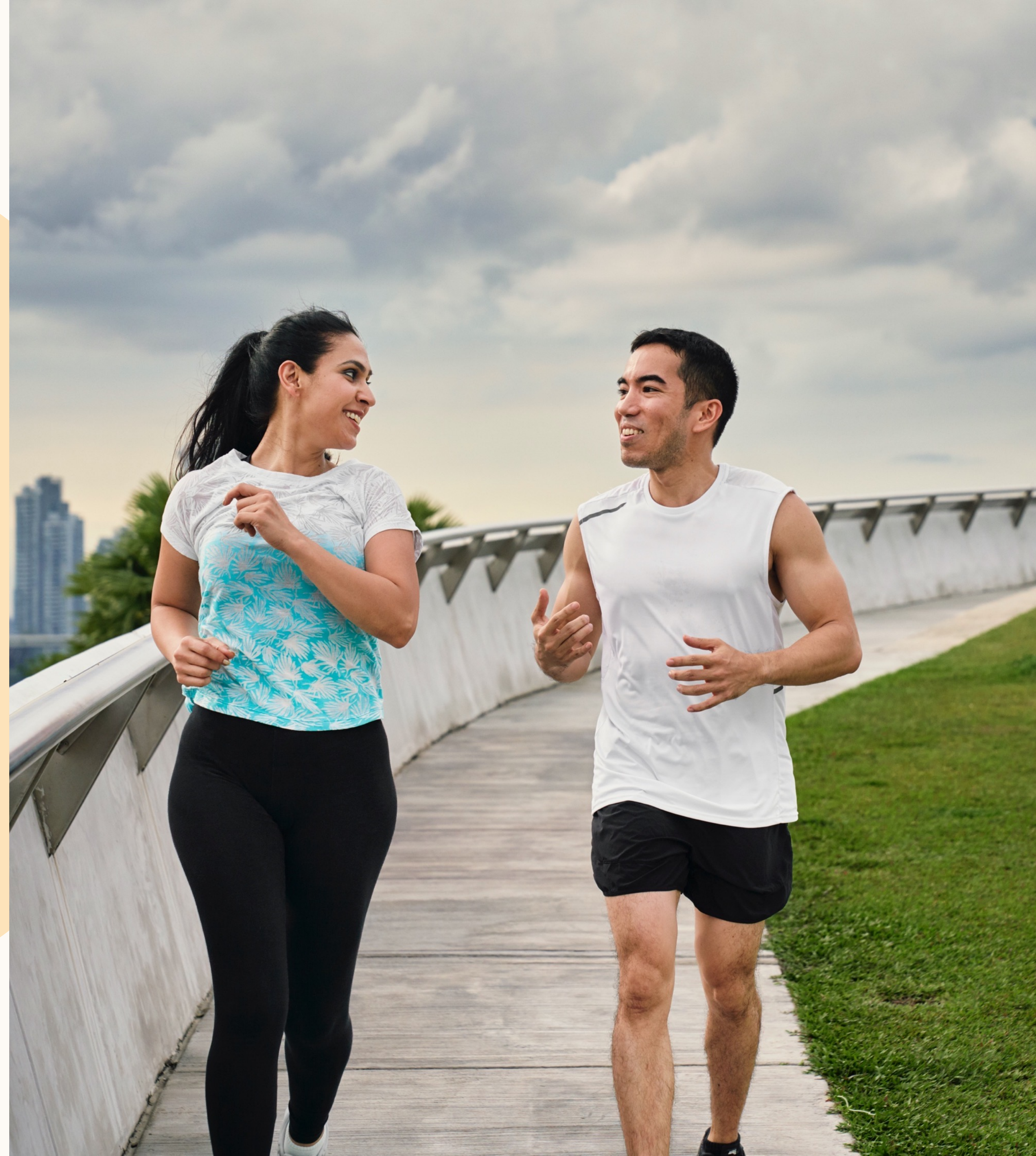
91%

of sellers at large companies  
(1000+ employees) use sales  
technology at least once a week.





Top Performers do things differently and are paving a path forward for the entire sales sector.







# Here's what top performers — by a large margin — did differently than their peers.

- They research prospects “all the time.”
- They use sales tech more often.
- They put the buyer first.
- They trust marketing.
- They use LinkedIn and sales intelligence more often.



82% of top performers  
research prospects “all the  
time” before conducting  
outreach. Less than 50% of  
other sellers do the same.

---

Top Performers do research.





Top performers  
use sales tech more often.

80%

of top performers use sales tech  
once a week or more. Just 58% of  
average sellers use sales tech at the  
same rate.





70% of top performers say  
their marketing leads are  
“excellent.” For other cohorts,  
it’s only 43%.

---

Top Performers trust marketing.



Top performers use  
LinkedIn and sales  
intelligence more  
often.

37%

Top performers are 37% more likely than other sellers to say they plan to use LinkedIn Sales Navigator and other sales intelligence tools “significantly more” this year.



“To be honest, I don’t know how sellers sell without using LinkedIn. It is a necessary step in scoping internal buyers, titles, and backgrounds for a more personalized buying and selling experience.”

**Michelle Benfer,**  
SVP of Sales, The Americas, HubSpot



“LinkedIn is the native habitat of high-performing reps. LinkedIn is an ideal venue for reps to share their hard-won insights and information that helps people – including their target customers – do their jobs better.”

---

**Manny Medina,**  
CEO and cofounder, Outreach





Top performers put the buyer first.

70%

of top performers say they “always” put the buyer first. Of those who only met quota it’s 39%.





What do top performers do differently? They practice learned behaviors.

The inescapable conclusion:

**Great sellers are made, not born.**



How Sales Navigator can help you build a team of top performers.

**SALES NAVIGATOR** Home Account lists Lead lists Smart Links Messaging Referrals

**Lead** Account Hide < Search keyword Saved searches

3 filters applied Clear all

**Company**

- Company: Flexis +
- Company headcount: +
- Company types: +
- Industry: +

**Personal**

- Connections: +
- Connections of: +
- Geography: United States X New York City Metropolitan Area X +
- 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: +

**Spotlights**

- Activities and shared experiences: Changed jobs in last 90 days X

**Workflow**

- Account lists: +
- Lead lists: +

12K+ results Share search Save search

- Emery Levin** · 1st In CRM  
Flexis · VP of platform, marketing growth  
San Francisco Bay Area  
5 mos role | 2 yrs in company  
6 shared connections 3 TeamLink introductions  
High company buyer interest
- Serkan Boyce** · 1st  
Flexis · Founder and CEO  
San Francisco Bay Area  
8 mos role | 1 yr in company  
4 shared connections Changed job 2 mos ago  
2 shared experiences
- Antoine Martel** · 2nd  
Flexis · Owner  
San Francisco Bay Area  
10 mos role | 4 yrs in company  
3 shared connections Changed job 1 mo ago  
1 shared experience
- Phoebe Kwok** · 2nd In CRM  
Flexis · Principle Marketing Manager  
San Francisco Bay Area  
5 mos role | 1 yr in company  
Mentioned in news 1 time Posted on LinkedIn 2 times
- Leticia Travieso** · 2nd In CRM  
Flexis · Product Designer



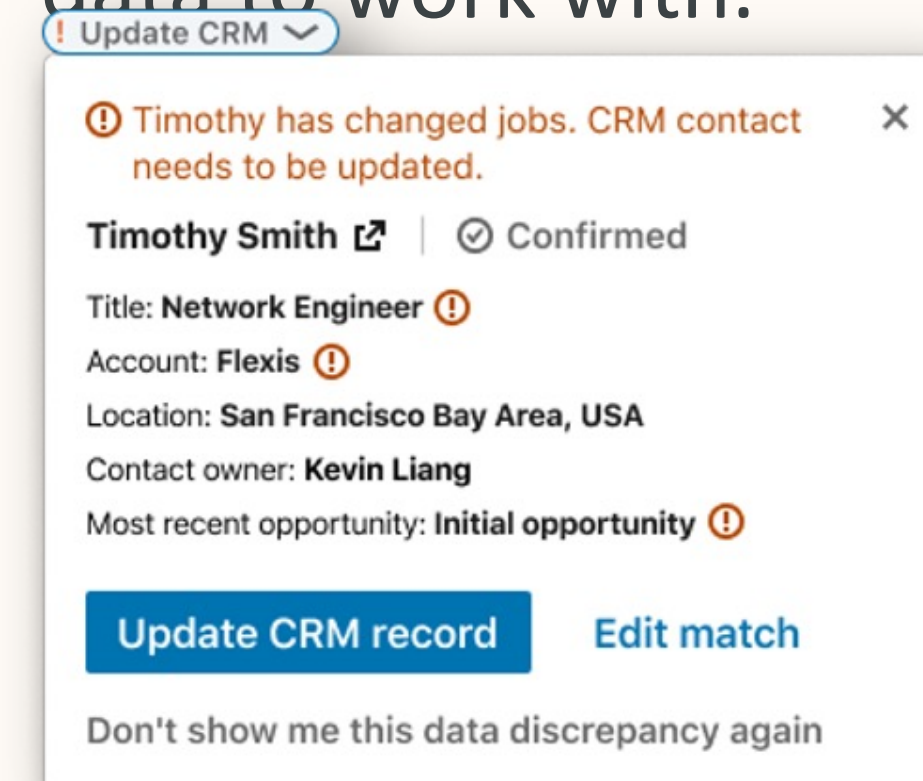
# 86%

of sellers say they've lost a deal or had one delayed in the past year due to a buyer changing roles.

## Data Validation\*

Data Validation allows you to maintain accurate CRM data, and monitor when contacts no longer work at the company, before you reach out to them.

Almost half of sellers say their biggest challenge is incomplete data, and with Data Validation you can have cleaner data to work with.



\*Integration works with Microsoft Dynamics 365 for Sales and Salesforce

\*Data Validation is only available for Advanced Plus contracts with CRM Sync enabled

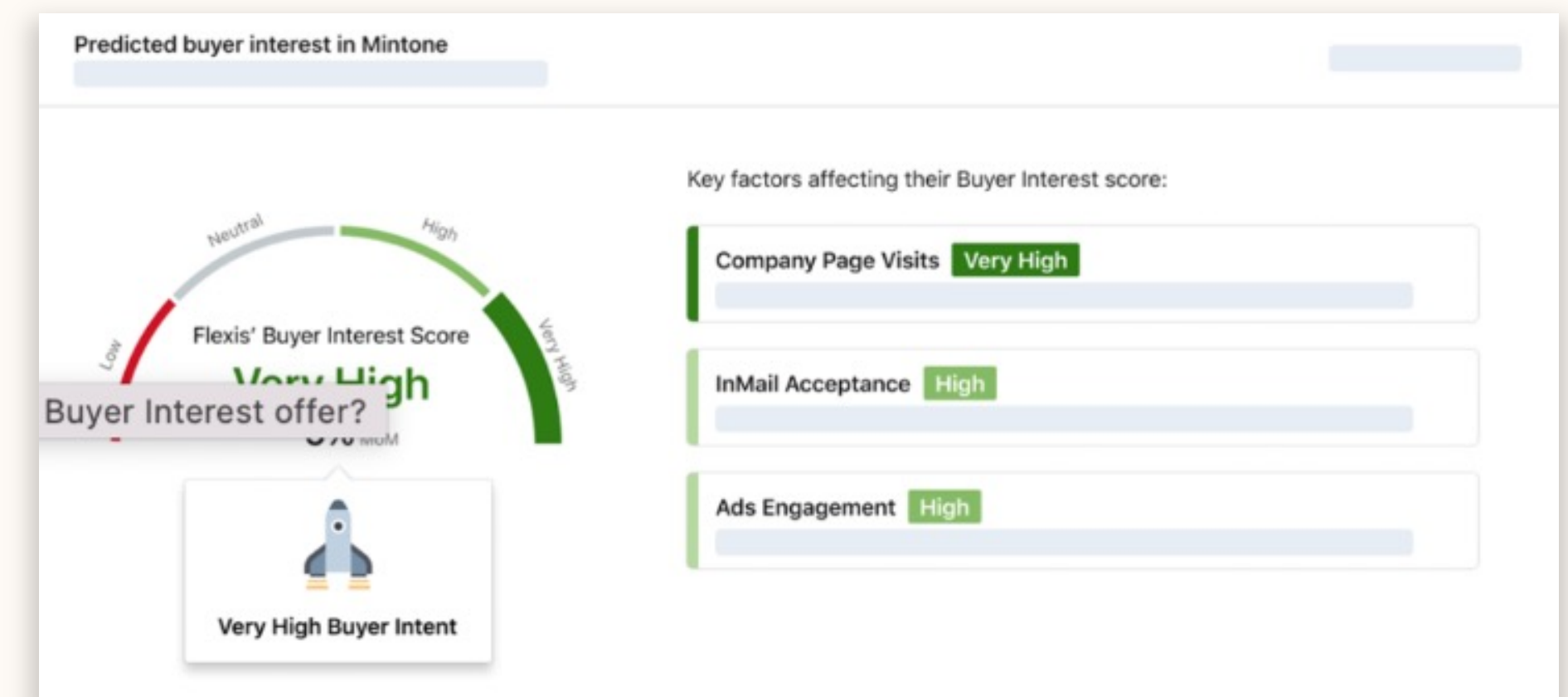


# 85%

of sellers say understanding buyer intent is important or very important. Sellers identified Sales Navigator as the most useful tech for understanding buyer intent.

## Buyer Interest Alerts\*

Account Buyer Interest lets you know when an account is visiting your company page on LinkedIn, engaging with ads, and accepting InMails.



\*Buyer Interest alerts are available for Advanced and Advanced Plus only



# Saved Lead and Account Alerts

Lead alerts enables you to keep track of career changes, lead engagement, lead news, lead shares, and suggested leads across your book of business.

Account alerts enables you see account growth, buyer interest, new decision makers, account news, account updates, suggested leads and account risk(s) across your book of business.

The screenshot displays the LinkedIn Sales Navigator interface. The top navigation bar includes the LinkedIn logo, 'SALES NAVIGATOR', and links for Home, Account lists, Lead lists, Smart Links, Messaging, Admin, Referrals, and a user profile icon. Below the navigation bar is a search bar and filter buttons for 'Lead filters +', 'Account filters +', and 'Saved searches'.

The main content area is divided into two columns. The left column, titled 'Highlights for you', features a card for 'Codeleone activity has been trending.' with details: 'Marketing & Advertising · 5001-10000 employees', 'Codeleone is being mentioned in the news more than usual.', and buttons for 'View decision makers', 'Star account', and 'Dismiss'. Below this is a section for 'All alerts' with a search bar and filters for 'Accounts', 'Leads', and 'Shared activity'. It lists several alerts, including 'Flexis has accelerated growth', 'John Smith was promoted', 'Flexis just raised money', and 'Hasan Abbasi shared a post', each with a 'View' button and a 'Dismiss' icon.

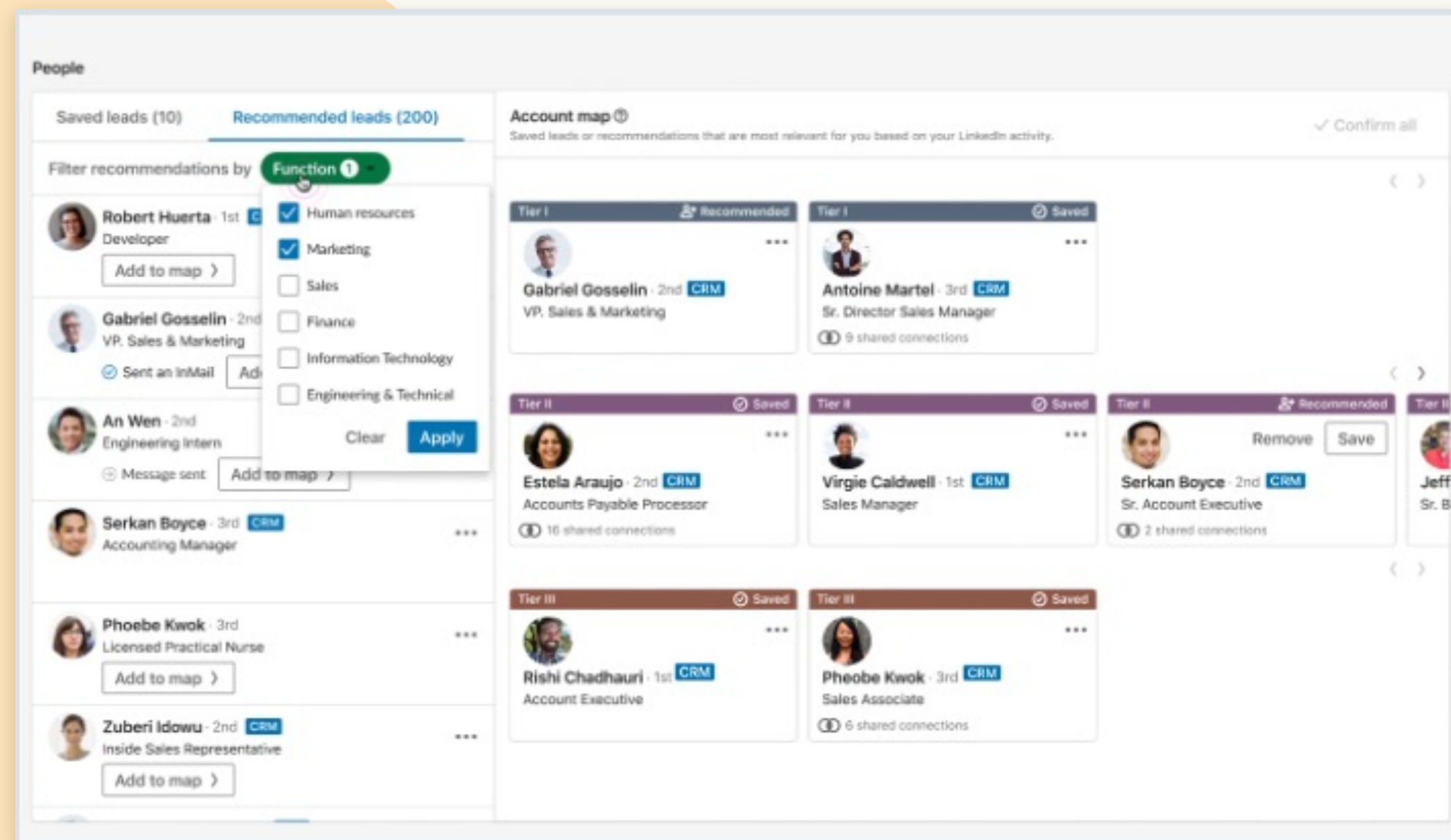
The right column, titled 'My priority accounts', shows key changes in the past 30 days for high priority accounts. It lists three accounts: 'Energence' (62% growth, 8k employees, 3 open opportunities, 1% buyer intent), 'Antelith' (12% growth, 8k employees, 6% buyer intent), and 'Flexis' (18% growth, 8k employees, 2 open opportunities, 3% buyer intent). Each account card includes a 'View decision makers' button. At the bottom, a partial card for 'Custia' is visible.



# Account Maps

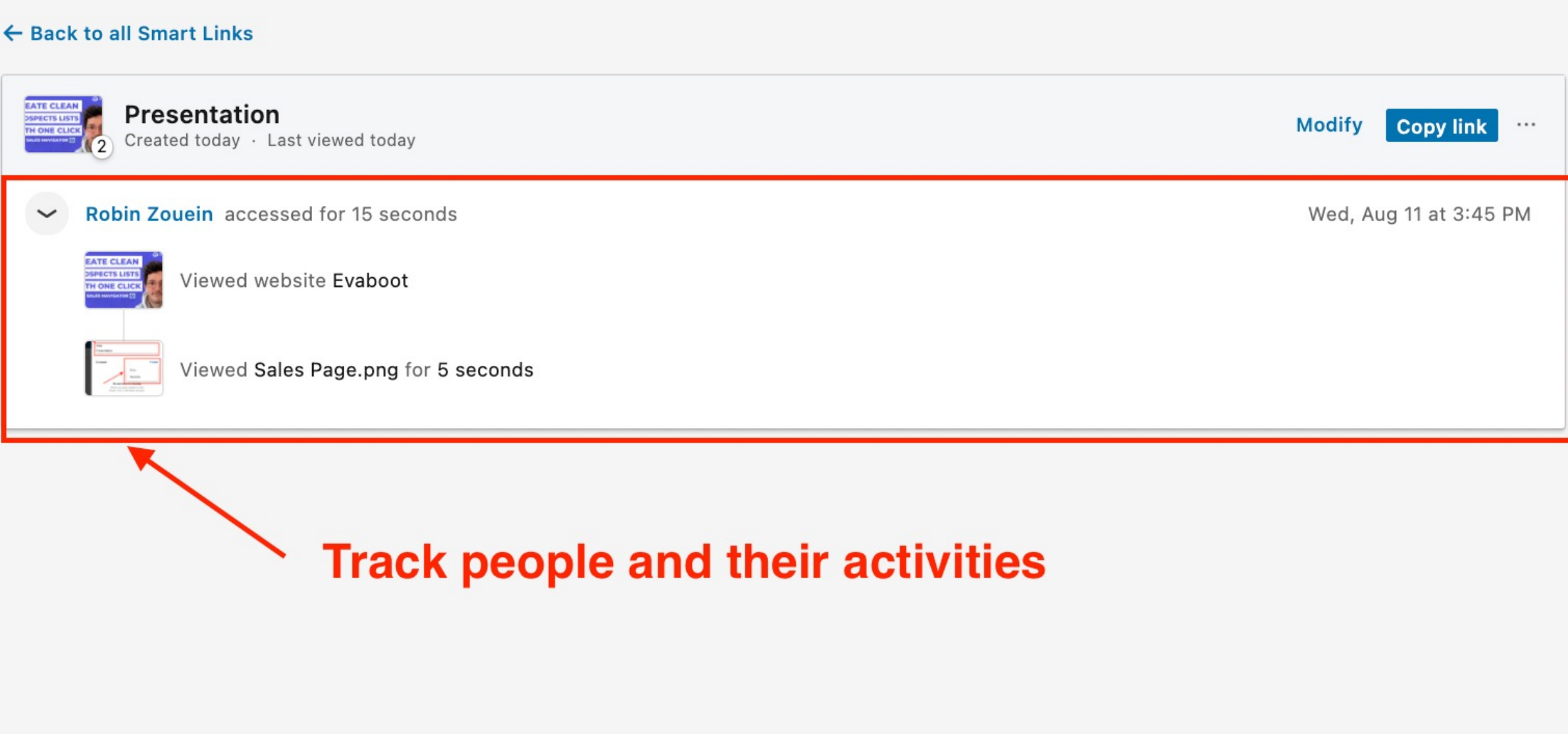
See how your accounts are structured, who you have contacted, and who you should reach out to. Contacts are recommended based on your previously closed-won opportunities, as well as LinkedIn data.

Top Performers multi-thread their accounts, and with account maps you can find the person that you should add to your conversation, to help prevent your deals from getting stalled out.





# SmartLinks Presentations



The screenshot displays a 'Presentation' interface for a SmartLink. At the top left is a back arrow and the text 'Back to all Smart Links'. The presentation header includes a small profile icon, the title 'Presentation', and the text 'Created today · Last viewed today'. On the right are 'Modify' and 'Copy link' buttons. The main content area, outlined with a red border, shows a list of activities for 'Robin Zouein' on 'Wed, Aug 11 at 3:45 PM'. The activities are: 'accessed for 15 seconds' and 'Viewed website Evaboot'. Below these, a thumbnail of a 'Sales Page.png' is shown with the text 'Viewed Sales Page.png for 5 seconds'. A red arrow points from the text 'Track people and their activities' to the red-bordered activity list.

← Back to all Smart Links

**Presentation** Created today · Last viewed today Modify Copy link ...

Robin Zouein accessed for 15 seconds Wed, Aug 11 at 3:45 PM

Viewed website Evaboot

Viewed Sales Page.png for 5 seconds

**Track people and their activities**

SmartLinks are micro-landing pages that let you package and share up to 15 PDFs and website links with buyers that you can share via email, InMails, LinkedIn posts, and more.

Get alerts when someone opens it, telling you who opened it, how long they opened it, and which parts they clicked.

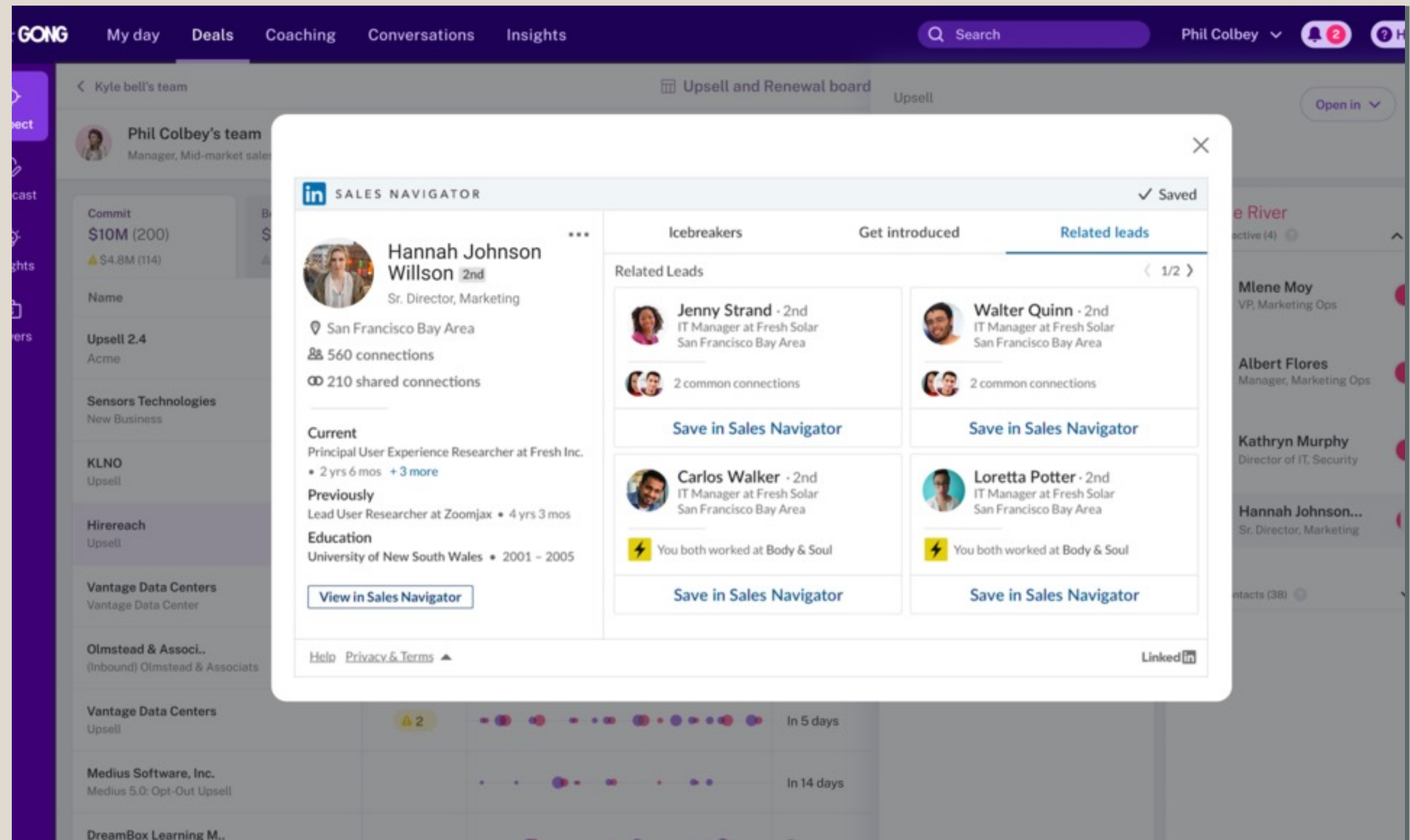
\*SmartLinks are available for Advanced and Advanced Plus only



# Gong Integration\*

Leverage the power of LinkedIn  
Embedded Profiles directly on Gong.

Gather real time insights to help you  
understand the best approach for  
closing the deal.



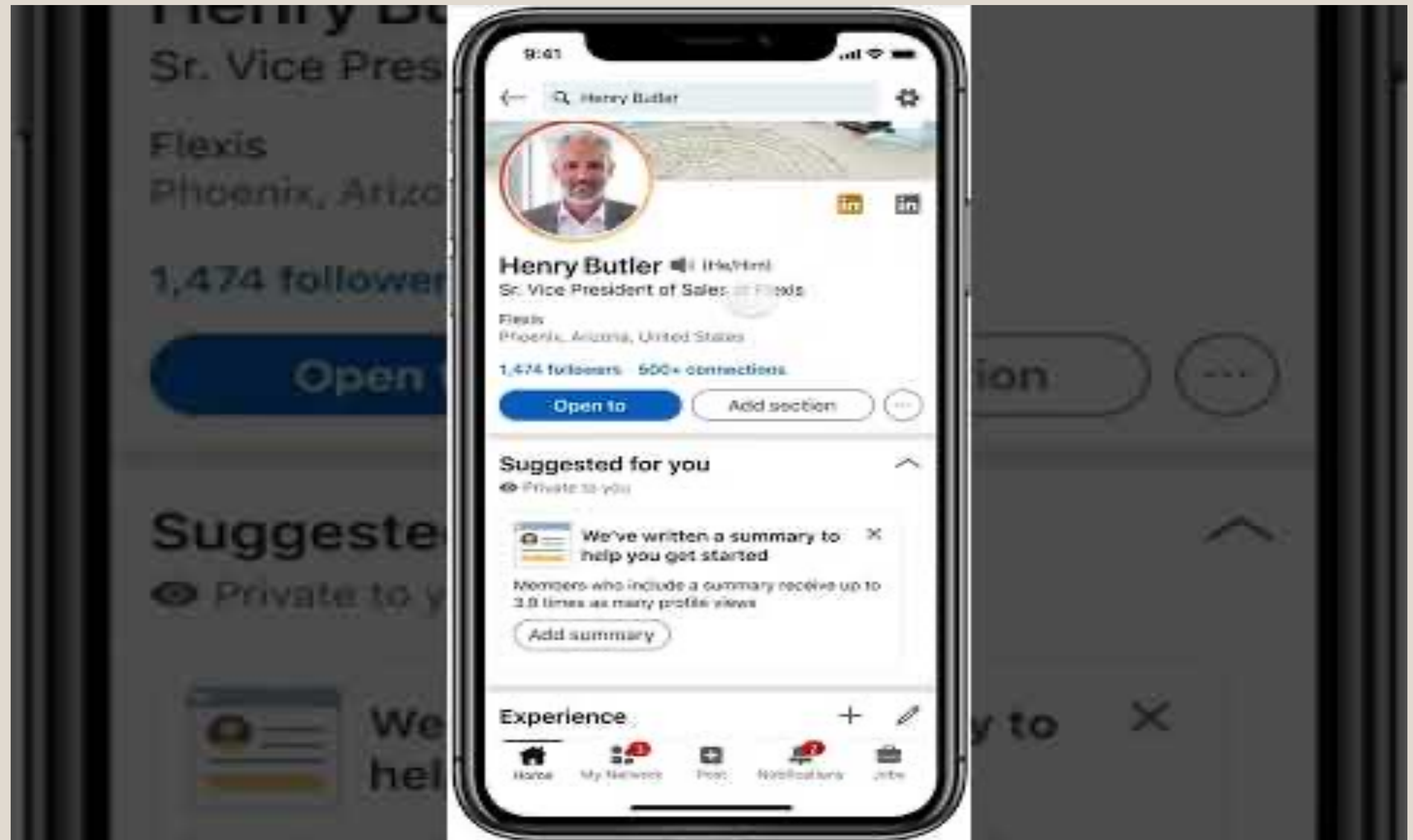
\*To access the Gong Integration you need to be an Advanced or Advanced Plus member



# Products on Profiles (coming soon)

Add products you've sold to the experience section of your profile. They will link directly to your company's product page.

Currently in early pilot and will become generally available over the coming months. Stay tuned for more!





Thank you





Top Performers are leading the way with their smart use of sales intelligence.

**USE YOUR SALES INTELLIGENCE!**

**LinkedIn**



# Other Notable Features

## **InMail**

You can send InMails to anyone on LinkedIn, whether you are connected to them or not. InMails have higher reply rates than traditional email, so get your message out there.

## **Sales Engagement Platform Integrations**


Sales Navigator integrates with a variety of different sales engagement platforms like Groove, Hubspot, MixMax, Outreach.io, Salesloft, and Yesware.

## **Sales Navigator Community**

The newly enhanced Sales Navigator Community gives customers exclusive access to conversations with other users around virtual selling, best practices and more.







Sales is in crisis. Many sellers have abused the sales tech stack. They use sales tech to spam buyers more efficiently (but not more effectively).

HubSpot data found that sales teams boosted their email to prospects by 50% at the start of the pandemic. At the same time, response rates from buyers dropped to an all-time low.