

Using Sales Navigator to Identify Decision Makers



**Social
Selling
Labs**

Using Sales Navigator to Identify Decision Makers

This was originally posted on [Social Selling Labs](#).

According to a recent demographics breakdown by BI Intelligence, [LinkedIn](#) has a user base naturally geared for [social selling](#). The benefits that LinkedIn delivers for its sales people does not end there, however. In 2014, LinkedIn released Sales Navigator as a standalone service.

Now, what does Sales Navigator do? It “empowers sales professionals to establish and grow relationships with customers and prospects.”

But really, the most important thing salespeople can use LinkedIn Sales Navigator for is in identifying decision makers. Sales Navigator is built to streamline and automate the process of sorting through a myriad of prospects which are eventually narrowed into a list of the highest-quality lead recommendations.

Here's how to do it:



Using Sales Navigator to Identify Decision Makers

Step 1. Identify your search keywords

Instead of having to manually search for leads in various platforms, Sales Navigator lets you simply enter your search keywords and it will tailor its lead recommendations accordingly. These lead recommendations will be pulled out of LinkedIn's centralized profile database.

Let's begin with a fictional prospect. Let's say you are looking for leads to invite to an event hosted by your company. You are looking for senior IT people — these are people in charge of IT for any company based in, say, San Francisco.

Since you are looking for “decision makers”, this means that the higher up the corporate chain you go, the better. This IT person should be the one to call the shots on who to respond to and what events to attend.

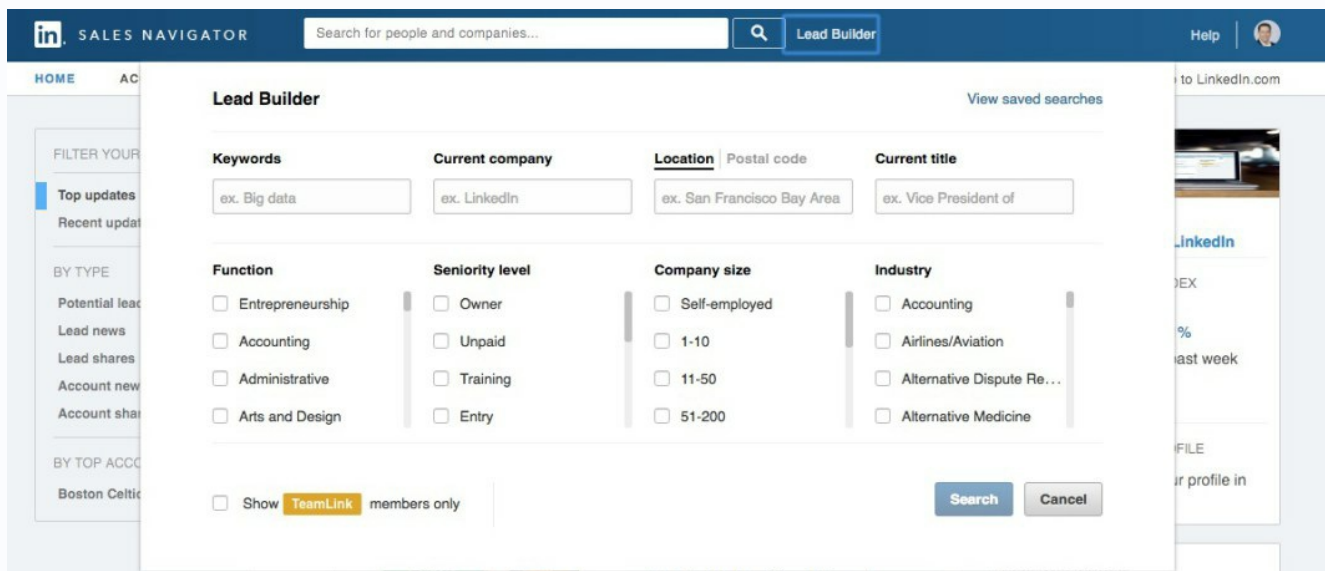
Another way to identify your decision makers is to check your target companies' annual reports, annual general meetings, 10-K filings, and other events. Decision makers are almost always present in these filings or events.

Once you have a basic template of names, companies and keywords, it's time to further delve into Sales Navigator's premium features.

Using Sales Navigator to Identify Decision Makers

Step 2. Use Lead Builder filters

Now, let's proceed to Sales Navigator's Lead Builder:



The screenshot shows the LinkedIn Sales Navigator Lead Builder interface. The top navigation bar includes the LinkedIn logo, 'SALES NAVIGATOR', a search bar, and a 'Lead Builder' button. The main content area is titled 'Lead Builder' and includes a 'View saved searches' link. The interface is divided into several filter sections: 'Keywords' (with a text input 'ex. Big data'), 'Current company' (with a text input 'ex. LinkedIn'), 'Location' (with a text input 'ex. San Francisco Bay Area'), and 'Current title' (with a text input 'ex. Vice President of'). Below these are four columns of checkboxes for 'Function' (Entrepreneurship, Accounting, Administrative, Arts and Design), 'Seniority level' (Owner, Unpaid, Training, Entry), 'Company size' (Self-employed, 1-10, 11-50, 51-200), and 'Industry' (Accounting, Airlines/Aviation, Alternative Dispute Re..., Alternative Medicine). At the bottom, there is a checkbox for 'Show TeamLink members only' and 'Search' and 'Cancel' buttons.



Using Sales Navigator to Identify Decision Makers

At the top of your Sales Navigator home page, next to the search bar, click Lead Builder. The lead builder feature of Sales Navigator will let you enter the following search criteria:

- Keywords
- Current company
- Location
- Title
- Function
- Seniority Level
- Company Size
- Industry

Input your search criteria. For Location, input San Francisco. For function, click Security. For Seniority Level, click VP, Manager or Director.

You can also sort by company revenue or number of years in the company. Decision makers are usually those that have been with the company for a long time, so you can click the when joined checkbox and input a specific year, such as when the company was founded, or a few years after launching. You can also enter a number in the years of experience section.

For better chances of a response, filter your list by 2nd-degree connection or companies where you have many first to second-degree connections. This heightens your chances of getting an introduction or response.

Then click search.

A note on TeamLink:

Using Sales Navigator to Identify Decision Makers

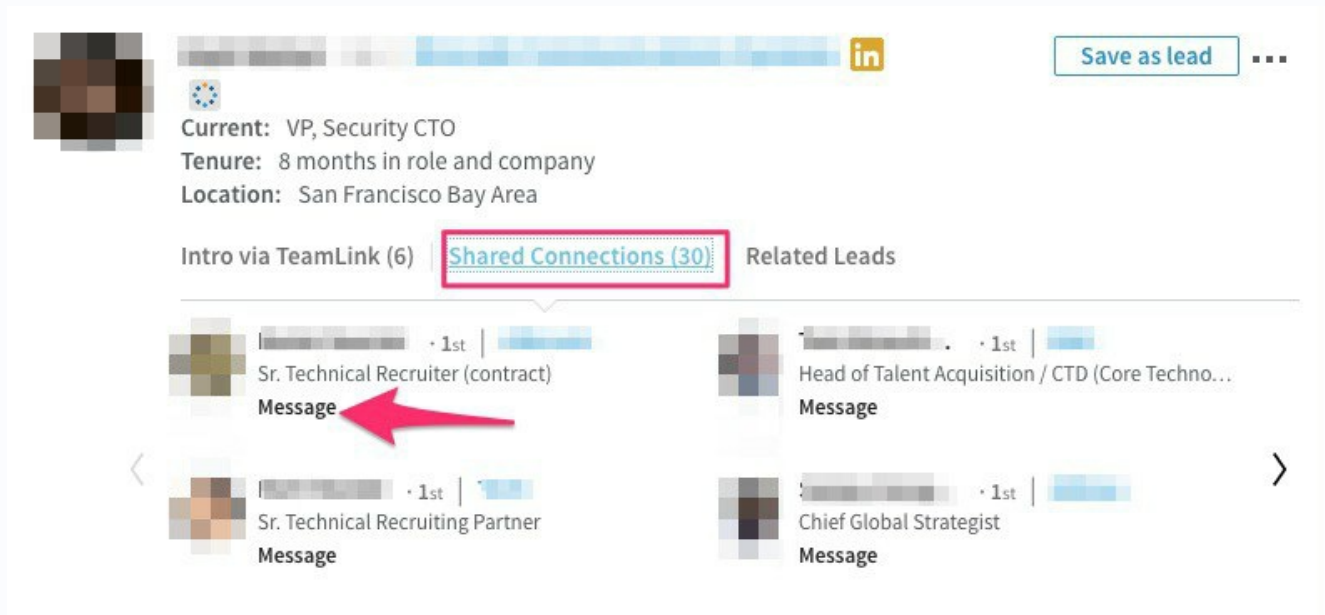
If you're a Sales Navigator Team user, the TeamLink feature lets you view your team's connections.

You can narrow down your search results to people who can be introduced to you via your team's connections. This is useful if you want to have a higher chance of a lead responding to your message.

The screenshot displays the Sales Navigator TeamLink interface. At the top, a lead profile is shown with a placeholder profile picture, a LinkedIn icon, and a gear icon. The profile details include: **Current:** VP, Chief Information Security Officer; **Tenure:** 1 year 11 months in role and company; **Location:** San Francisco Bay Area. A "Save as lead" button is visible in the top right corner. Below the profile, there are three tabs: "Intro via TeamLink (6)", "Shared Connections (16)", and "Related Leads". The "Intro via TeamLink (6)" tab is selected and highlighted with a red box. Below the tabs, there are four connection cards. The first card is for a "1st" degree connection, "Senior Manager, Talent Acquisition", with an "Ask for intro" button highlighted by a red box. The second card is for a "2nd" degree connection, "Sr. Director of Engineering, Monetization", with an "Ask for intro" button highlighted by a red arrow. The third card is for a "2nd" degree connection, "Head of Distributed Data Systems (DDS)", with an "Ask for intro" button. The fourth card is for a "2nd" degree connection, "Sr. Engineering Manager, Enterprise Platform", with an "Ask for intro" button. Navigation arrows are visible on the left and right sides of the connection cards.

If your target is a second or third degree connection, you can check TeamLink if any member of your team is on a first degree connection basis with your target. If you find a hit, you can then ask your team member to introduce you by clicking the ask for an introduction button. You can find this button below the How You're Connected area.

Using Sales Navigator to Identify Decision Makers



Once you find your list of prospects, you can browse through to confirm their current position and location.

You can find their current location below their name and professional headline, to the left.

It's also best to scroll down and check their actual job title on the Experience section because sometimes, professional headlines do not necessarily reflect this.



Using Sales Navigator to Identify Decision Makers

<

16.6K
Total results

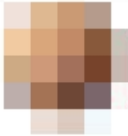
479
Changed jobs in past 90 days

833
Leads with TeamLink intro

174
Mentioned in the news in past 30 days

>

Selected filters (12): 2nd Connections, Group Members, 3rd + Everyone Else, Computer & Network Security... [View all filters](#)




Current: Co-Founder & CTO

Tenure: 8 years 10 months at company

Location: San Francisco Bay Area

[Save as lead](#) ...

[Intro via TeamLink \(3\)](#) | [Shared Connections \(2\)](#) | [Related Leads](#)



Current: VP, Healthcare and Critical Infrastructure

Tenure: 6 months in role | 10 months at company

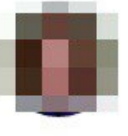
Location: Tampa/St. Petersburg, Florida Area

[Save as lead](#) ...

[Shared Connections \(18\)](#) | [Related Leads](#)

3. Save Lead

Once you have confirmed that they are indeed the high-level IT security officers that may prove to be worthy leads, you can click on the Save as Lead button, which always appears next to your search result.



• 2nd |   

Current: Business Information Security Officer

Tenure: 5 months in role and company

Location: Portland, Oregon Area

[Intro via TeamLink \(1\)](#) | [Shared Connections \(17\)](#) | [Related Leads](#)



[Save as lead](#) ...

Using Sales Navigator to Identify Decision Makers

Using Sales Navigator to Identify Decision Makers

4. Save search for future use

You can also click the save this search button. Enter a title for your search and click your preferred frequency for alerts. Sales Navigator then adapts its future lead recommendations based on your saved searches. This way, you won't have to repeat the whole keyword and filtering process every time.

5. Save accounts

Next, you can organize a list of your prospects by putting your saved leads into saved accounts. Think of the saved accounts as folders where you can organize your saved leads according to company. This also allows you to keep tabs on your leads and the companies they work for.

The screenshot displays the LinkedIn Sales Navigator interface. At the top, there's a navigation bar with 'SALES NAVIGATOR', a search bar, and links for 'Lead Builder', 'Help', and a user profile. Below this, a secondary bar shows 'HOME', 'ACCOUNTS (131)', 'LEADS (253)', and 'INBOX 99+'. The main content area is titled 'Your saved accounts'. On the left, a 'Filter by' sidebar shows 'Source' with 'All' selected. The main list contains four accounts, each with a selection checkbox, a company icon, company details, the number of saved leads, and a 'View account' button.

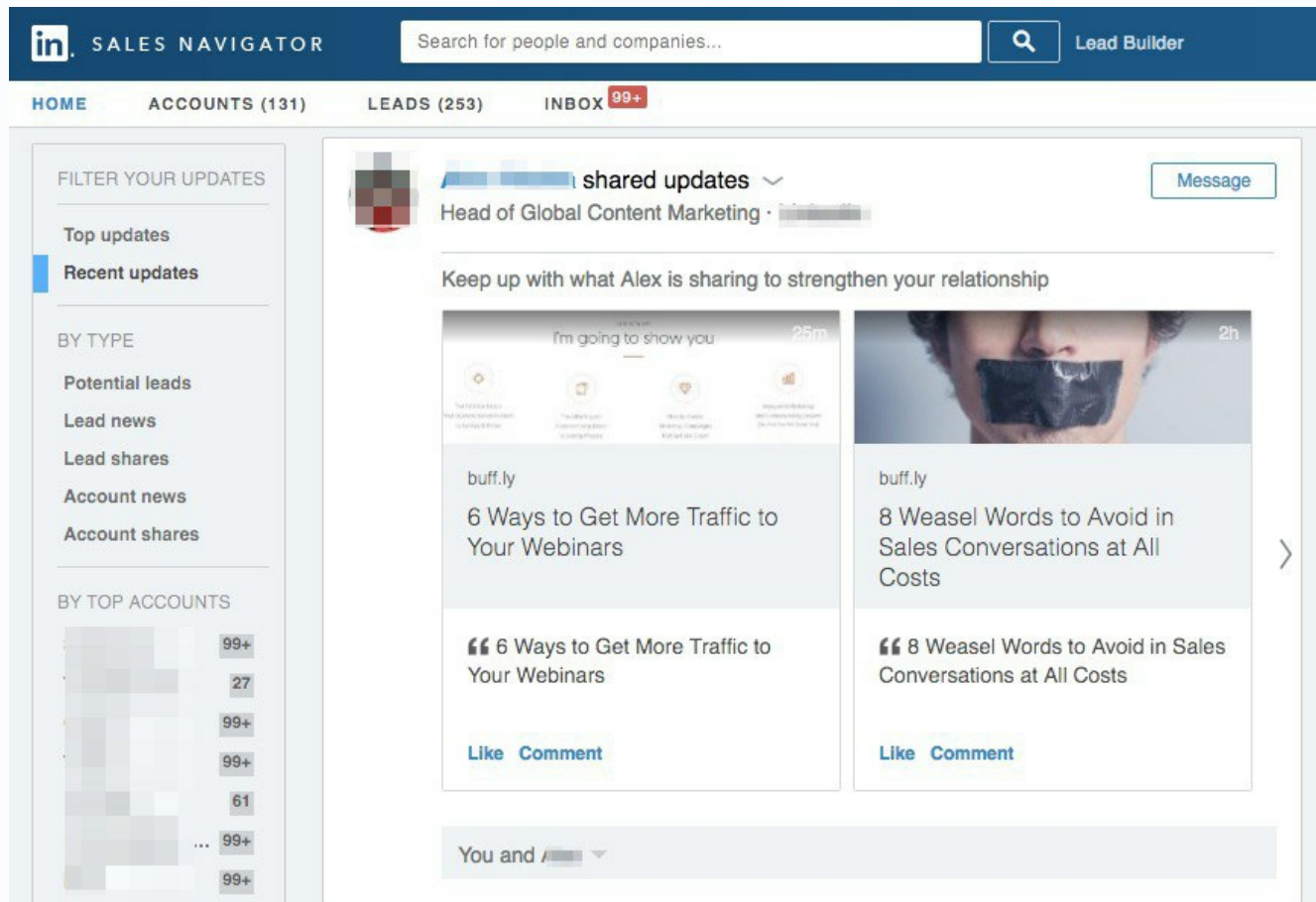
	Select all	Unsave	Sort By: Alphabetical
<input type="checkbox"/>		Internet San Francisco Bay Area 11-50 employees	4 Saved Leads View account
<input type="checkbox"/>		Human Resources Greater New York City Area 10,001+ employees	10 Saved Leads View account
<input type="checkbox"/>		Marketing & Advertising San Francisco Bay Area 501-1000 employees	1 Saved Lead View account
<input type="checkbox"/>		Marketing & Advertising Greater Boston Area 51-200 employees	1 Saved Lead View account

Using Sales Navigator to Identify Decision Makers

6. Enhanced monitoring capabilities

This is where you can further confirm if the leads you saved are indeed the key decision makers you need to send your pitch to.

Unlike LinkedIn, where you need to connect before you can follow a lead, in Sales Navigator, you can follow your prospect and get enhanced monitoring capabilities even without connecting. You will receive real-time updates, posts, and news insight on your saved leads and accounts.



Using Sales Navigator to Identify Decision Makers

You can filter the type of updates you get to see. Lead Updates show any update that your lead is linked to, such as a company anniversary or an article that your lead is mentioned in.

Lead shares shows everything that your lead has shared, for example a lead may be posting a lot about recent business travels or job openings.

Company shares shows what companies you have followed are sharing, and Company news are news updates featuring those companies you followed.

Trigger events, such as a change in a saved leads' personal or professional life — a new career move, a new hire, a new award, a child's graduation, a charity event, or a petition, can be an opening for you to tailor your initial query messages. Posts by a lead such as industry-related questions or critique, can serve as an opportunity for you to share an answer.



Using Sales Navigator to Identify Decision Makers

You also get notified when a lead has just been promoted or has moved to a more senior position. This gives you the chance to open your message in a congratulatory tone. You can mention something you have in common with your lead, such as a volunteer group or language that you are also learning. You can find these commonalities under the In Common tab on the lower right corner, and you can move into building rapport from there.



7. Use your InMail credits wisely

Sales Navigator also comes with InMail credits, depending on your plan. Your plan will determine the number of InMail credits, which means the number of unsolicited messages you can directly send to your prospect.

A basic account gives you 8 InMail messages per month, 15 per month for a professional account, and 30 per month for a team account.

Once you've gathered relevant information about your leads, such as the industry or company news they care about, company activities or campaigns they are part of, recent hires or lateral movements, etc, you can proceed to craft your well-intended initial query letter.

**Social Selling Labs**

**BUILD YOUR PIPELINE AND
MEASURE THE SOCIAL SELLING
RESULTS OF YOUR COMPANY**



DOWNLOAD NOW
SOCIALSELLINGLABS.COM

Using Sales Navigator to Identify Decision Makers

Lead Generation, LinkedIn Tips, Prospecting, Social Selling Best Practices

Koka Sexton

The leader in [social selling methodology](#) and ranked #1 in Forbes for social selling. Bringing the science of social selling to the business world and delivering ROI on social media.

Social Selling Labs

In this new era of content marketing and social networks, companies are either going to dominate their industries or struggle to hit their numbers. Social Selling Labs can give you the blueprint to leap forward in the social business.

[Learn more](#)

