

THE LINKEDIN SALES NAVIGATOR PLAYBOOK

by Jed Mahrle



sell better.

 **Practical
Prospecting**
By Jed Mahrle

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Introduction

The goal of this eBook is to give you simple ways to leverage Sales Navigator so you can book easy meetings. Specifically, by helping you find “warm” leads.



I’ve personally used each of these tactics as an SDR to do 200%+ of my quota and have built a team of 18+ Outbound SDRs doing the same.

I will share 8 tactics and 3 honourable mentions. For each tactic, I will explain why it works, how to execute it, and suggested templates/messaging.

First things first, I encourage you to set up your “Sales preferences”. “Sales preferences” is a pre-saved criteria of geo, industry, company size, and personas you sell to so you don’t have to manually enter it each time.

Use this [link](#) for instructions on how to set that up.

Additionally, many of these plays are done using Sales Navigator's “saved search” feature. I recommend setting weekly or monthly reminders on each of the “saved searches” you create, so you can constantly have fresh, warm leads to go after.

I like to call this manufacturing inbound leads.

Now let’s get started!

JOB CHANGERS



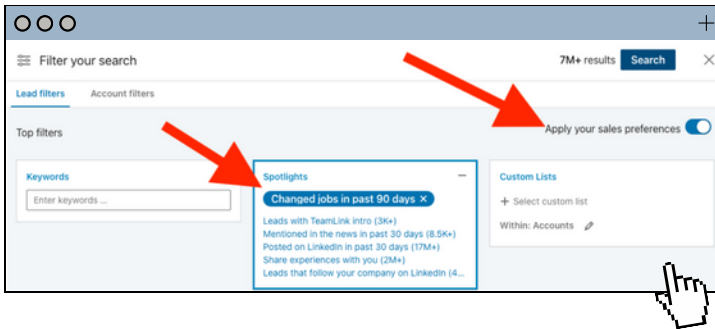
Job Changers

Play Overview

This play targets new leadership hires. When someone is hired into a leadership position, they are brought in to make a positive change to the organization. For this reason, they're far more likely to be open to evaluating new software if it aligns with their initiatives.

How-to

- Apply your “Sales preferences”
- Under “Spotlights”, add the filter “Changed jobs in the last 90 days”.



Messaging Suggestion

Subject line: congrats on the new role!

Hey {{name}},

Curious if {{x strategy}} is a focus of yours in your first 90 days with {{company}}?

If it makes sense, would you be open to a call to discuss?

Thanks,

TRACKING YOUR CHAMPIONS

Tracking Your Champions

Play Overview

Anytime you have a positive conversation, book a meeting or close a deal with a prospect, save them to your “Champions” list. Check the list once a month. If one of those leads goes to a new company, you can reach out to see if they’d be open to exploring your product for their new company.

How-to

- Create a new lead list called “Champions”
- Anytime you have a positive conversation, find the lead on Sales Navigator, then hit “Save” and select your “Champions” list.
- Once a month, open your list, then select “Changed jobs in the past 90 days” to see who you can reach out to.



Messaging Suggestion

Subject line: reaching back out

Hey {{name}}, we discussed improving {x} when you were over at {{company}}.

If it makes sense, would you be open to exploring how we could help with this at {{company}}?

Thanks,

CUSTOMER ALUMNI



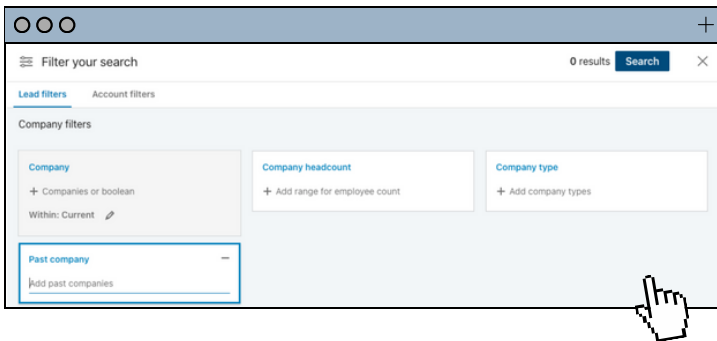
Customer Alumni

Play Overview

This play targets prospects who used to work for a customer of yours. They either (a) used your product directly in their previous role so they will already be familiar or (b) they didn't use your product, but the social proof of their previous company will make them more receptive to your outreach.

How-to

- Apply your "Sales preferences"
- Under the "Company" filter, select "Past company"
- Add any number of current customers to that list



Messaging Suggestion

Subject line: {{previous company}} -> {{current company}}

Hey {{name}},

Noticed your time at {{previous company}}. They're a customer using our platform to achieve {x}.

If it makes sense, would you be open to exploring how we could help with this at {{company}}?

Thanks,

YOUR EXECUTIVE TEAMS' NETWORK

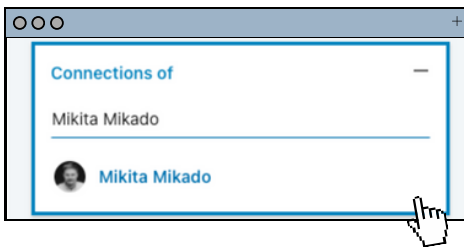
Your Executive Teams' Network

Play Overview

This play targets people who are connected to your company's Executive team. Depending on their level of popularity, they likely have a large list of connections ranging from previous business relationships to fans of their accomplishments or content. These connections are far more likely to know your company and/or have respect for your Executive team, meaning they'll be more receptive to your outreach.

How-to

- Apply your "Sales preferences"
- Under "Connections of" select someone from your Executive team (I picked my CEO in the image below).



Messaging Suggestion

Subject line: connected with {{executive's name}}

Hey {{name}},

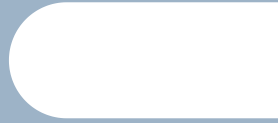
Noticed you're connected with my CEO, {{CEOs name}}!

Thought you might already be familiar with {{your company name}} so I figured you of all people would know if our solution could be relevant for {{company}}.

Could you let me know if {x} is a focus for your team? If so, are you the best person to discuss this with?

Thanks,

HEADCOUNT GROWTH



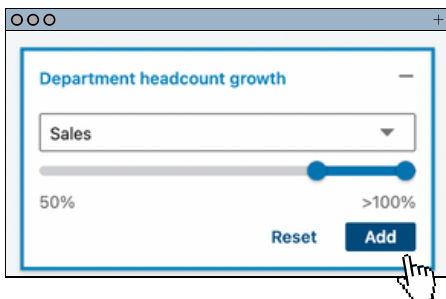
Headcount Growth

Play Overview

If a company has a large increase in headcount, there is a much higher probability that they are experiencing growing pains that require new software. Especially if that growth is happening in the department you sell to (i.e. the sales department).

How-to

- Apply your “Sales preferences”
- Under “Department headcount growth” select the department you sell to, then move the toggle to 50% or more (meaning that department has grown by at least 50% in the last 6 months).



Messaging Suggestion

Subject line: hiring quickly

Hey {{name}},

Noticed your sales team grew {{% headcount growth}} in the last several months - congrats!

Curious if {{x strategy}} is top of mind as you continue to scale?

If so, happy to share ideas around how we've helped orgs like {{reference}} with {x} during similar stages of growth.

Thanks,

COMPANY FOLLOWERS



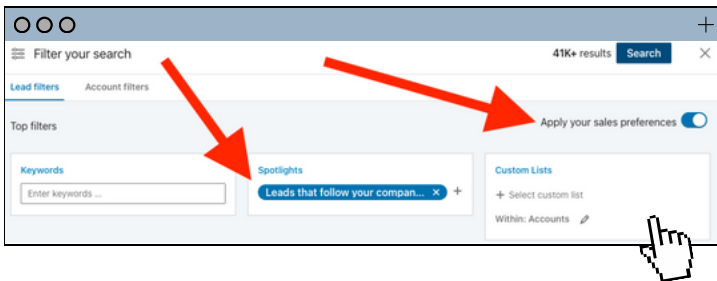
Company Followers.

Play Overview

This play targets prospects who follow your company on LinkedIn. Filtering out current customers, they are obviously familiar with your company so the conversations will be much warmer.

How-to

- Apply your “Sales preferences”
- Select “Leads that follow your company on LinkedIn”



Messaging Suggestion

Subject line: following {{your company}}


Noticed you follow {{your company}} on LinkedIn. Curious, have you used our platform in the past? Or are you just a fan of our content?

Either way, would love to discuss how you're handing {x} over at {{company}} if it's relevant.

Would you be the best person to speak to?

Thanks,

PREVIOUSLY WORKED AT YOUR COMPANY OR A COMPETITOR



Previously Worked at Your Company or a Competitor.



Play Overview

Prospecting people who used to work for your company (as long as they left on good terms!) is one of the easiest ways to get referrals. (a) they're already familiar with your product so they'll know if there's a need and who to point you to. (b) any outreach coming from a previous employer is going to stand out amongst the sea of other emails they receive. Similarly, prospects who've worked for a competitor of yours will know the space well and likely be familiar with your product.

How-to

1. Apply your "Sales preferences"
2. Under the "Company" filter, select "Past company"
3. Insert the your company name or your competitors names (see image from "Customer Alumni")

Messaging Suggestion

Subject line: worked for {{your company name/competitor name}}

Hey {{name}},

I saw you used to work for {{your company name/competitor name}}!

Since you likely know the {x} space well, I was curious if you knew what {{company}} is using for {{problem you solve}}, and if you thought we might be a fit?

Thanks,

CUSTOMER REFERRALS



Company Followers.

Play Overview

Sales Navigator lets you see people in your ICP who are 1st degree connections of your customers so you can reach out to those customers and ask for introductions. I [wrote an entire article](#) on this play specifically.

How-to

- Pull a CRM report of people who have bought your product (preferably people who you booked the initial meeting with/closed)
- Send them a connection request. A simple note like, “Hey {{name}}, saw you were a customer of ours and wanted to connect!” should work.
- Once you’re connected, enter their name under the “Connections of” filter, and apply your “Sales preferences”
- You should now have a list of ideal prospects in that customer's network. Find 2 or 3 prospects that you would like intros to and use the following template to make your ask.



Company Followers Cont.

Messaging Suggestion

Subject line: {{referrals name}} & {{referrals name}}

Hey {{name}}!

Probably a huge ask but I noticed on LinkedIn you're connected to {{referrals name}}, and {{referrals name}}.

Based on {x}, I thought we could potentially help them with {{pain point}}.

If you know them beyond just being connected, would you be open to making an intro?

**I'll send you some text you can copy/paste into an email - nothing pushy!
Just curious if they'd be open to learning more.**

Thanks,

Honorable Mentions.

- Use the “**Technologies used**” filter to find prospects who use your competitors product or tools you integrate well with, to make your messaging more targeted.
- Use the “**Posted content keywords**” filter to find prospects who are discussing keywords associated with your product on LinkedIn. For example, I keep tabs on the word “eSignature” coming up in LinkedIn posts since I sell an eSign product.
- Use the “**Groups**” filter to prospect people in specific LinkedIn groups. For example, say you sell to a prospect who is a part of a specific LinkedIn group. You can then reach out to others in that group and reference that you worked with another group member.



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