

THE IN-HOUSE TRAINING COMPANY

LinkedIn Navigator training for sales managers and professionals

Overview

This course equips sales managers with the skills to effectively use LinkedIn Navigator, a powerful tool designed to enhance sales strategies through LinkedIn. Participants will learn how to use key features of LinkedIn Navigator to identify potential leads, understand client needs, and build meaningful relationships.

This course empowers sales managers with the knowledge and tools to effectively use LinkedIn Navigator, enhance their sales strategies, and foster meaningful professional connections.

Learning objectives

- Navigate and utilise LinkedIn Navigator's interface efficiently
- Identify and target potential leads using advanced search features
- Utilise insights to personalise outreach and sales pitches
- Build and manage relationships with prospects through LinkedIn
- Use LinkedIn Navigator for advanced prospecting and business development
- Integrate LinkedIn Navigator strategies into the sales process

Course format

Running the training as two live online half-day sessions, two weeks apart, is recommended. This avoids overloading participants with too much information in one more extended session and allows some time to apply what they've learnt in part one and then review with myself and their colleagues in part two.

Before the training, time will be taken to understand participants' individual and company goals and objectives and use the LinkedIn Navigator. There will also be some pre-course videos sent out (made by the trainer) and tasks to complete. These cover some basic LinkedIn principles and ensure participants' profiles are 100% completed and up-to-date. The trainer can also cover LinkedIn paid advertising and some secondary skills around writing emails and articles and using automated software to populate the LinkedIn feed if required.

Group size is ideally between 6-9 people.

Expert trainer

Graham specialises in providing high-quality consultancy, coaching and training in sales, sales management, customer service and personal productivity. He has a long career in sales and was a top-performing IT and solutions sales professional and sales manager. His most recent full-time role was as Managing Director of Sales Productivity and Development for Thomson Financial, helping develop a large European sales force.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others. In addition he has written over twenty books published in several different countries, including Companies don't succeed – people do!, 90 Brain Teasers for Trainers, Customer Service Games for Training, Sales Training Games, Telephone Tactics and Working Smarter.

Known internationally as both a trainer and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from course participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.'

'Full of useful hints and tips which I will apply to my job.'

'Extremely well presented and structured'

'A very intensive course and a lot of concrete tools provided.'

'Useful data, tools and insights; engaging and interesting as always.'

Workshop outline

1 Introduction to LinkedIn Navigator

- **Overview of LinkedIn Navigator:** understanding its role and benefits in sales
- **Setting up your account:** personalise your profile to appeal to potential leads

2 Advanced search techniques

- **Using advanced search:** filtering and finding the right prospects
- **Lead recommendations:** utilising Navigator's algorithms to discover potential leads
- **Saving and organising leads:** managing your prospects for efficient follow-up

3 Engaging with prospects

- **InMail best practices:** crafting compelling messages that get responses
- **Customised outreach:** using insights and shared interests to personalise communication
- **Engagement strategies:** participating in discussions and sharing content to build visibility

4 Sales insights and analytics

- **Sales insights:** gaining valuable insights into company changes, news, and potential opportunities
- **Tracking engagement:** analysing interactions to refine your sales approach
- **Lead warmth indicators:** identifying the right time to reach out based on prospect activity

5 Building and nurturing relationships

- **Relationship building features:** LinkedIn can be used to establish and nurture professional relationships
- **TeamLink:** leveraging your company's network to connect with prospects
- **Follow-up strategies:** keeping in touch with prospects without being intrusive

6 Integrating LinkedIn Navigator with sales strategies

- **Creating a sales pipeline:** incorporating LinkedIn Navigator into your sales funnel
- **Collaboration with sales teams:** sharing insights and leads with your team
- **Best practices and case studies:** learning from successful LinkedIn Navigator sales strategies

7 Conclusion and action plan

- Developing a personalised action plan to integrate LinkedIn Navigator into your sales process
- Q&A session to address specific questions and scenarios

Key LinkedIn Navigator functions for sales professionals

- **Advanced Search:** filters prospects by region, industry, company size, and more, allowing for targeted lead generation
- **Lead Recommendations:** offers suggestions for potential leads based on your sales preferences and past interactions
- **InMail:** enables direct contact with prospects outside your network, facilitating personalised outreach
- **Sales Insights:** provides valuable information on prospects' business developments and activity, helping tailor your approach
- **TeamLink:** explores connections within your company network, helping you find the best path to introduce yourself to prospects

Any questions?

Please just give us a call on **01582 463463** – we're here to help!
Or visit www.theinhousetrainingcompany.com