

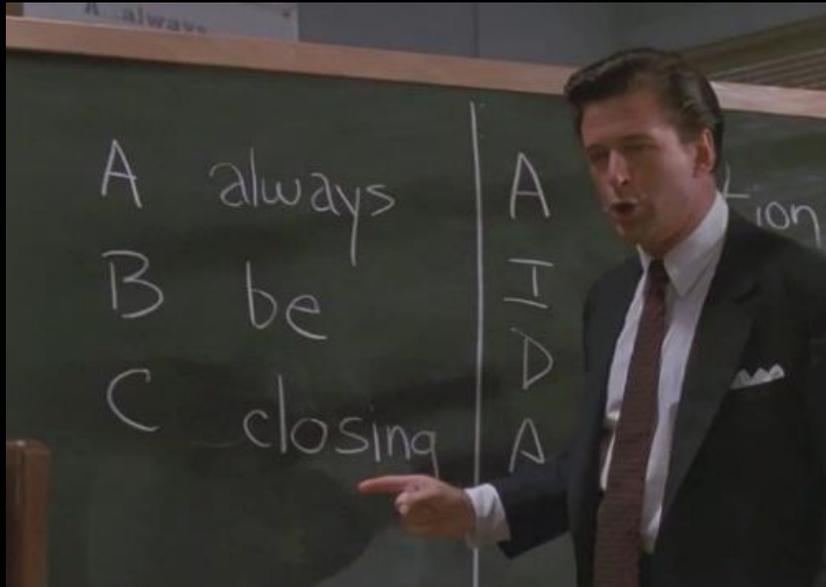
# The art of Social Selling



Piotr Mrozinski  
Enterprise Account Executive  
LinkedIn Sales Solutions

# Intro

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Glen Ross

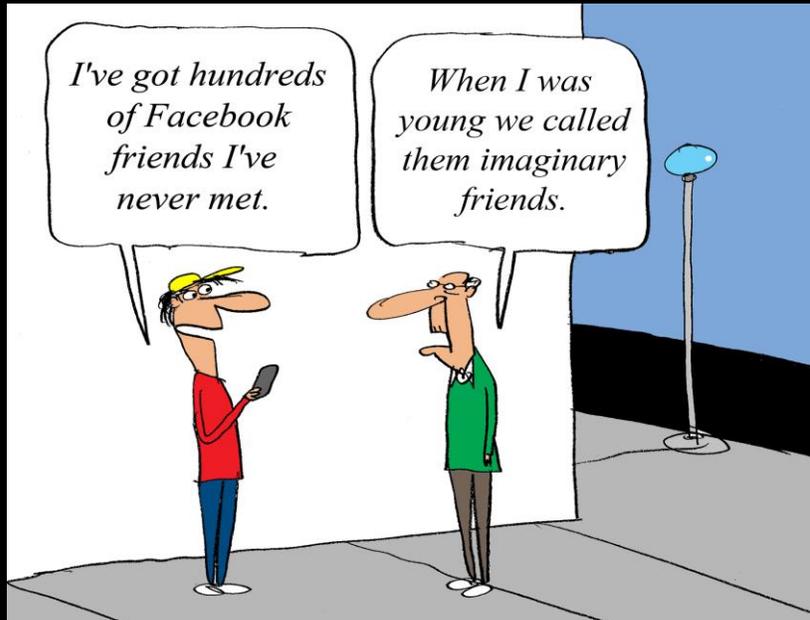


There was time, when business was done  
over ...

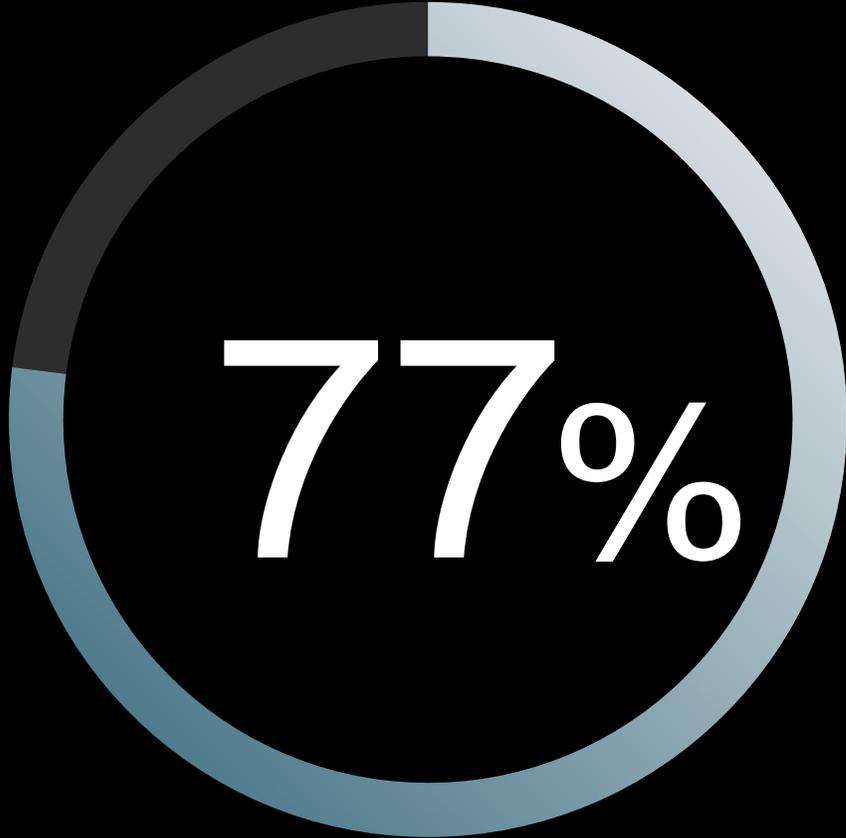


But we moved on...

... and we live in the world



... and we live in the world



Of buyers don't believe sales understands their business and don't think they can help

# TRADITIONAL SELLING TECHNIQUES PRESENT NUMEROUS CHALLENGES FOR THE SELLER

How many **cold calls** can I make this week?

How can I **maintain momentum** through a lengthy sales process?

How can I **relate better and more quickly** to the people I'm calling to avoid a cold start?

How will my communications **break through the noise** and stand out to the contacts I've identified?

How can I efficiently and effectively **manage multiple contacts** across one company?

I thought I knew who was who, but the staff keeps changing positions so it's hard to keep **track of the people and roles**.

If marketing qualified leads (MQL) are based on behavior triggers and therefore and assumptions, how can I be sure that the people I'm reaching out to are the **actual buying influences**?

**Generating lead lists** is inefficient and time consuming, how can I make this process more efficient?

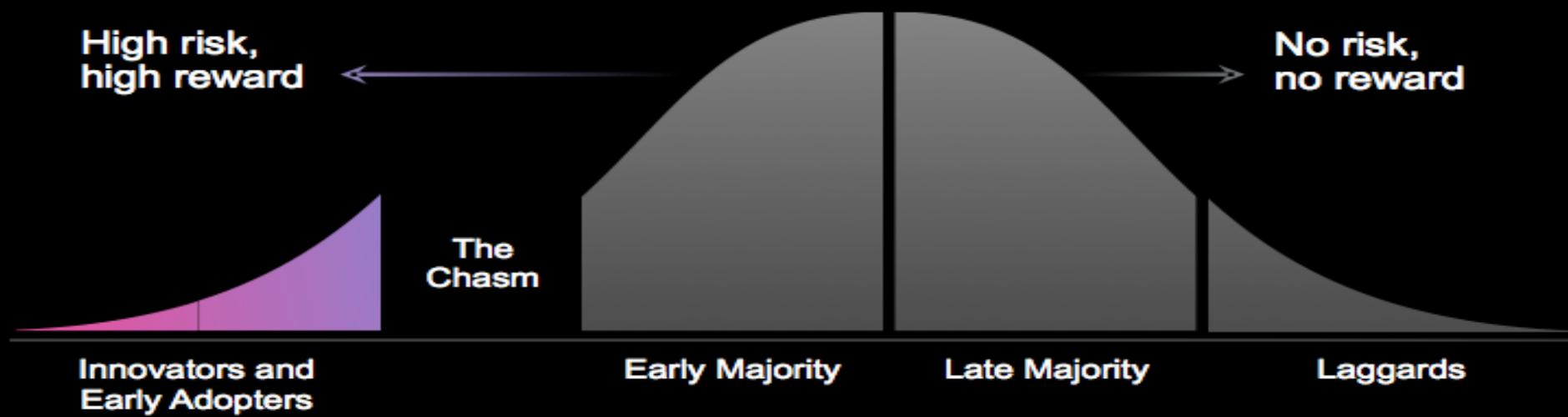
How many times will I need to give the **same sales pitch** this week?

Even after I've identified key people to reach out to, it takes much time to **build relationships** with them.



but somehow we still believe in

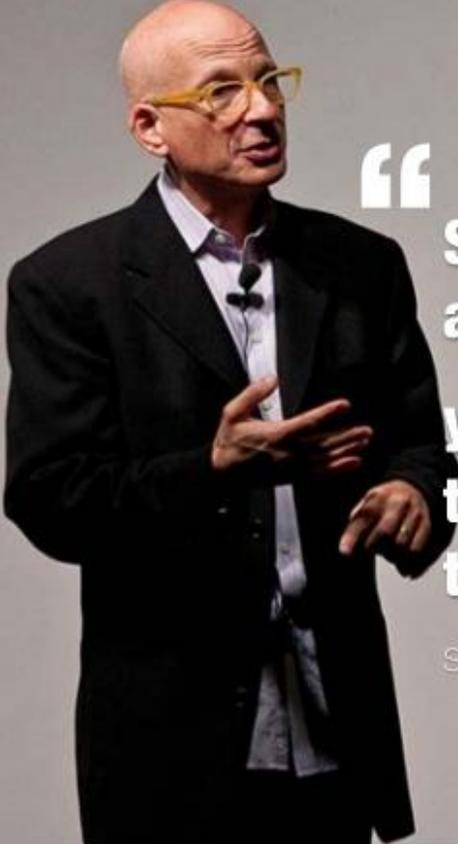




Suddenly everybody wants to be „Social”

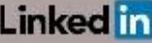


# Why?

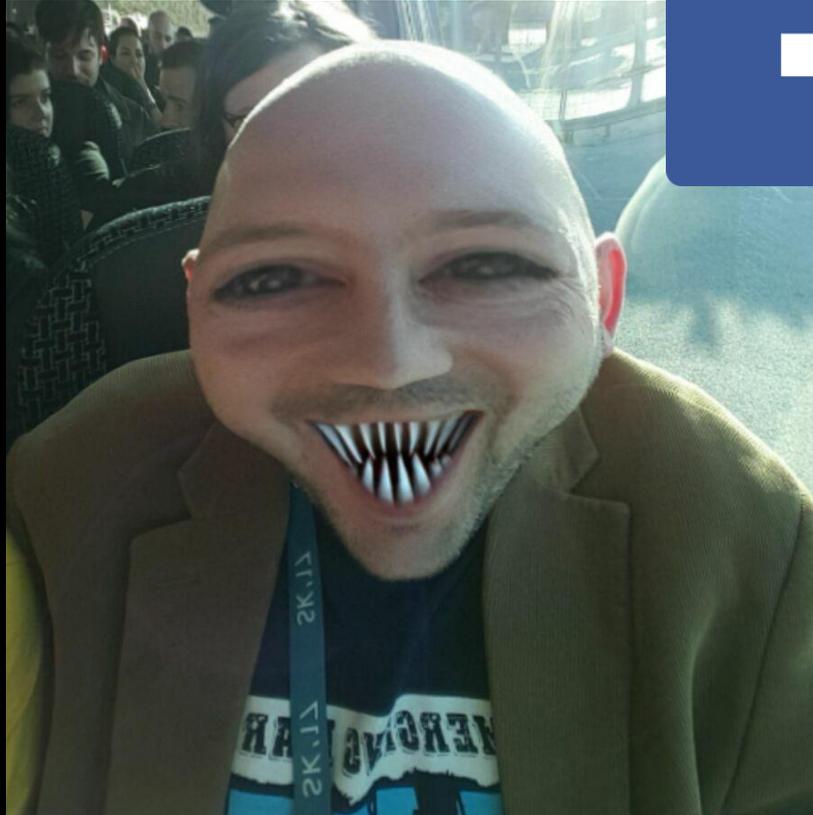


“  Selling to people who actually want to hear from you is **more effective** than interrupting strangers that don't.”

Seth Godin, Founder of Squidoo.com

 Sales Solutions

# Start with right platform





LinkedIn has 500 Million members  
across the world

**2 B +**

member updates  
weekly

**Billions**

of professional  
connections

# High Net Worth Individuals

Europe 2017

Audience InStats

8.4m members

Target by seniority, industry and job title. Plus choice of industry & countries

## What do they do on LinkedIn?



### Top Companies Followed

- The economist
- TED Conferences
- BCC News
- Harvard Business Review
- Google
- Microsoft
- Apple
- Financial Times
- Shell
- Forbes Magazine

### Top Groups

- Harvard Business Review
- Finance Club
- Software and Technology
- Social Media Marketing
- Digital Marketing

### Top Content Topics

- Social Media
- Employee Engagement
- Recruiting
- European Union
- Camping
- Onboarding
- Community Sites
- Start-ups
- Coaching
- Venture Capital

## Who are they?

### Top Job Titles

- Executive Director
- Salesperson
- Business Strategist
- Business Owner
- Consultant
- Project Manager

### Top Industries

- Financial Services & Insurance
- Information Technology & Services
- Oil & Energy
- Banking
- Telecommunications
- Pharmaceuticals

### Top Locations

- London
- Paris
- Madrid
- Turkey - All
- Amsterdam
- Ireland - All

What's the most precious commodity for sales people...





EMAIL

System of  
Communication

EMAIL



LINKEDIN

System of  
Engagement

LINKEDIN



CRM

System of  
Record

CRM



Inbox



cat videos



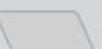
Sales Navig



Your stream



Salesforce.c



# System of Engagement

A system salespeople want to engage with



Automatically stays up-to-date



Answers the question “What is the next best action I should take?”



Integrates deeply with the tools you use everyday



Minimizes data entry



# LinkedIn can help you win business in 4 steps



Find



Relate



Understand



Engage



# SALES NAVIGATOR

*Welcome to the social selling era.*

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LinkedIn

Version Team i Enterprise – [pmrozinski@linkedin.com](mailto:pmrozinski@linkedin.com)

# 1. Find Leads

This screenshot shows the search filter interface in LinkedIn Sales Navigator. It is organized into several sections:

- Role & tenure filters:** Includes fields for Function, Title (with a 'Current' dropdown), Seniority level, Years in current position, Years at current company, and Years of experience.
- Company filters:** Includes Company (with a 'Current' dropdown), Company headcount, Past company, and Company type.
- Other filters:** Includes Tag, Groups, Member since, Posted content keywords (with a search input), and CRM contacts (with a 'Show all leads' dropdown).

This screenshot shows the search results page in LinkedIn Sales Navigator. The interface includes a top navigation bar with 'HOME', 'LISTS', and 'DISCOVER' tabs, and a search bar with the text 'Search by keywords or boolean'. Below the search bar, there are summary statistics:

- Leads:** 2.3M Total results
- Accounts:** 57K Changed jobs in past 90 days
- Leads with TeamLink intro:** 109.6K
- 245** Mentioned in the news in past 30 days

The main content area shows a list of leads with the following details:

- Selected filters (1):** Denmark
- Lead 1:** Thomas Krogh ... · 2nd | Copenhagen F... (In CRM). CEO, 1 year 6 months in role and company, Copenhagen Area, Capital Region, Denmark. Intro via TeamLink (8) | Shared Connections (4) | Related Leads.
- Lead 2:** Mette Lykke · 2nd | Too Good To Go (In CRM). CEO, 11 months in role and company, Copenhagen Area, Capital Region, Denmark. Intro via TeamLink (5) | Shared Connections (1) | Related Leads.
- Lead 3:** Maj Britt Andersen · 3rd | Carlsberg Group (In CRM). CHRO, 8 months in role and company, Copenhagen Area, Capital Region, Denmark. Intro via TeamLink (6) | Related Leads.

# 1. Find Leads

SALES NAVIGATOR HOME DEALS LISTS DISCOVER

Search by keywords or boolean

Spotify **In CRM**

Our mission is to unlock the potential of human creativity—by giving a million creative ar... [See all](#)

Music · 1001-5000 employees

4,373 employees on LinkedIn

+ Add Tag

Save

Website

Headquarters

Add Note

People News & Insights

Recommended leads

Based on your sales preferences

200 Total results 17 New in role in past 90 days 4 Mentioned in the news in past 30 days 61 Posted on LinkedIn in past 30 days More

All employees at Spotify (4,373) [Go back to account](#)

Keywords

Enter keywords ...

Exclude saved leads

Exclude viewed leads

Exclude contacted leads

Search within my accounts

Geography

+ Add locations

+ United States (341)

+ Sweden (317)

+ Stockholm, Sweden (248)

+ Greater New York City Area (230)

Relationship

+ How closely you're connected

+ 1st Connections

+ 2nd Connections

+ Group Members

+ 3rd + Everyone Else

Company

Spotify +

+ IBM (142,656)

+ Oracle (62,000)

+ Microsoft (60,784)

+ Apple (39,504)

888 Total results

50 Changed jobs in past 90 days

459 Leads with TeamLink intro

12 Mentioned in the news in past 30 days

Selected filters (3): Spotify, CXO,VP,Director,Manager,Senior, 3 to 5 years,6 to 10 years,More than 10 years [View all filters](#)

**Fredrik Johnsson** · 2nd | Spotify **In CRM**

Head of Global Talent Acquisition

2 years 11 months in role and company

Stockholm, Sweden

Intro via TeamLink (69) | Shared Connections (21) | Related Leads

**Seth Farbman** · 3rd | Spotify **In CRM**

Chief Marketing Officer

3 years 3 months in role and company

Greater New York City Area

Intro via TeamLink (2) | Related Leads

**Mikael Bäckström** · 2nd | Spotify **In CRM**

Head of HR EMEA/Global HR BP/HR Sr Director/

3 years 9 months in role and company

Stockholm, Sweden

Intro via TeamLink (10) | Shared Connections (5) | Related Leads

Role & tenure filters

Function

+ Years in current position

+ Company filters

Company

Spotify +

Company type

+ Title

Current

Seniority level

+ Years at current company

+ Less than 1 year

+ 1 to 2 years

+ 3 to 5 years

+ 6 to 10 years

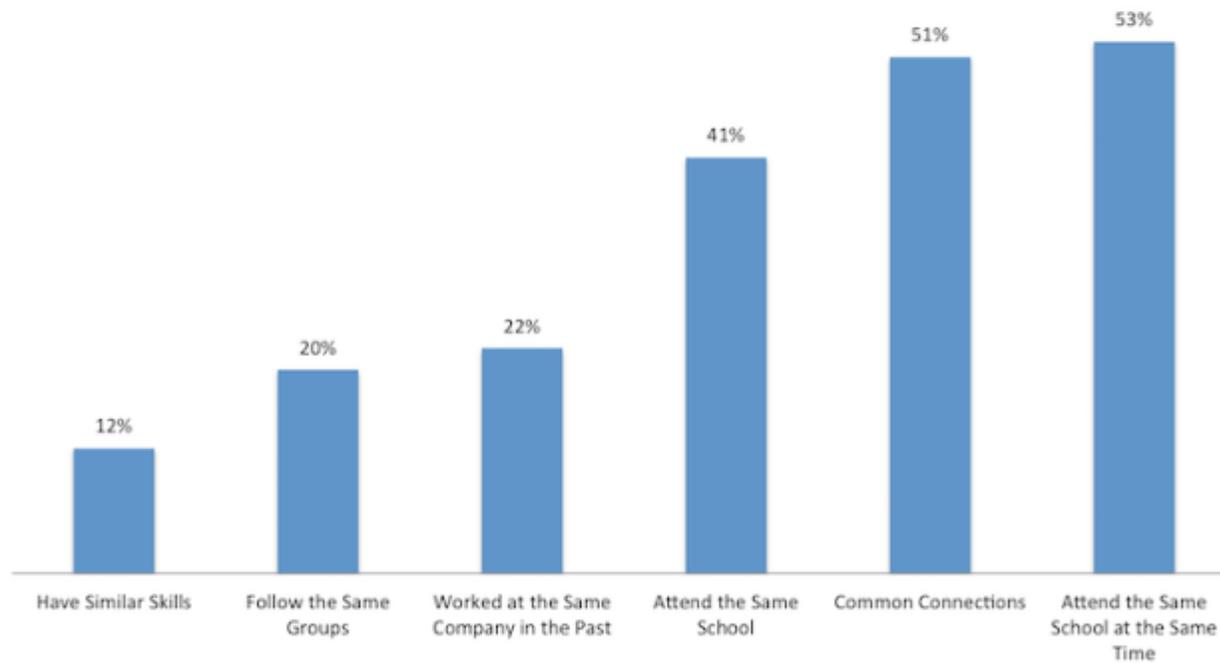
+ More than 10 years

Seniority level

CXO VP Director Manager

Senior

**Chart: Decision Maker Acceptance Rate Increase by Commonality**



# 2. Relate



SALES NAVIGATOR

HOME DEALS LISTS DISCOVER

Search by keywords or boolean

Advanced Saved Searches 99+

All employees at Spotify (4,373) [Go back to account](#)

Keywords

Enter keywords ... x

Exclude saved leads  
Exclude viewed leads  
Exclude contacted leads  
Search within my accounts

Geography

+ Add locations  
+ United States (210)  
+ Greater New York City Area (145)  
+ Sweden (135)  
+ New York (126)

Relationship

+ How closely you're connected  
+ 1st Connections  
+ 2nd Connections  
+ Group Members  
+ 3rd + Everyone Else

Company Current

Spotify +  
+ Microsoft (52,064)  
+ IBM (45,072)  
+ Oracle (29,448)  
+ Google (17,872)

888 Total results | 50 Changed jobs in past 30 days | **459 Leads with TeamLink Intro** | 12 Mentioned in the news in past 30 days

Selected filters (4): Spotify, CXO,VP,Director,Manager,Senior, 3 to 5 years,6 to 10 years,more than 10 years, [View all filters](#)

**Fredrik Johansson** · 2nd | Spotify [In CRM](#) [Save as lead](#) ...  
Head of Global Talent Acquisition  
2 years 11 months in role and company  
Stockholm, Sweden  
Intro via TeamLink (69) | Shared Connections (21) | Related Leads

**Seth Farberman** · 3rd | Spotify [In CRM](#) [Save as lead](#) ...  
Chief Marketing Officer  
3 years 3 months in role and company  
Greater New York City Area  
Intro via TeamLink (2) | Related Leads

**Sunita Kaur** · 2nd | Spotify [Save as lead](#) ...  
VP - APAC  
6 months in role | 5 years 1 month at company  
Singapore  
Intro via TeamLink (31) | Shared Connections (2) | Related Leads

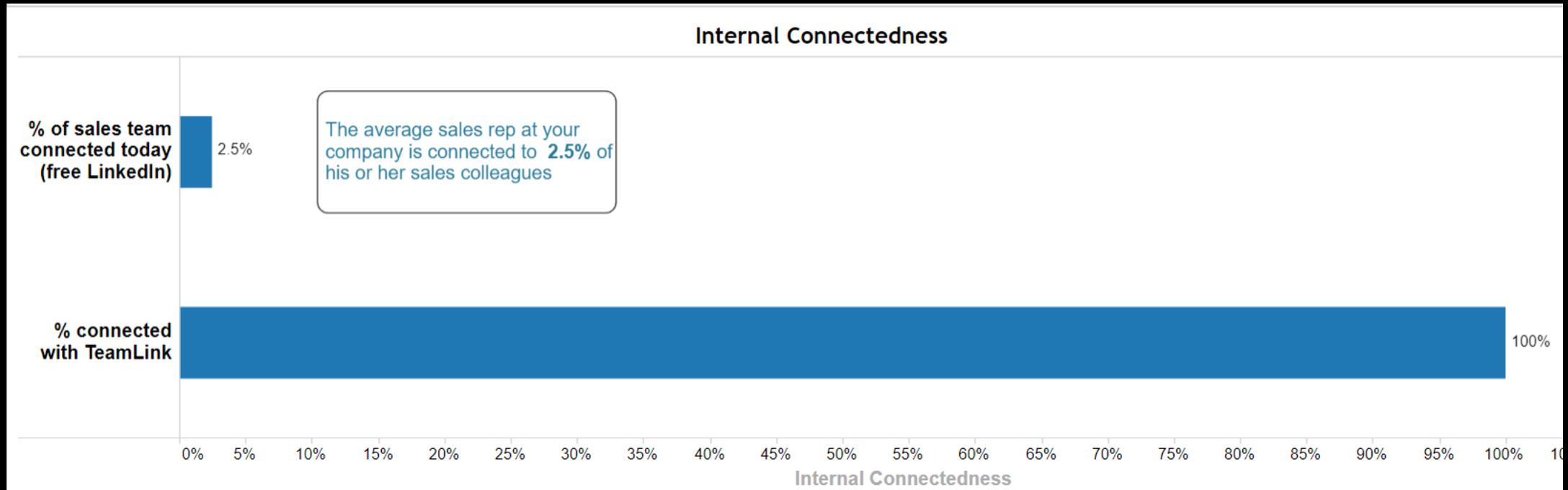
**Seth Farberman** · 3rd | Spotify [In CRM](#) [Save as lead](#) ...  
Chief Marketing Officer  
3 years 3 months in role and company  
Greater New York City Area

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

**Keith Richey** · 2nd  
Senior Director, Global Marketing  
[Ask for intro](#)

**Kelsey Garvey** · 2nd  
Women at LinkedIn, Global Leadership  
[Ask for intro](#)

# How well connected is your team



# 2. Relate



All employees at Spotify (4,373) Go back to account

Keywords: Enter keywords ... x

Exclude saved leads  
Exclude viewed leads  
Exclude contacted leads  
Search within my accounts

Geography

- + Add locations
- + Sweden (23)
- + Stockholm, Sweden (20)
- + Stockholm, Stockholm County, Sweden (...)
- + United States (13)

Relationship

- 2nd Connections** +
- + Group Members (30)
- + 3rd + Everyone Else (809)

54 Total results

3 Changed jobs in past 90 days

44 Leads with TeamLink intro

2 Mentioned in the news in past 30 days

Selected filters (4): 2nd Connections, Spotify, CXO,VP,Director,Manager,Senior, 3 to 5 years,6 to 10 years,Mo... [View all filters](#)

**Sunita Kaur** · 2nd | Spotify Save as lead ...

VP - APAC  
6 months in role | 5 years 1 month at company  
Singapore

Intro via TeamLink (31) | Shared Connections (2) | Related Leads

**Fredrik Johnsson** · 2nd | Spotify In CRM Save as lead ...

Head of Global Talent Acquisition  
2 years 11 months in role and company  
Stockholm, Sweden

Intro via TeamLink (69) | Shared Connections (21) | Related Leads

**Shakil Khan** · 2nd | Spotify In CRM Save as lead ...

Investor and Advisor  
10 years 6 months in role and company  
London, United Kingdom

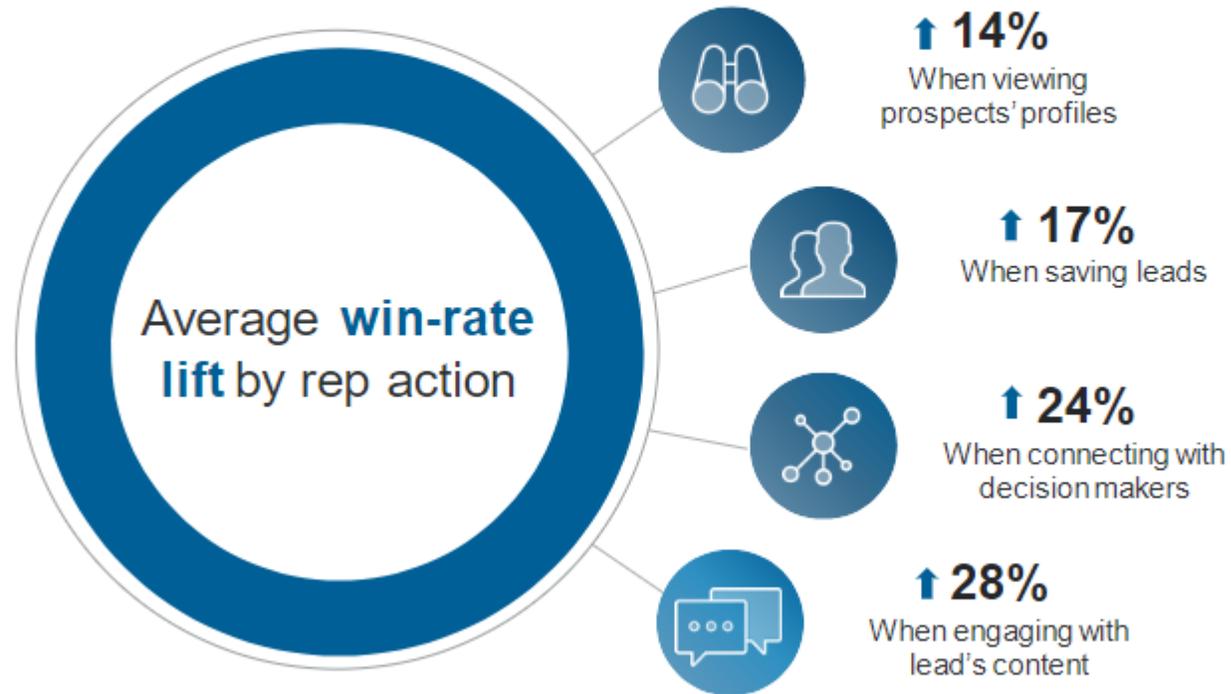
Intro via TeamLink (10) **Shared Connections (1)** Related Leads

**Ariel Eckstein** · 1st | LinkedIn

Vice President, Global Clients  
Message

# 3. Understand

## Engagement Through Sales Navigator Paves the Way for Higher Win-Rates



Averages based on a March '18 analysis of 600+ CRM-synced companies with a least 6 months on contract and > 30% opportunity match rate

# 3. Understand

**Claus Gottlieb** had a job change Message  
Director, Commerce & Content · Deloitte Digital 8d

Reach out to see how you can support Claus in the new role

**New role:**  
Director, Commerce & Content at Deloitte Digital

---

**Jari Rosendal** was mentioned in the news Message  
President and CEO · Kemira Oyj 9d

News mentions are a perfect reason to reach out

 [finanznachrichten.de](http://finanznachrichten.de)  
Kemira Oyj: Invitation: Kemira to publish January-March 2018 results on April 27, 2018

...Kemira OyjPress ReleaseApril 10, 2018 at 9.00 am (CET+1) Invitation: Kemira to publish January-March 2018 results on April 27, 2018 Kemira Oyj will publish its January-March 2018 results on.....Kemira OyjPress ReleaseApril 10, 2018 at 9.0.....  
[Share](#)

**SALES ALERT**

 **ORBITVU**, high growth in Company 1s

Based on LinkedIn data, excluding subsidiaries

**▲ 43%** Company headcount growth in past year

Microsoft Saved

200 Total results 20 New in role in past 90 days 20 Mentioned in the news in past 30 days 142 Posted on LinkedIn in past 30 days More

 <b>Elizabeth Hamren</b> · 3rd Corporate Vice President 1 year 1 month Greater Seattle Area 35 TeamLink introductions <a href="#">Save</a>	 <b>Steven Guggenheimer</b> · 2nd CVP and Chief Evangelist 4 years 7 months Greater Seattle Area 1 common connection <a href="#">Save</a>	 <b>Param Kahlon</b> · 2nd GM, Dynamics 365 Customer Engage... 5 years 9 months Bellevue, Washington CPO, UIPath at UIPath, 2 months ago <a href="#">Save</a>
 <b>Ramesh Siva</b> · 3rd VP Digital Strategy & Innovation 1 year 10 months Greater Seattle Area 1 mutual group <a href="#">Save</a>	 <b>Ronny Kohavi</b> · 3rd Distinguished Engineer, General Man... 4 years 1 month Los Altos, California 19 TeamLink introductions <a href="#">Save</a>	 <b>Sona Vaish Venkat</b> · 3rd SVP & General Manager, Business App... 1 year Greater Seattle Area Mentor at Techstars, 4 months ago <a href="#">Save</a>

 **ISS A/S** shared an article 8 saved leads 1d

This is a great icebreaker with your leads at ISS A/S

 [hubs.ly](http://hubs.ly)  
**Facility Management in 2018: Focus on people empowerment not check boxes**

“ What’s important when working with Facility Management in 2018? Where should your focus be? We’ve discussed this with the IFMA Board Chair, William O’Neill. Get his key 2018 visions in this interview!

[Like \(59\)](#) [Comment](#)

# 3. Understand Leverage the power of INSIGHTS



Audience  
insights



Strategic  
insights

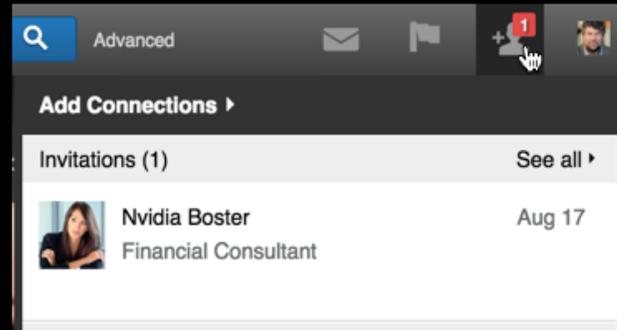


Custom  
insights

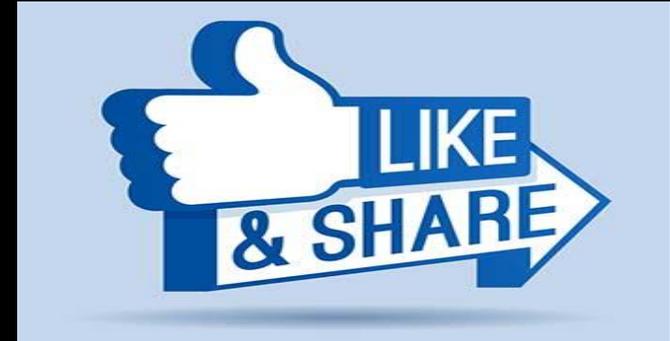
# 4. Engage



Send Direct  
InMail



Connect with people  
you know



Participate

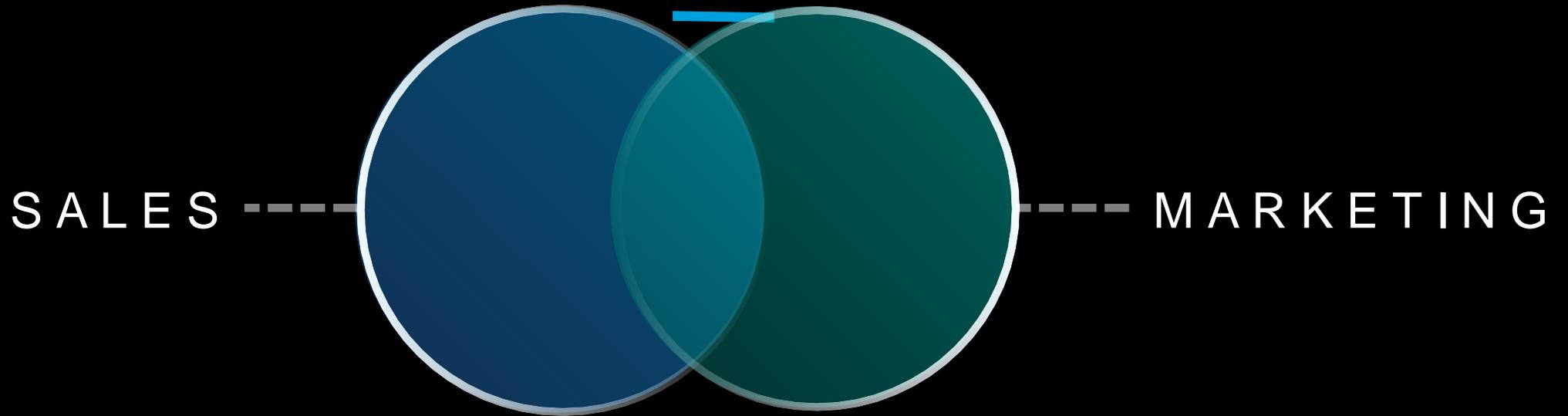
# 4. Engage



This screenshot shows a LinkedIn post interface. At the top, there's a navigation bar with 'POINTDRIVE', 'Presentations', and 'Insights'. Below that, the post title 'Digital Sales - New Norm in B2B' is displayed in a dashed box. The author is identified as Piotr Mroczinski, with his profile picture and 'Enterprise Sales - LinkedIn Sales Solutions / Nordics & Emerging Markets at LinkedIn' listed. A text block contains the main message: 'Ability to engage buyers in digital world is one of the key attributes of modern sales person. Buyers are more educated than ever, transaction environment is gaining complexity and buying circle replaced single "decision maker". Social Selling is a key element of the puzzle and LinkedIn the best platform to do so.' Below the text, there are three asset thumbnails: 'Watch Video' (Sales Navigator-see how it works), 'Watch Video' (Learn more about how you can use PointDrive to create personalized sales presentations...), and 'Visit Website' (How B2B Sellers Are Offering Personalization at Scale - Harvard Business Review). Each asset has a 'Change image' and 'Edit asset' button.

This screenshot shows the viewer list for the LinkedIn post. It includes a 'Go Back' button and the post title 'Modern Selling - New Norm in B2B'. The viewer list is titled 'Viewers' and shows a total of 11 viewers. Each viewer entry includes a profile picture, name, title, location, and last activity date. Buttons for 'View in Sales Navigator' and 'View Activity' are provided for each viewer.

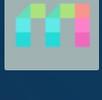
Name	Title	Location	Last Activity
Marco Schullen	OpusCapita - Country Manager / Head of Sales DACH	Mannheim, Baden-Württemberg, Germany	04/09/2018
Tommi Tikka		Helsinki, Southern Finland, Finland	04/04/2018
Anna Eklund	Nordics - Head of Cash Management & Cards Sales Finland	Helsinki, Southern Finland, Finland	04/03/2018
Marc Josefsson	OpusCapita - Head of Strategic Sales	Helsinki, Southern Finland, Finland	03/28/2018
Markku Suvanto	Siemens - Global Technical Sales, Energy Management Division, Digital Grid Software and Services	Helsinki, Southern Finland, Finland	03/28/2018
Juha Ravaska	Nokia - Head of Solution Sales, Nordics Baltics & Benelux	Helsinki, Southern Finland, Finland	03/27/2018



The overlap between sales and marketing audience targets is 34% in enterprises and 14% in SMB.

We can bridge the gap

SALES NAVIGATOR

	Lead 1	Save
	Lead 2	Save
	Lead 3	Save
	Account 1	Save
	Account 2	Save
	Account 3	Save



CAMPAIGN  
MANAGER

Search for leads or accounts Advanced

Saved Searches



# Ventofase Technology Incorporated In CRM

Ventofase is building the best way for people everywhere to shop for groceries a... [See all](#)  
Information Technology and Services · 100-500 employees · San Francisco, CA · \$40m+ revenue

431 employees on LinkedIn

Prioritize Q2  Prospecting + Add Tag

Saved

[Website](#)  
[Headquarters](#)

Add Note

People News & Insights Activity

SALES ALERT



Powered by G2 Crowd - 1 hr

Ventofase was researching your company, **Flexis** and two of your competitors, **FixDex** and **SolarSlash**

[View](#) ×

SALES ALERT



Saved lead - 1d

Jessica Albaparthi recently commented on sponsored content for **Ventofase Reporting Platform**

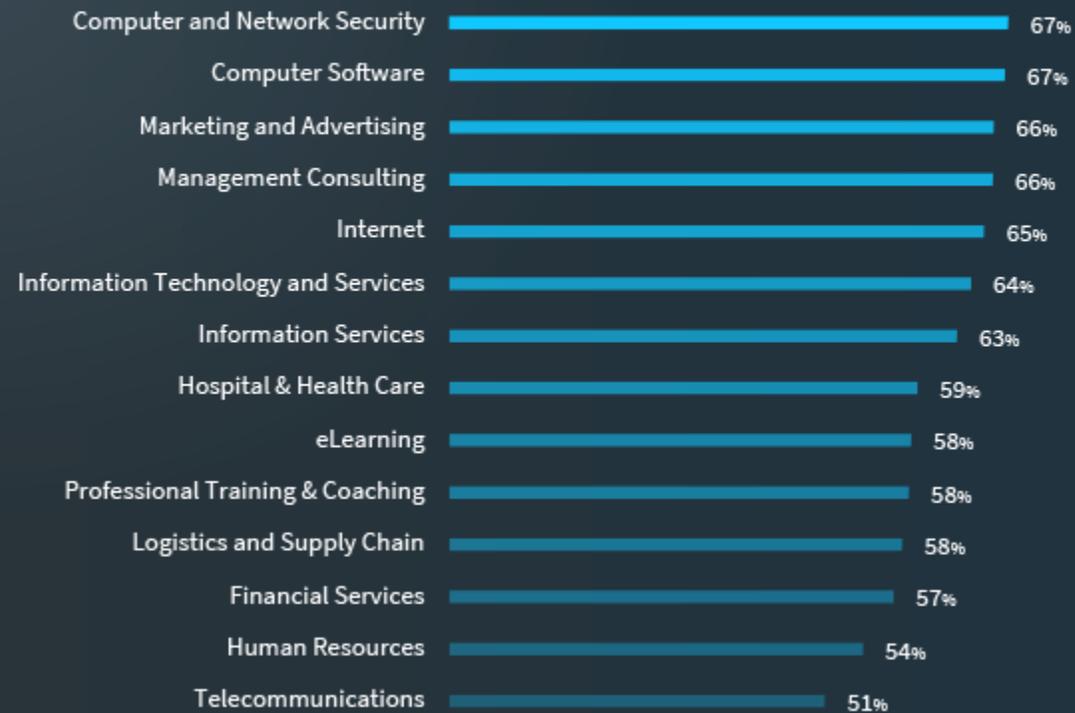
[View](#) ×

## Saved leads

Name	Geography	Activity	Last activity
<b>John Smith</b> · 3rd VP of Marketing	San Francisco Bay	3  2	03/23/207 Tagged - Prioritized

# ROI - Show me the money!

## % OF REVENUE INFLUENCED BY SOCIAL SELLING



# ROI - Show me the money!

## Sales Navigator Core ROI Metrics

5%+

Higher Win Rates  
when using Sales Navigator to close  
deals



35%+

Larger Deals  
when using Sales Navigator to  
connect with decision makers



34%

Opportunities Sourced  
when using Sales Navigator to find  
customers



61%

Influenced Revenue  
for Sales Navigator customers



# Thank you!



[Inkd.in/Saxoevent](https://www.linkedin.com/company/saxoevent)

[pmrozinski@linkedin.com](mailto:pmrozinski@linkedin.com)

@pmrozinski