

HOW TO FIND TARGETS WITH SALES NAVIGATOR



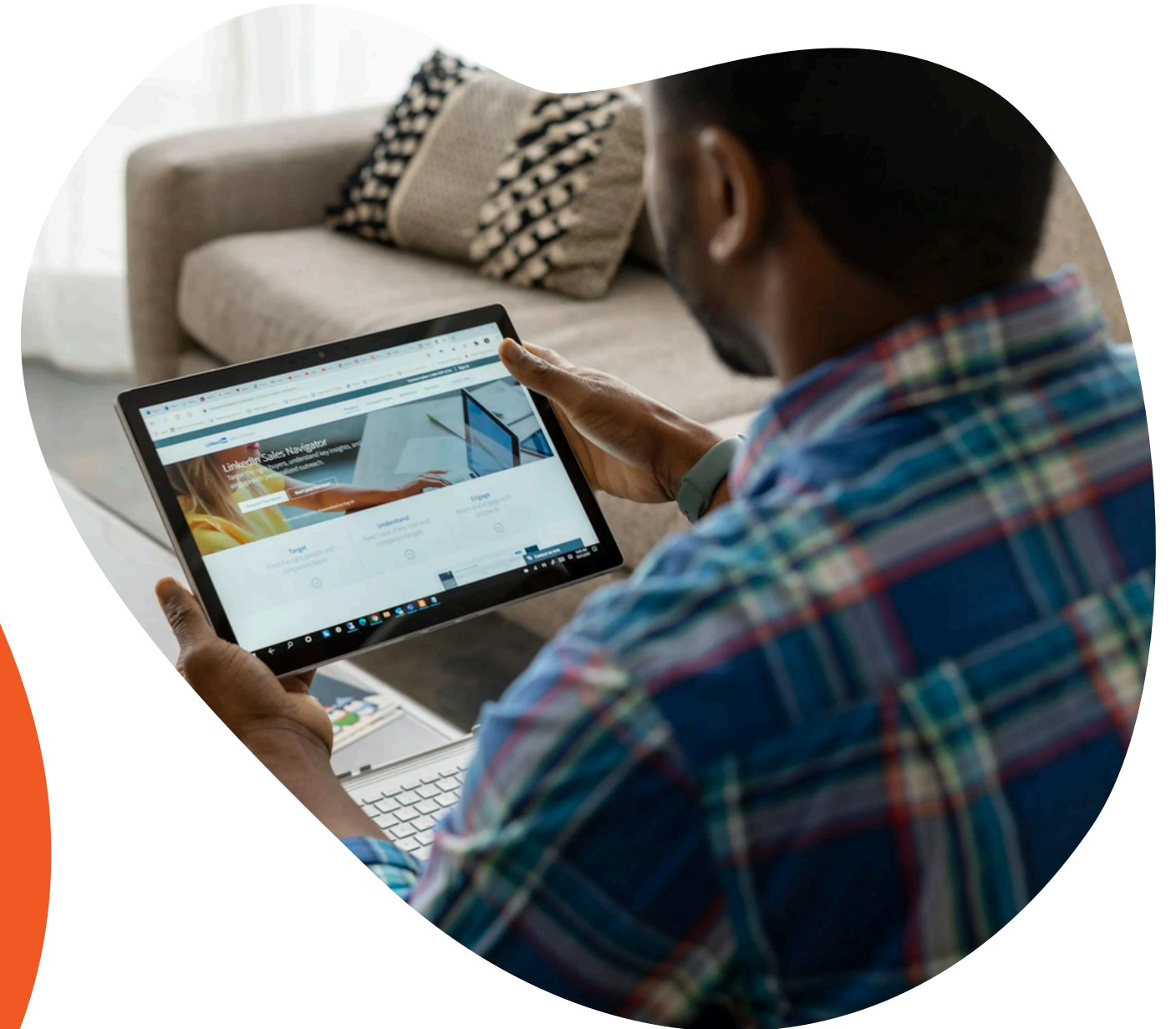


HOW TO FIND TARGETS WITH SALES NAVIGATOR

Looking to find the right leads or accounts for your business?

LinkedIn Sales Navigator is a powerful tool, but it can feel a bit tricky if you're not familiar with it.

No worries though - we've got some simple steps and tips to help you make the most of your search. Let's get started!

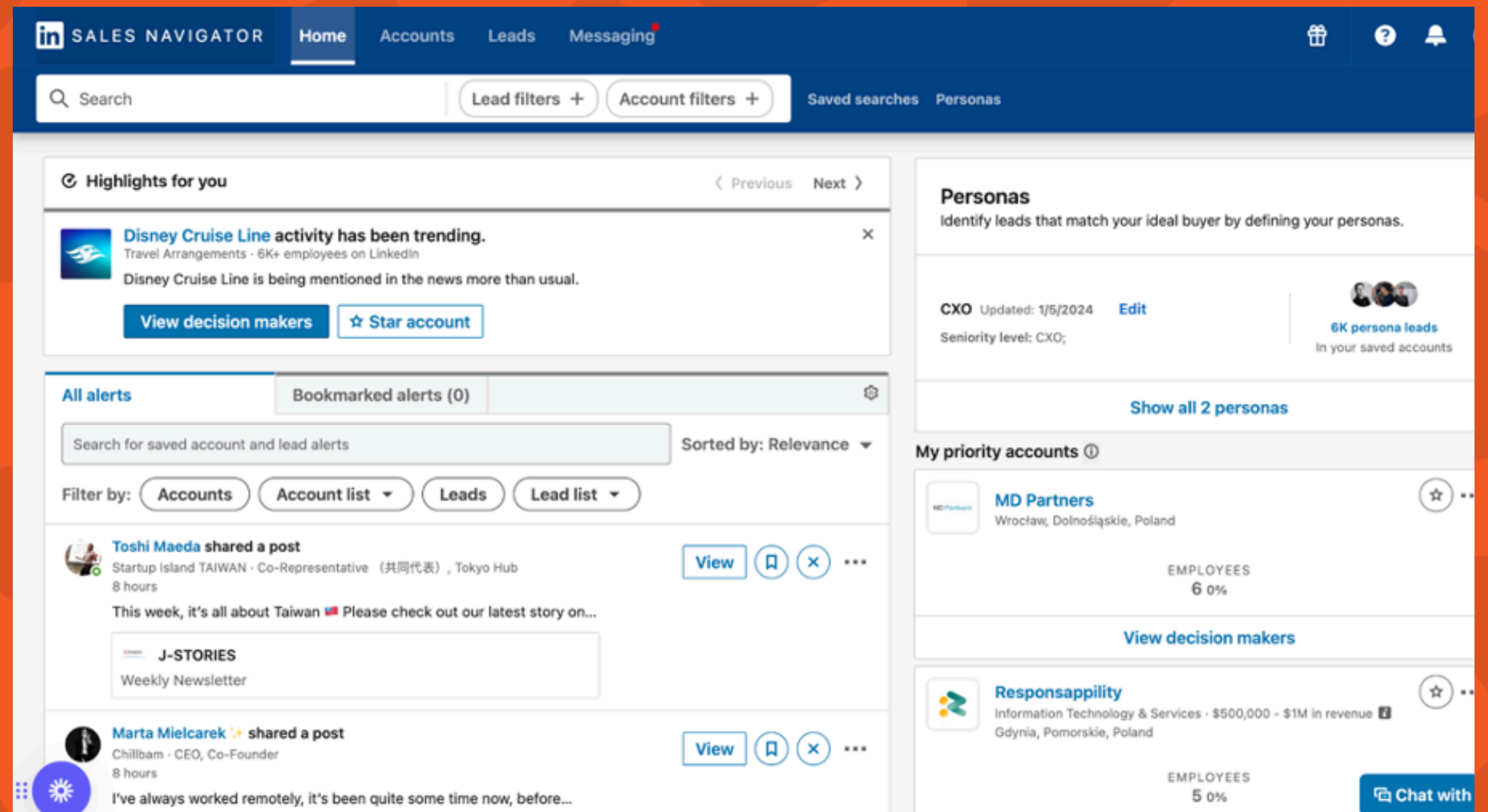




USE THE SEARCH BAR OR FILTERS

You can start searching by either typing a lead or account name into the search bar or by using the filters to narrow down your options.

- **Lead filters:** These are for when you're looking for people (leads).
- **Account filters:** These are for when you're looking for companies (accounts).





REFINE YOUR SEARCH

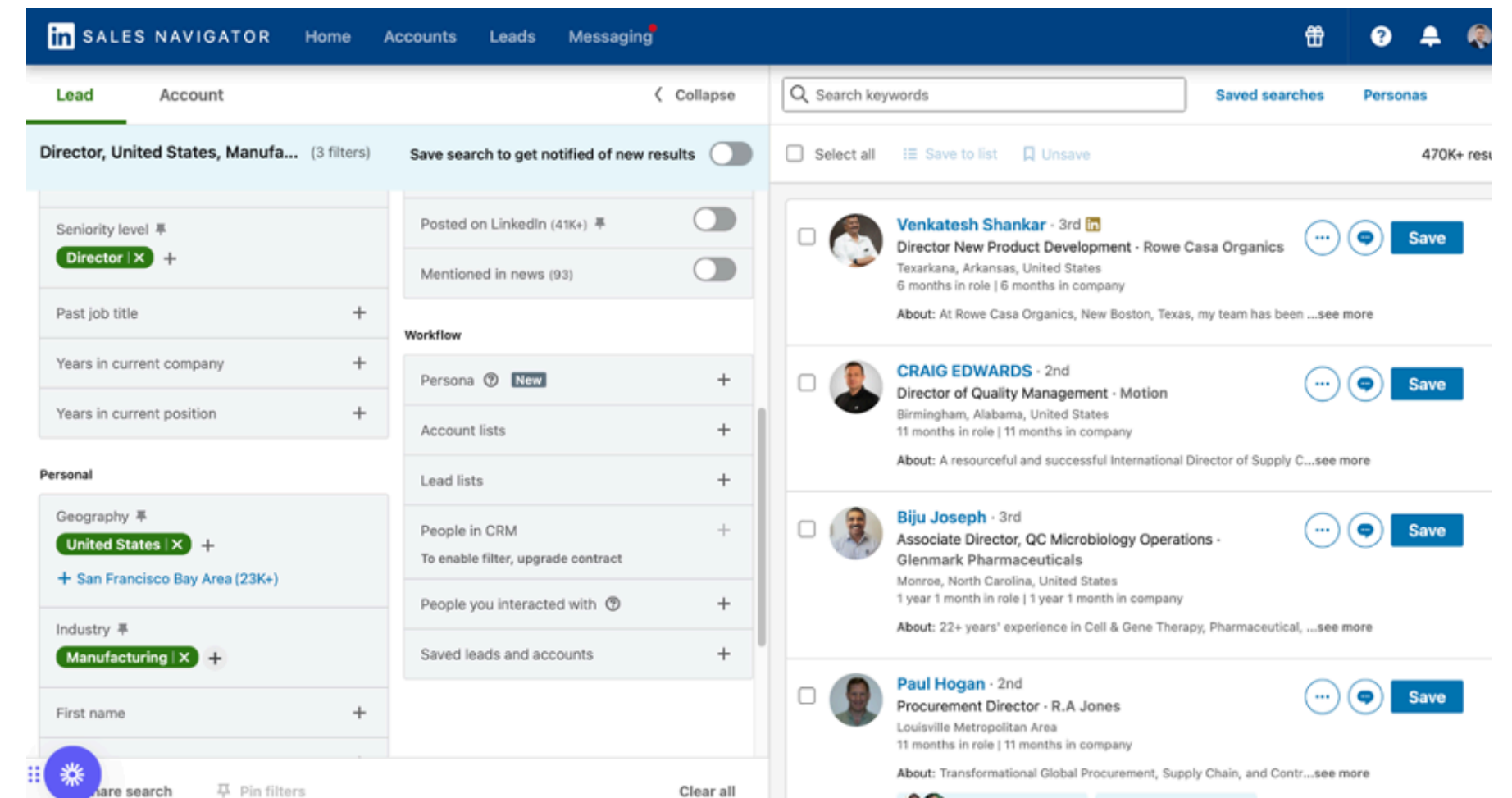
Here's where it gets fun.

Once you've started searching, you'll see a list of filters on the left side. You can tweak these filters to make your search even more specific.

Here's where it gets fun. Once you've started searching, you'll see a list of filters on the left side. You can tweak these filters to make your search even more specific.

For **lead searches**, the filters you'll want to focus on include:

- **Current Company:** Which companies do they work for?
- **Geography:** Where are they located?
- **Seniority Level:** Are they a manager, director, VP, etc.?
- **Function:** What role do they perform in their company?



SHARPEN YOUR SEARCH



Want more control over your search? Sales Navigator lets you include and exclude specific filters to get better results. For example, if you're searching by current company, you can choose to include only certain companies or exclude ones you don't want.

You can also pin filters to save them while you refine your search. If you change your mind, just unpin them and go back to the default settings.

Bonus Tip: Use Boolean Search

Boolean search lets you combine keywords with special operators to get more precise results. It's like giving Sales Navigator a clearer idea of exactly what you're looking for.

Here's how it works:

Quotation Marks (" "): Use these for exact phrases. For example: **"software engineer"** will only show results with that exact phrase.

AND: Use this to include multiple keywords. For example: **developer AND startup** will show results with both words.

OR: Use this to include either of two keywords. For example: **freelancer OR contractor** will show results with either word.

NOT: Use this to exclude a keyword. For example: **marketing NOT sales** will remove results that mention sales.

Wrap up

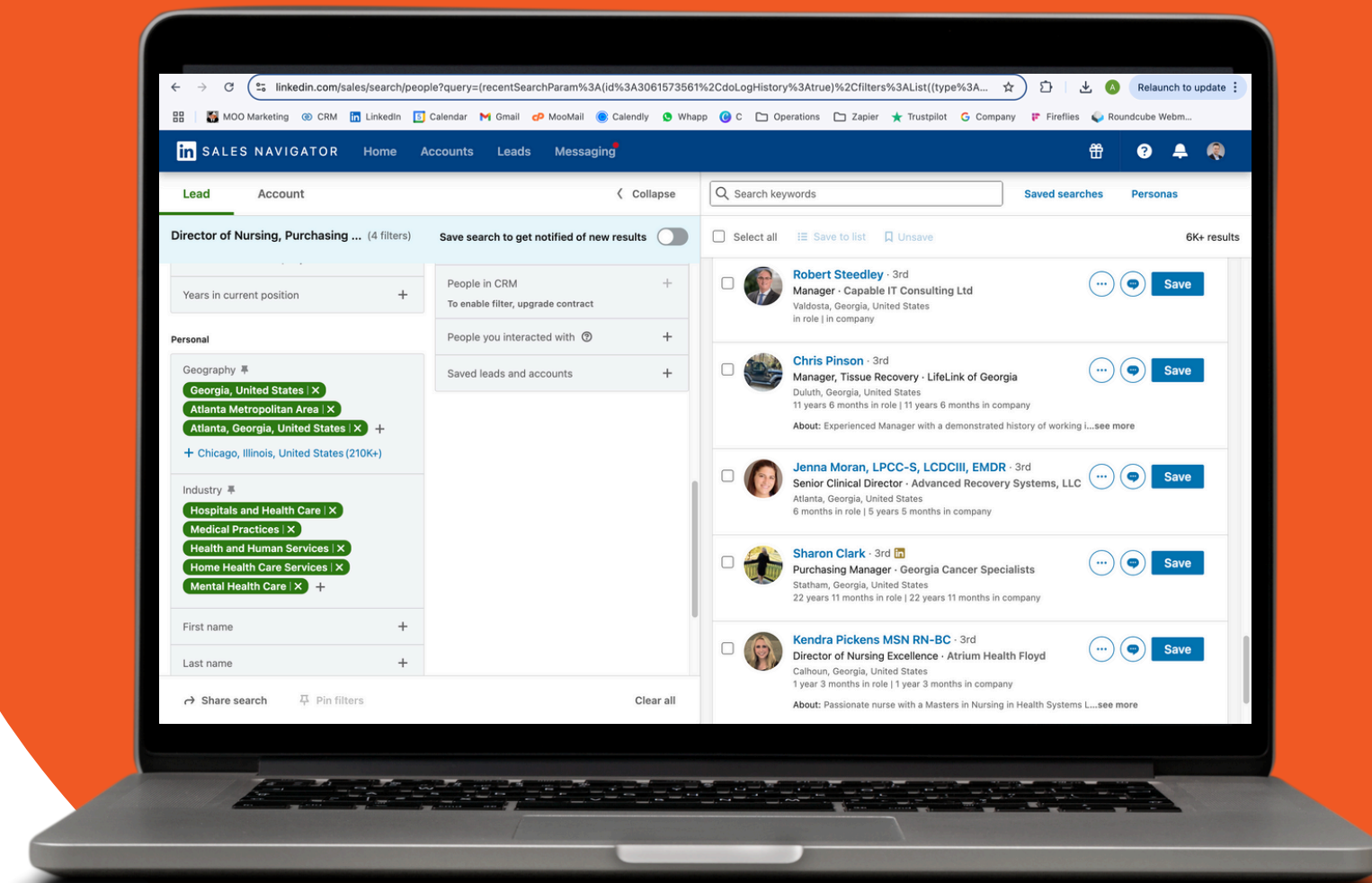


Quick note: If your profile isn't developed enough, you might not be able to reach all of them. That's why it's important to keep growing your network and improving your LinkedIn presence. A strong profile opens up more opportunities and helps you connect with the right people.

You now have a list of people on the right-hand side that match your search. If they look like your ideal targets, feel free to check out their profiles and connect with them.

Happy hunting!

We really try to help you - honestly.





We really try to help you - honestly.

But of course, we won't teach you all the tricks. Every piece of information in our documents can be a turning point in your thinking and understanding of business development - with practical tips, not just theory.

This document is just a starting point. Everything we do for clients is tailored, refined, and executed to a much higher standard. If you'd like to see what that looks like for your business, get in touch.