

# Build and nurture customer relationships that lead to increased sales performance



## Target

the right buyers and companies



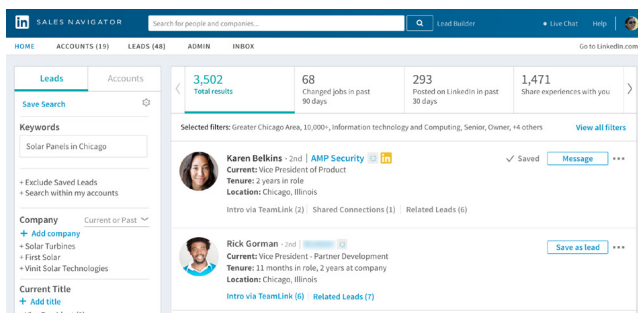
## Understand

what buyers value



## Engage

buyers with personalized outreach

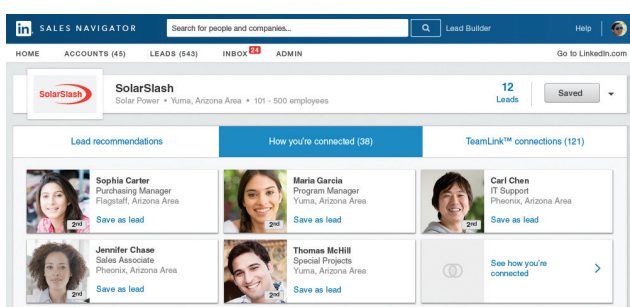


## Identify key decision makers faster and more easily with Sales Navigator Search

Find the right person with search filters designed for sales professionals

Save your searches to receive automated alerts when new leads match your criteria

Save people who are important to you to get real-time updates

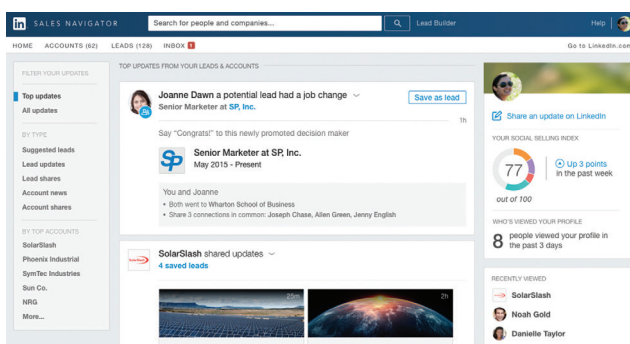


## Get information on new and existing relationships at your target accounts to find the best path in

Discover new people with tailored **Lead Recommendations**

See your existing relationships at a company with **How You're Connected**

Use **TeamLink** to find colleagues who can introduce you to people at the account

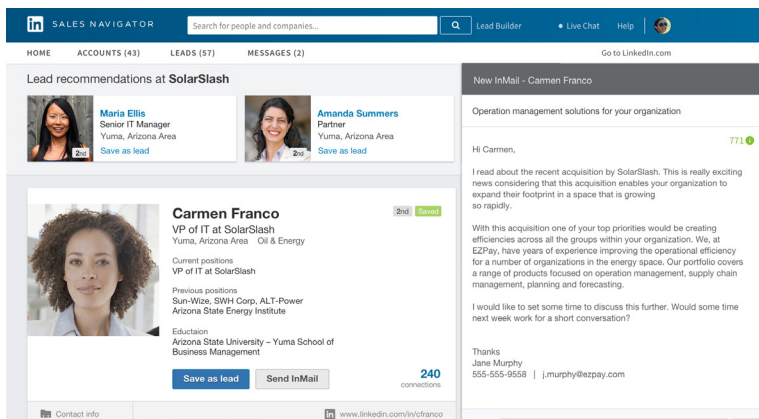


## Stay up-to-date on contacts and accounts that you care about

**Lead Updates:** Be the first to know when your leads change roles, connect with someone in your network, or share on LinkedIn

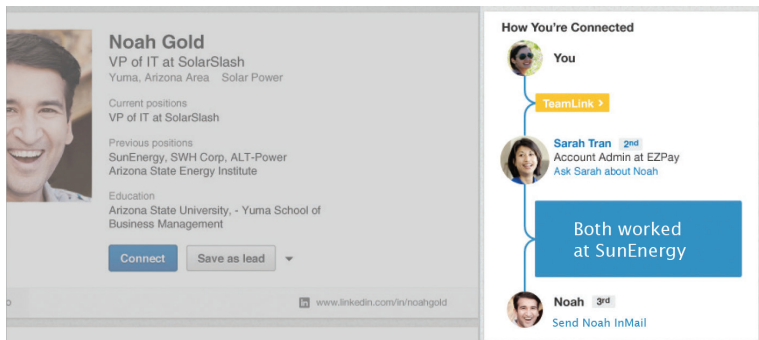
**Account Updates:** Receive key information about your accounts, and identify new contacts or decision makers

**In the News:** See when people or companies are mentioned in the news, sourced from sites across the web



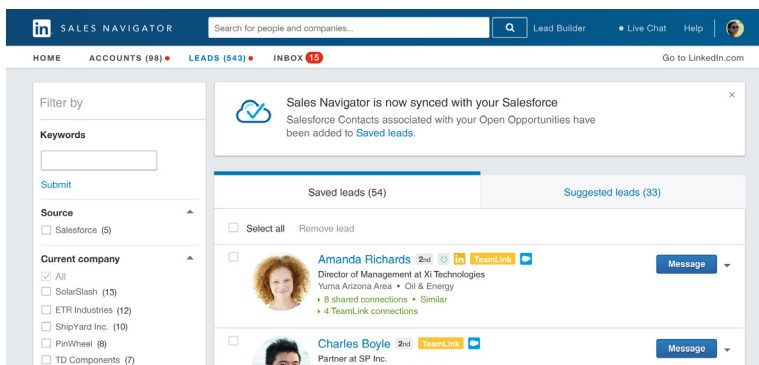
## Reach your prospects directly and credibly with InMail

Easily leverage shared experiences and other relevant insights to start a meaningful conversation with your prospect



## Uncover the best way to get introduced with TeamLink

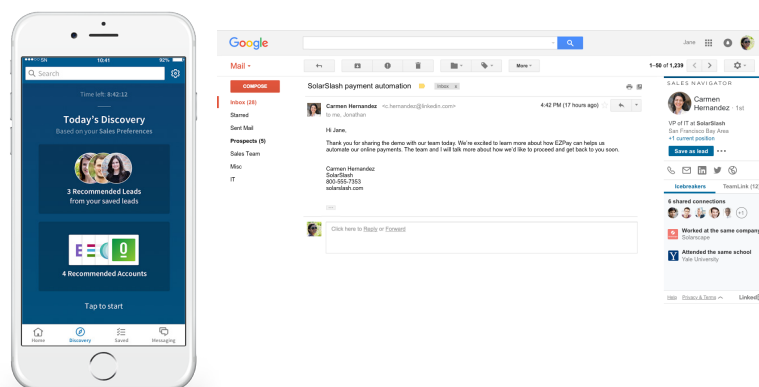
See the people in your company's network who can introduce you to a prospect



## Integrate with your system of record to drive productivity

Turn your CRM contact records into rich profiles by seeing LinkedIn information directly in Salesforce and Microsoft Dynamics

Use **CRM sync** to automatically import the accounts you're actively working



## Engage with Sales Navigator insights where you're already communicating

Get access to key features with Sales Navigator mobile on iOS and Android

See rich LinkedIn profile data for your contacts directly in Gmail

Learn more at [sales.linkedin.com](https://sales.linkedin.com)



Copyright © 2016 LinkedIn Corporation. LinkedIn, the LinkedIn logo, and InMail, are registered trademarks of LinkedIn Corporation in the United States and/or other countries. All other brands and names are the property of their respective owners. All rights reserved.