LINKEDIN SALES NAVIGATOR KULLANIM REHBERİ

LINKEDIN SALES NAVIGATOR KULLANIM REHBERİ

BAZ
GİRİŞİM

How to Dominate LinkedIn Outbound Prospecting in 2023

Without sounding needy or coming across as a desperate service provider

-

By Ryan Schnitzler, Founder @ The Growth Center

>> [Watch the Full Video Training here](#) <<

Results

Campaign we ran for a Growth Marketing Agency.

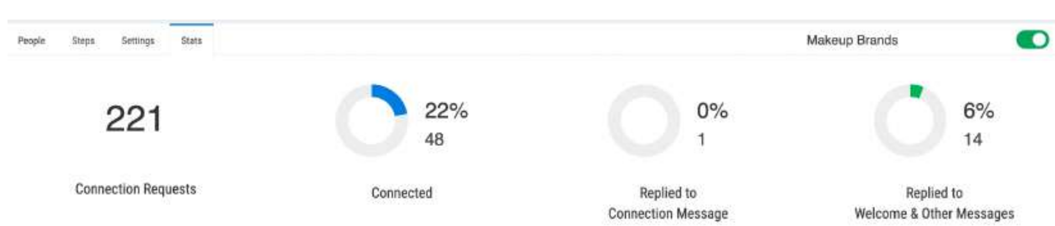
25% connection acceptance, 74 new conversations, 32 VSLs sent, 9 booked meetings, 3 closed deals.

(From a lead list & campaign that took less than 60 minutes to create)

Campaign we ran for an eCommerce Email Marketing Agency.

Targeting eCommerce Makeup Brands in the United States.

22% connection acceptance rate, 14 replies, 8 VSLs sent, 3 booked meetings, 1 closed deal.



07/31/2023 @ 00:26 **Yves**

Please send me the Video

07/31/2023 @ 00:26 **Yves**

Hello Daniel. Thanks I'm fine and You?

In this moment we are looking for a Email Marketer, I can tell you

You 07/30/2023 @ 22:05

08/19/2023 @ 06:03 **Arif**

Yeah, please share it with me

You 08/18/2023 @ 04:06

Hey Arif, let me know if you're interested in seeing the video and I can send it over!

08/23/2023 @ 04:40 **Sami**

Sure thing, please send it over.

You 08/23/2023 @ 04:39

Sami, great to be connected here.

I just filmed a quick video on the process we've used to help several Marketing Agencies add $50,000/m to their business in less than 180 days.

08/15/2023 @ 05:22 **Carlotta**

Hello Bernardo, thanks for contacting me. It's always good to learn about new processes and solutions. Please send over the video and I'll feed back to you. Cheers

You 08/14/2023 @ 10:43

Carlotta, great to be connected here.

08/19/2023 @ 04:08 **Gemma**

Hi Daniel, sure happy to have a look. The email address is gemma@puremess.co.uk

You 08/18/2023 @ 04:40

08/18/2023 @ 15:48 **Volkan**

Daniel, lets talk on Tuesday 10:00 am EST. Does that work for you?

08/18/2023 @ 01:10 **Volkan**

Hi Daniel,

Let me get back to you tomorrow with a date & time so we can set up a google meet to discuss it further.

Thanks.

Thanks

08/22/2023 @ 10:42 **Ted**

Bernardo,
Yes, always interested in finding new avenues to grow our marketing firm.

Please send it over when you have time.

08/16/2023 @ 08:43 **Latifa**

Hi Bernado, thanks for reaching out. Yes could you share the video

You 08/16/2023 @ 07:45

Latifa, great to be connected here.

What You'll Need

Before I dive into the strategy and approach we take to LinkedIn outbound prospecting, here's what you'll need before you get started:

#1: [LinkedIn Sales Navigator]

We'll be using this application to create highly targeted lead lists within LinkedIn.

#2: [Ulinc]

We'll be using this software to send outbound campaigns from, to automate follow ups and sequences, and to manage the inbox.

#3: Sales Assets

You'll need to already have sales assets created that you can leverage in the outbound sequencing.

Assets you'll want to have:

- Multiple case studies
- An 8-minute video that goes over your process, some case studies, and includes a soft CTA at the end.

Strategy Breakdown

I'll be breaking this down into 4 pieces:

1. Building the Targeted, Qualified Lead Lists
2. Uploading them to your Software
3. Writing the scripts for the campaign sequences
4. Managing your Inbox and Connecting your CRM

Building Targeted, Qualified Lead Lists

The first step (and arguably the most important step) is to build a targeted lead list for your outreach.

Hands down, the list is just as important as the copy and the messaging.

Because if you're targeting the wrong people or your lists are full of unqualified prospects, you're simply wasting your time.

The campaign will underperform if you don't have relevant prospects on your list.

We'll be using Sales Navigator to build the lead lists.

But before you start loading your lists with prospects, you'll need to define your ICP.

ICP = Ideal Customer Profile

You need to know every single detail about who you're targeted, where they live, job titles, type of company they run (or work for), and keywords you can use to target them.

The best way to get crystal clear on who you want to target is by examining your current and past client base, identifying which of those clients were the best to work with, then recording all of their characteristics.

You'll need to know data on both the types of companies you're looking for and the decision-makers you're looking to target.

For company search, know the following information:

- Annual Revenue
- Company Headcount
- Industry
- Headquarters location
- Technologies they use
- Keywords to find these companies

For individual decision-makers of those companies, know the following:

- Their current job title
- Their personal geography

It's key you know both the company description and the description of the individuals you're looking to target.

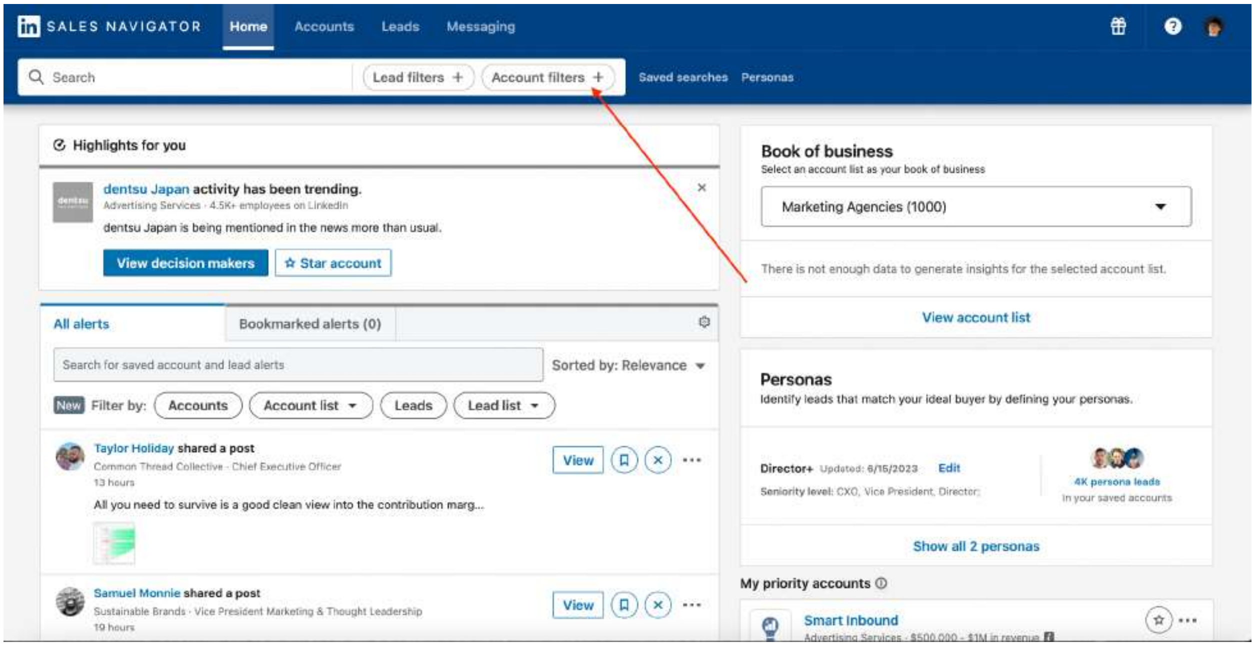
Once you have those outlined, it's time to start building your lead lists in Sales Navigator.

Using LinkedIn Sales Navigator

>> Here's a full video breakdown on how to use Sales Navigator to create lead lists. <<

Step #1:

Go to your Sales Navigator Account and click on Account filters.



Step #2:

Take the ICP you created for company criteria, and start filtering your search based on that criteria.

Example:

Ecommerce Clothing Brands in the United States above $500k in annual revenue

Location: USA

Headcount: 1-10, 11-50

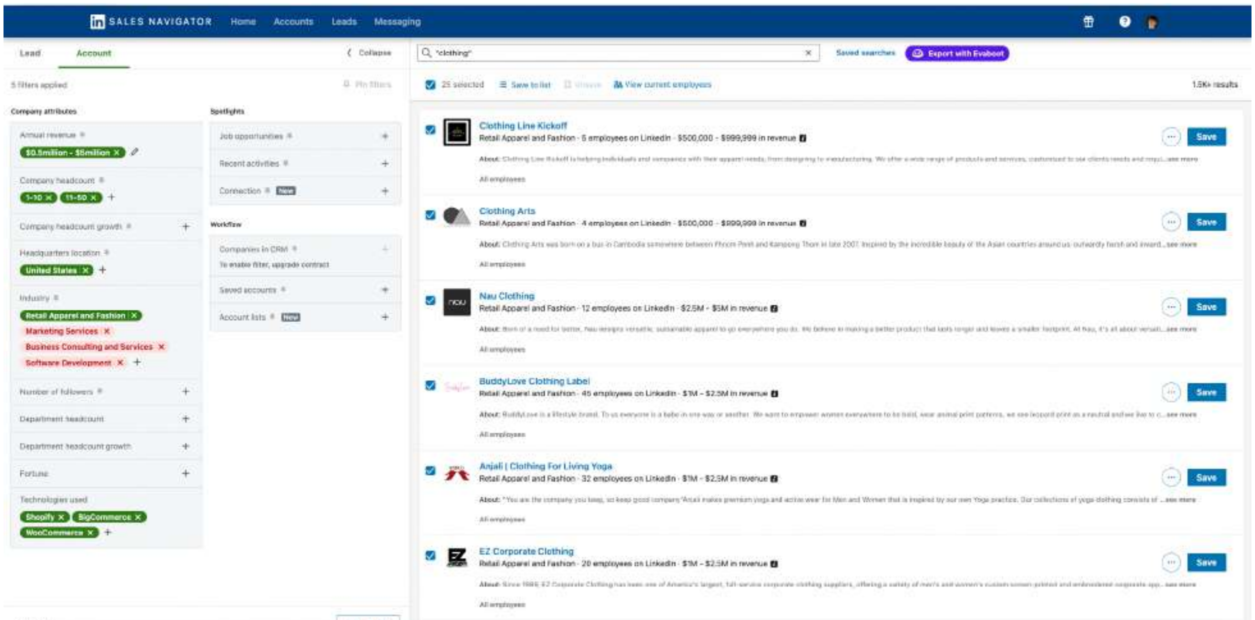
Annual Revenue: $500k - $5M

Technologies Used: Shopify, BigCommerce, WooCommerce

Industry: Retail Apparel and Fashion

Industries to Exclude: Marketing Services, Consulting, Software Development

Keywords: “clothing”



With LinkedIn, you can only create lists of up to 1,000 companies.

So we want to make sure the lists are niche enough, so we can create multiple lists of 1,000 companies per list.

Step #3:

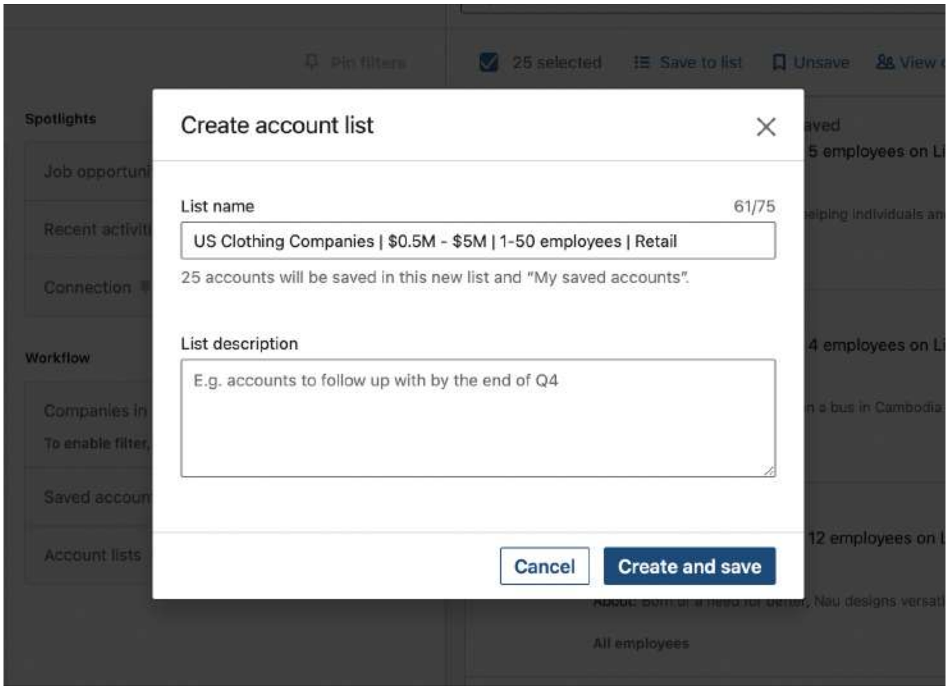
Add your prospects to a labeled list.

Do this by selecting 25 at a time and press “save to list”

Create a list based on the criteria you used in the search.

I filter mine based on:

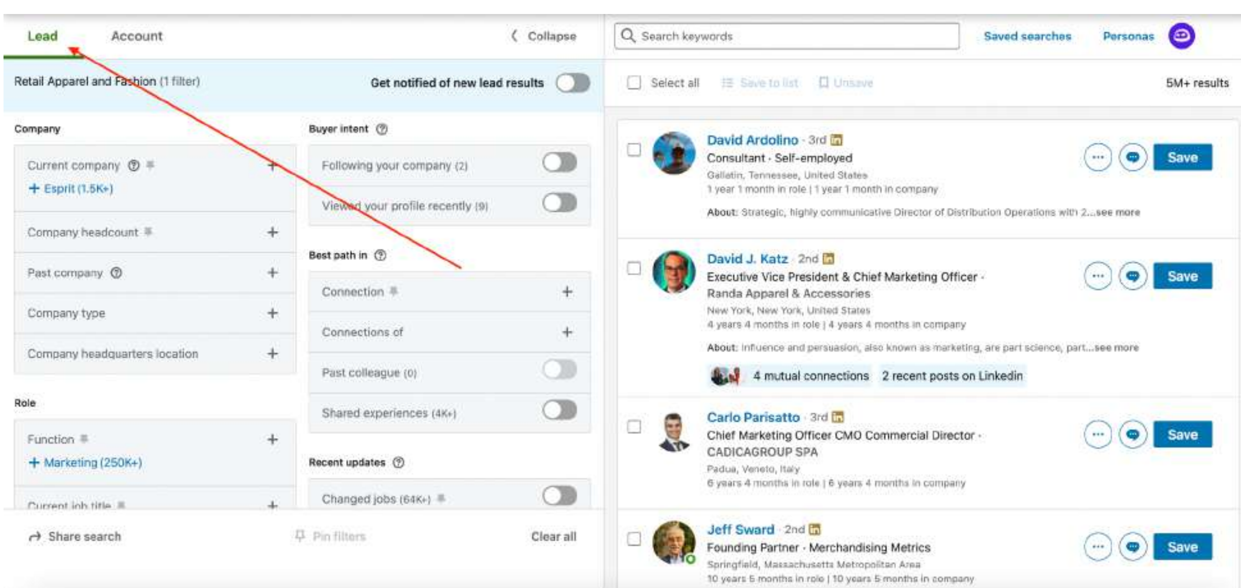
Location + Type of Companies | Revenue Range | Employee Headcount | Industry



Go through the list of companies you just created, and add 1,000 of them to your list.

Step #4:

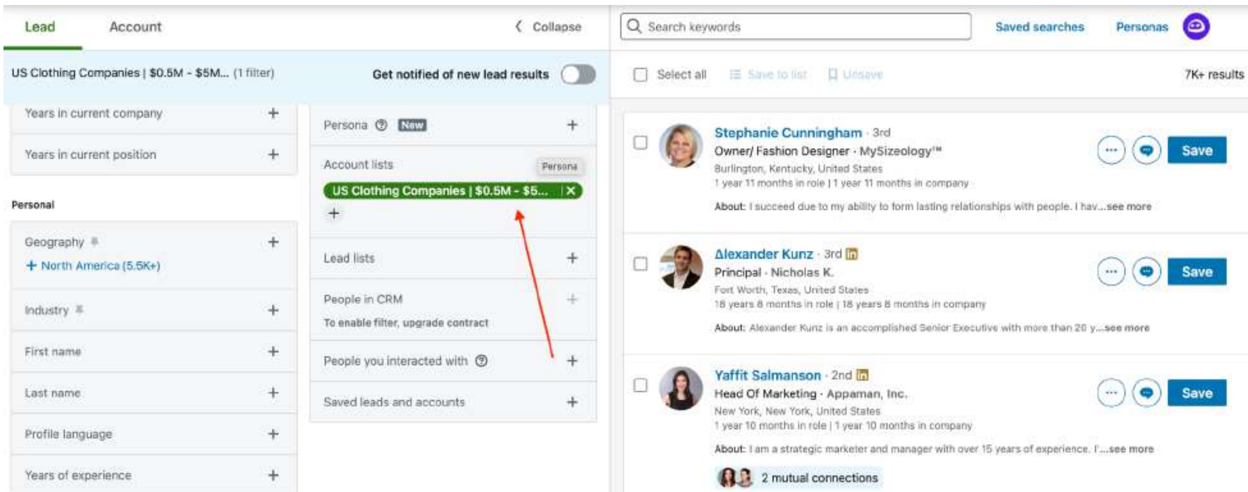
Navigate over to “Lead” after you finish uploading all the companies to your list.



Clear your entire search. Make sure everything is blank now.

Then, upload the list of companies you just created.

Go to “Account Lists”, then select the list you just made.



Now, start filtering that list based off the criteria you created for the decision-makers of those companies.

- Current job title
- Geography

In this instance, we’ll go for CEOs, Founders, Co-Founders, and Owners.

(So all the main decision makers of these companies)

Geography: United States

We’ll also exclude specific countries too.

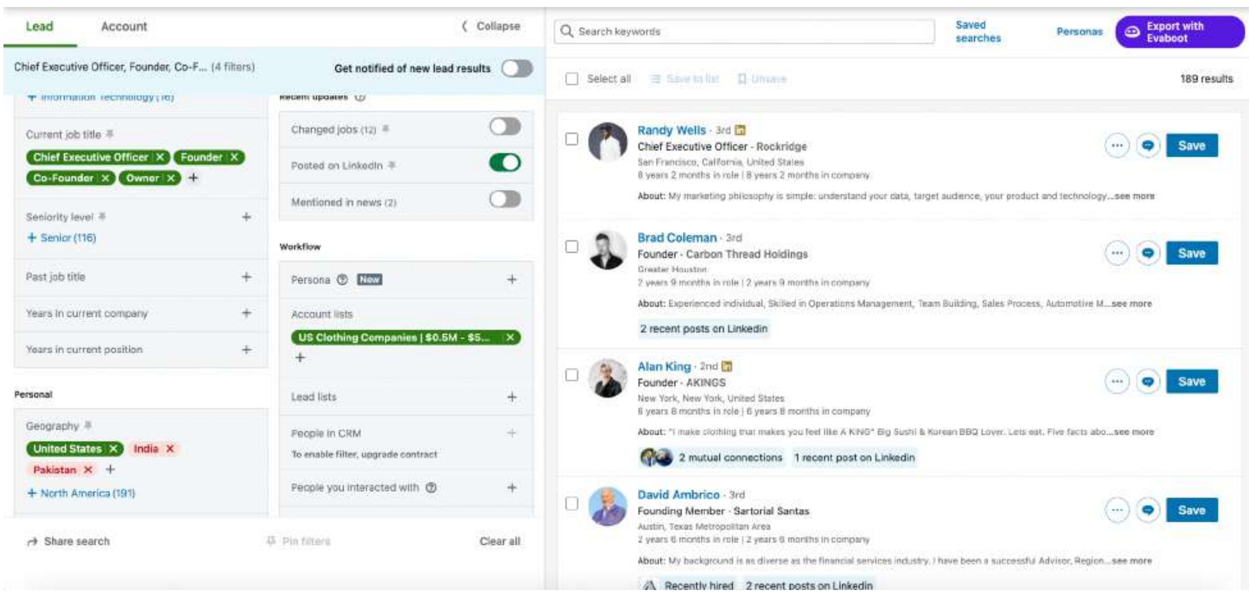
I’ll be excluding Pakistan and India.

***Also note: Make sure you check off “Posted on LinkedIn in the past 30 days”*

This is super important.

Reply rates and connection acceptance rates are 200% higher when the leads are active.

Here’s what the final search looks like:



Keep in mind:

This was just from a list of 1,000 companies in the United States, who all make between $500k and $5M annually, specifically in the clothing Retail niche.

(Super specific lead list)

Now, I can replicate this process 100 more times to continue building lists of active prospects to reach out to each week.

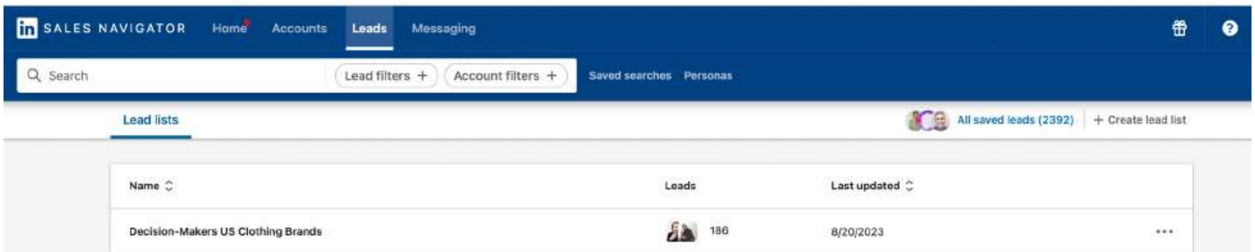
Step #5:

Now, we’ll add the prospects found in the search to a list.

We'll name that list:

"Decision-Makers of US Clothing Brands"

Repeat the same process by selecting all of the prospects and adding them to the list.



Once that's finished, navigate over to the "Leads" section and you'll be able to see your lead list.

Uploading your List to your Sending Software

By this point, you have your hyper-targeted lead list created.

(Keep in mind, you can repeat that process multiple times for the same niche so you can add more leads to the list. All you have to do is change 1 variable)

Now, we're going to upload the lists to the sending software Ulinc.

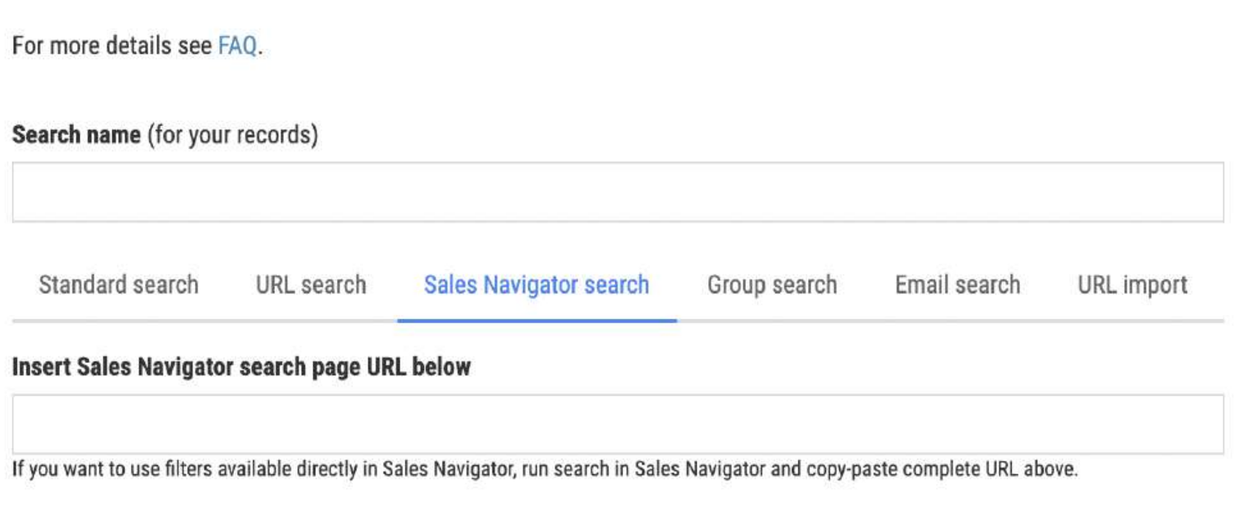
I recommend this one because you can send the most amount of connection requests from one account, in the safest way.

Also, the inbox management feature is easy to use.

Now, we'll want to take the finalized lead list and upload it to Ulinc.

Head over to search in the top menu.

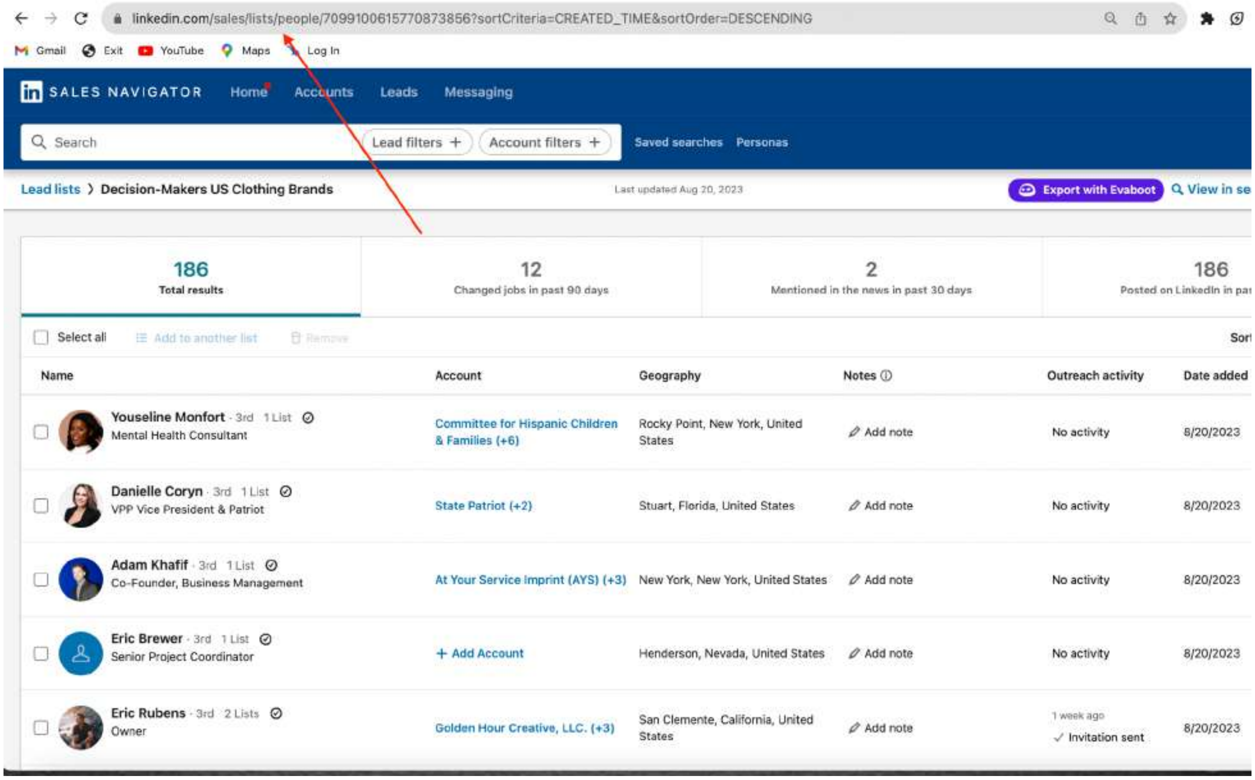
Then press the Green button that says "Start New Search"



Scroll down and navigate to "Sales Navigator Search"

Then, head back to your lead list on LinkedIn Sales Navigator.

You'll then copy the URL in the search bar of your lead list, so you can copy it over to Ulinc.



Copy that URL and paste it into Ulinc in the “Insert Sales Navigator search page URL below” section.

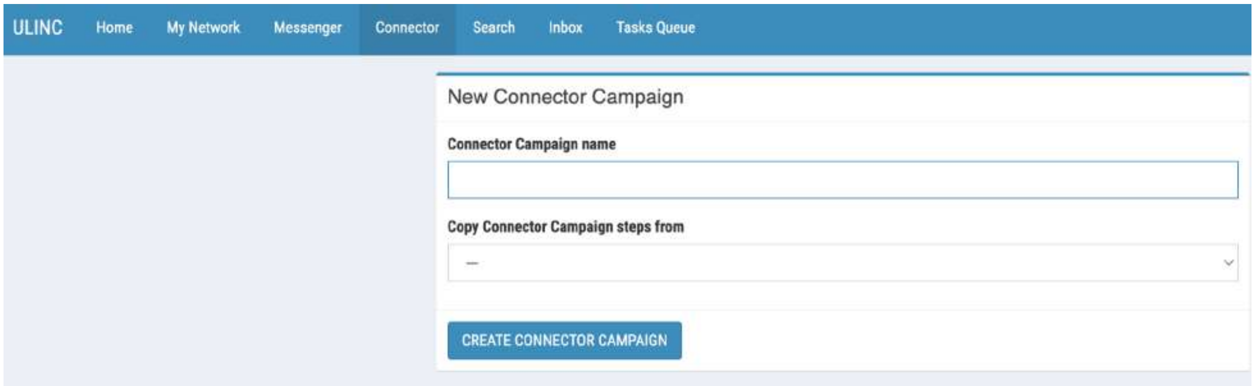
Then enter a Search name for the search.

(You can just name it based off location, niche, and types of decision-makers)

Now, just wait for the lead list to upload completely (keep refreshing).

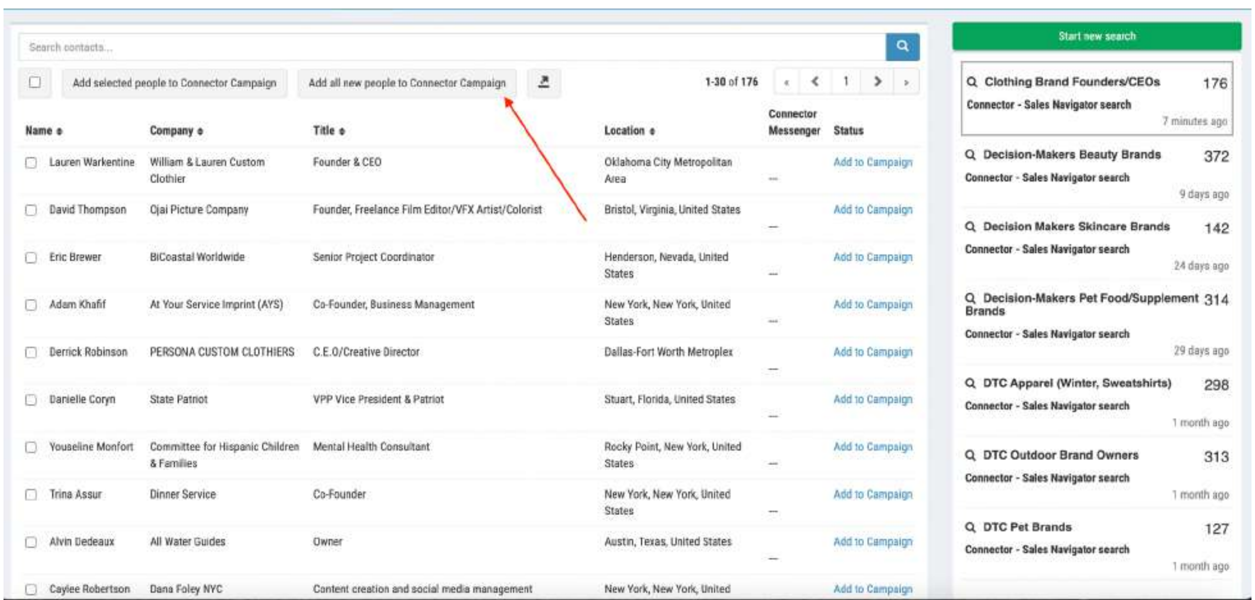
Next step is to create a new Connector Campaign to send messages.

Name the campaign the same as you named the lead list.

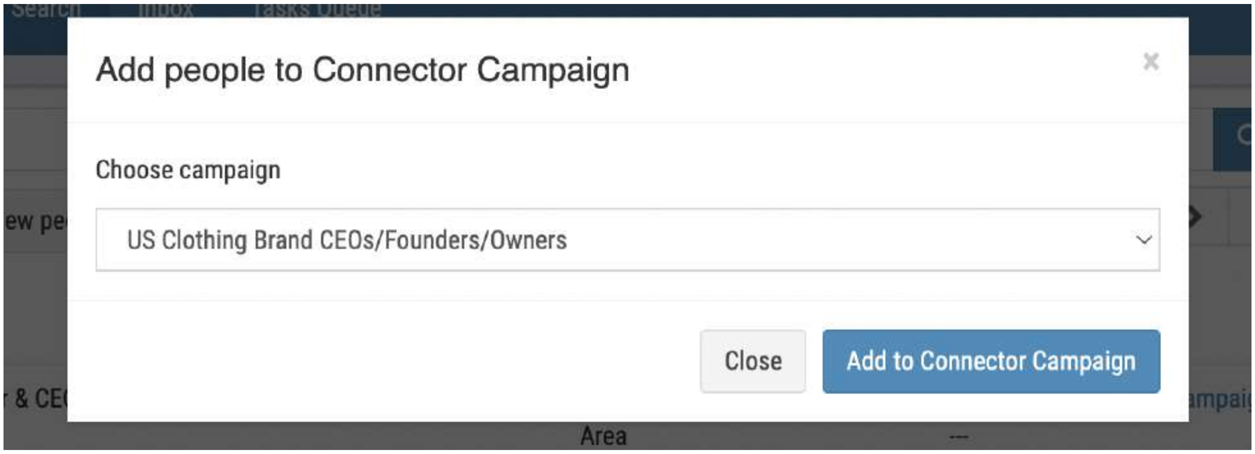


Press "Create Connector Campaign"

Then head back over to the Search tab, click on your list, and press add all new people to Connector Campaign.



Then select the campaign.



Writing Scripts

Now that the leads are uploaded, it's time to write the copy for the campaigns.

Navigate to "Steps" inside of the Connector campaign.

We like to leave the Connection Message blank (so don't write anything in there), as we've found the acceptance rate is higher.

But you can A/B test this.

There are 2 main ways we approach LinkedIn outreach:

1. Direct Messaging
2. Indirect Messaging

Direct Messaging:

This is where you directly state your offer in the very first message after your connection request is accepted.

Example:

Hey {firstname}, if I could get you {desired outcome} in {timeframe} without {pain point}, would you be interested?

Indirect Messaging:

This is where you don't directly state your offer in the first message, but instead you either ask a question or lead with some value for the prospect.

Example:

Hey {firstname}, great to be connected. Quick question, do you ever struggle with {pain point}?

OR

Hey {firstname}, I just recorded a quick video on how we help {niche} achieve {desired outcome} in {timeframe}, and I thought you might be interested. Mind if I send it here?

Again, these are just a few examples of angles you could take in your LinkedIn outreach.

The point is…

You want to keep these messages as concise as possible as well.

The last thing you want to do is send paragraph-long pitches to people you just met.

Note: Indirect outreach that leads with value has been working the best.

If you try hard selling right away or pitching a meeting from the start, you will get ghosted at a much higher rate.

This is why we create sales assets and videos beforehand to leverage in the outreach.

Here's another great opener I've been using for my clients.
(This one works well because it is so relevant for the prospect)

Hey {firstname}, great to be connected here.

We just helped another {niche} company named {company name} generate X results in Y time frame using Z mechanism.

Wanted to let you know that I just recorded a video for you breaking down how we can help you get the same results for {companyName}.

Cool if I send it here?

I wouldn't go any longer than this though, as shorter messages tend to convert at a higher rate.

The point is…

You want your first message to be highly relevant, enticing, and you want to offer free value to your prospect.

Follow Up Messages

You can press “Add another step” to add follow up messages.

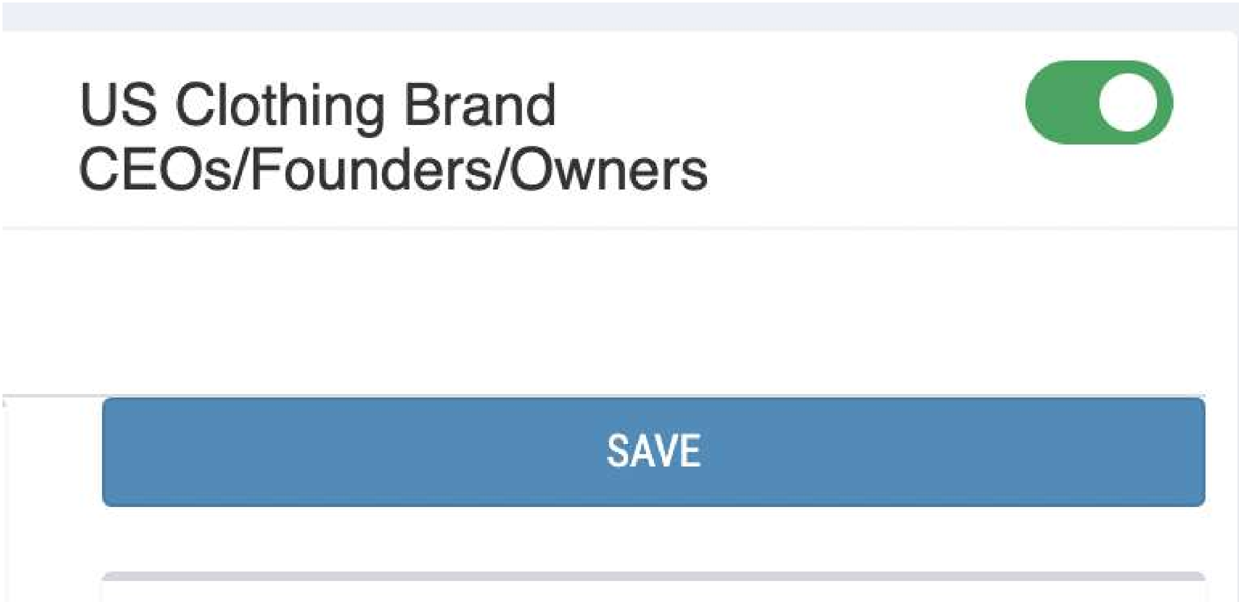
Generally, I like following up once every 2 days.

And typically, I’ll include 3 follow up messages after the first one.

You can follow up with value like sales assets, case studies, or video breakdowns.

And you can do simple follow ups to bump the message up in their inbox for them.

Once the opening message is finished, and you’ve added a few follow ups, make sure you press “Save” and make sure the campaign is active.



Now, the campaign will begin sending out connection requests on your behalf.

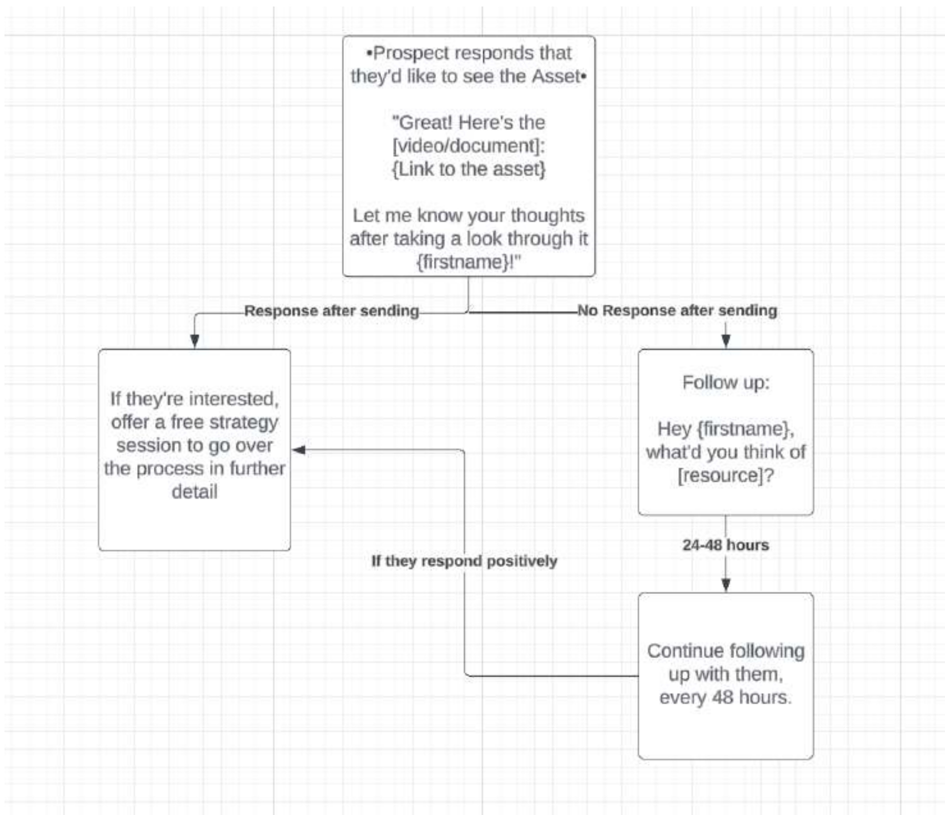
Fully automated, so you don’t have to do it yourself.

Managing your Inbox and Connecting your CRM

The last step is to manage your inbox so you can start booking meetings.

If you navigate to the “Inbox” section, you’ll see all the conversations you’re having with prospects here

Here's a general framework you can use for when prospects respond to your welcome message and want the asset you're offering.



This is just a general framework, but as you can tell, the asset should do most of the qualifying and pre-selling for you.

Keep following up with prospects after you send them the asset.

A lot of the time, they might not respond after watching it, so you have to religiously follow up with them until they do.

Connecting your CRM and Receiving Slack Notifications

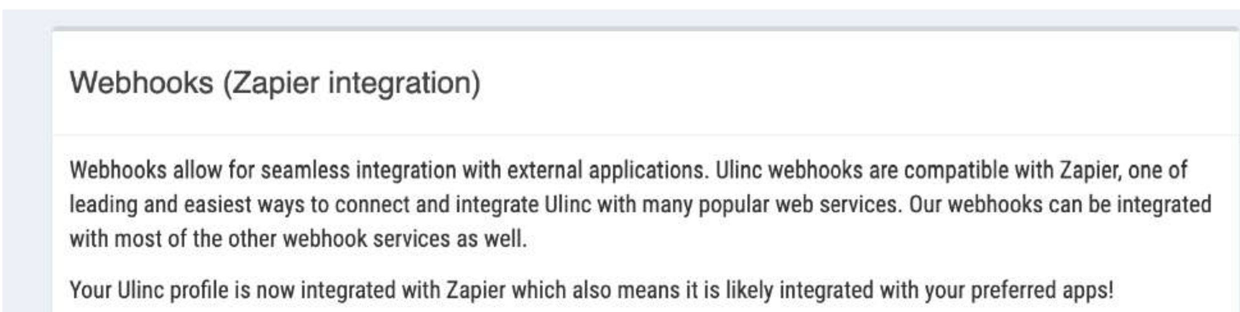
One of the best parts about using this software and process is that you can connect it directly with your CRM, and receive Slack Notifications for every response you get.

That way, you can quickly respond to all new leads from campaigns.

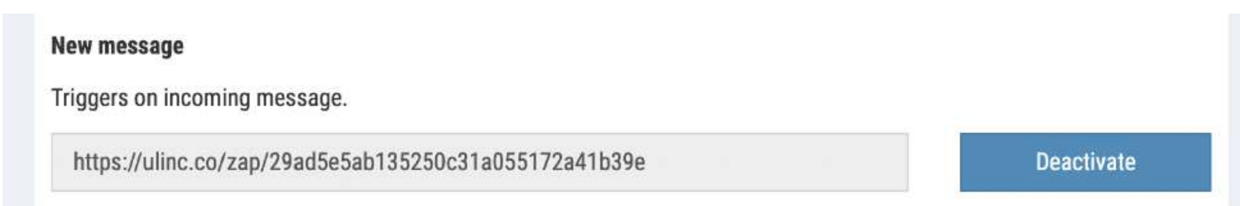
And you can have everyone who responds added as a lead within your CRM.

Within Ulinc, head over to “Settings” first.

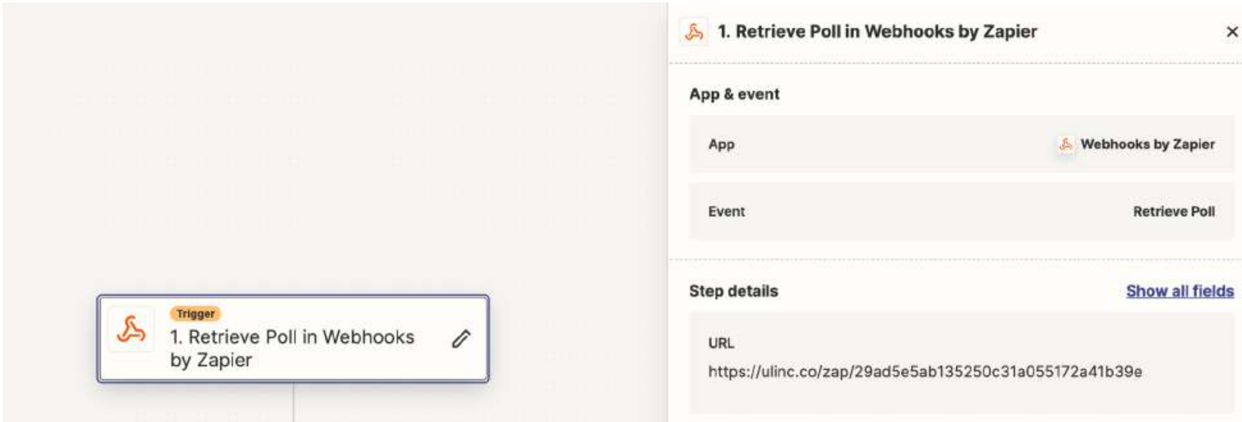
Then scroll down to Webhooks (Zapier Integration)



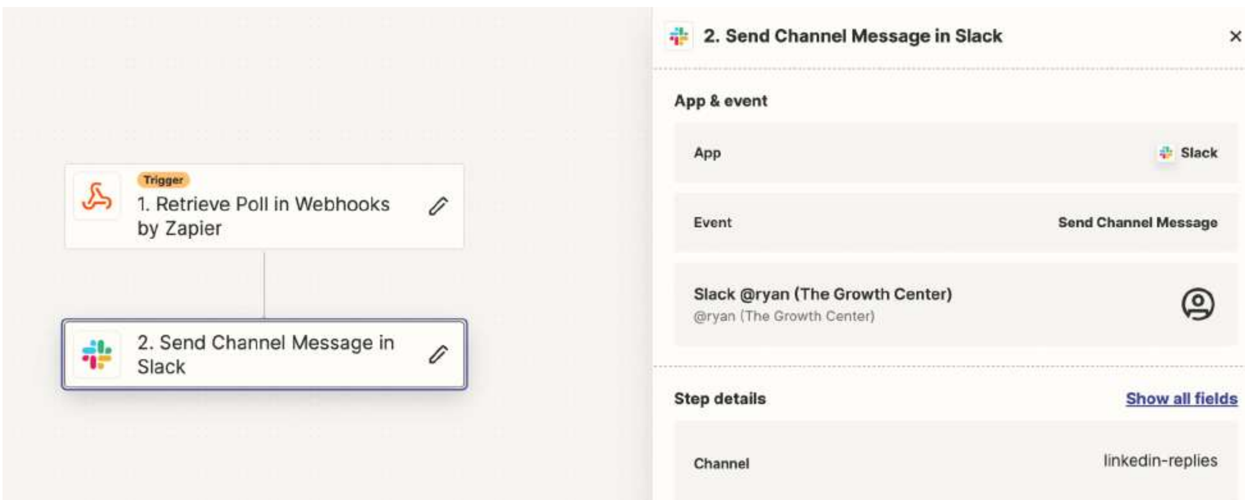
Then activate the Webhook and get the URL for the “New Message” connection. This way, when a lead responds, you’ll instantly be notified in your Slack channel.



Next, head over to Zapier and connect the Webhook integration by inserting the link from Ulinc into Zapier.



Finally, connect it to Slack so you can receive a message when you get a reply from LinkedIn.



The Purpose of This?

What this does is it allows you to immediately contact leads that respond.

The faster you respond with the asset or with a follow up, the more likely they are to respond back and continue the conversation.

Time = Money with outbound prospecting.

Bonus:

You can warm call the lead who responds to you rather than responding to them.

Once you receive the notification, if it's a positive response, you can call this lead and talk with them further about what you can do for them.

Next Steps

We've been implementing this exact framework for our partners at The Growth Center.

It's a part of our Organic Marketing strategy that we implement into Agencies and B2B companies to help them rapidly increase their lead flow and sales…

While lowering their CPA and removing them from 95% of the marketing & sales process.

To date, we've helped over 20+ B2B companies scale with our systems, generating over $1,000,000+ in new pipeline revenue, without spending a single dollar on advertising costs.

We take full advantage of the fact that you can market & sell an offer online, get seen by thousands of potential customers each month, and close high-ticket clients without ever spending money on advertising.

If you're interested in having a full organic marketing & sales system implemented into your business by a team who's committed fully to helping you grow your business…

Then book a call with me here to learn more.

But let me preface this…

Do not book a call if you aren't interested in taking your business growth to the next level.

And do not book a call if you aren't going to commit to growing alongside a team this year.

We only take on a maximum of 1 client every month, so if you're interested in finding out if you're a good fit…

Schedule here.

Also…

Check out some of our recent videos & case studies on my Youtube Channel here:
https://www.youtube.com/@RyanMSchnitzler