

### LinkedIn Company Search

When targeting prospects at a specific company, identifying existing connections who can provide warm introductions to ideal individuals can make all the difference.

Follow these steps to quickly find such opportunities:

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Q Mary Kay



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1. Go to the company's LinkedIn page by typing in the company name in the search box.
2. Click on the [See all... Employees on LinkedIn](#) link in the upper-right.

The image shows the Mary Kay Global LinkedIn profile page. At the top is a banner image with several photos of people. Below the banner is the company logo, a pink square with a white silhouette of a woman's face and the text "MARY KAY global". To the right of the logo is the company name "Mary Kay Global" and the text "Cosmetics · Addison, TX · 177,870 followers". Below this is the tagline "Do Something Beautiful". At the bottom left are two buttons: "+ Follow" and "Visit website". At the bottom right is a link that says "See all 54,879 employees on LinkedIn" with a right-pointing arrow. A red circle with the number "2" is placed over this link.

3. Many results will be displayed. Refine the result list by clicking the [All Filters](#) button above the list.

The image shows the LinkedIn search results for Mary Kay Global. At the top is a filter bar with several buttons: "People", "Current companies (3)", "Connections", "Locations", "All Filters", and "Clear". A red circle with the number "3" is placed over the "All Filters" button. Below the filter bar is a section titled "About 52,000 results". Below this are several search results. Each result shows a profile picture, a name, a location, and a "Connect" button. The first result shows a profile picture of a woman, the name "Mary Kay Global", the location "Dallas/Fort Worth Area", and a "Connect" button. Below the name is the text "is a shared connection". The second result shows a profile picture of a man, the name "Mary Kay Global", the location "Dallas/Fort Worth Area", and a "Connect" button. Below the name is the text "is a shared connection".

The **Filters** Page will load with 12 filters you can use. Below are the recommended:

4. Under **Connections**, check "2nd".

**Remember, this is the sweet spot on LinkedIn. It's people you know who are connected to people you potentially want to be introduced to.**

5. Under **Locations**, check the specific location, you wish to target.

**If you don't see your desired location you can type it in the Locations text box "Add a country/region".**

6. Scroll further down the page to the **Title** filter and enter titles that apply to your demographic (e.g. *president OR director OR "head of"*). Best to use Boolean logic if searching for more than one title. See [Boolean cheat sheet](#).
7. Click the **APPLY** button in the upper-right.

The screenshot shows the 'All people filters' page on LinkedIn. It has a 'Clear' button with a minus icon and an 'Apply' button. The filters are organized into several sections: 'Connections' (with checkboxes for 1st, 2nd, and 3rd degree connections; the '2nd' checkbox is checked and circled in blue with a red circle containing the number 4), 'Locations' (with a text box 'Add a country/region' and checkboxes for United States, Dallas/Fort Worth Area (checked and circled in blue with a red circle containing the number 5), and Greater New York City Area), 'Current companies' (with a text box 'Add a current company' and checkboxes for Mary Kay Global, Mary Kay do Brasil, Mary Kay China, Google, and Microsoft), 'Past companies' (with a text box 'Add a previous company' and checkboxes for Mary Kay Global, Walmart, Avon, Bank of America, AT&T, and Estádio), 'Industries' (with a text box 'Add an industry' and checkboxes for Cosmetics, Hospital & Health care, and Marketing), 'Services' (with a text box 'Add a service category' and checkboxes for Marketing, Consulting, Coaching & Mentoring, Leadership Development, and Real Estate), and 'Title' (with text boxes for First name, Last name, and Title (containing 'president OR director OR "head of"' and circled in blue with a red circle containing the number 6), and a Company text box). A red arrow points from the '2nd' checkbox to the 'Title' filter section.

When the results appear, you should have a much more refined list – in this case we have 287 results. If you wish to refine further, you can click the **All Filters** button again to add more parameters.

Under each name and title listed, you will also be given a list of anyone who is a shared connection (2<sup>nd</sup> degree connection). You can click this information for more details. Additionally, click on the names of individuals that fit your ideal prospect profile and determine if they are an individual you'd like an introduction to. If so, use the [Asking for Introductions](#) cheat sheet for intro scripts.

The screenshot shows the LinkedIn search results page with 287 results. Each result displays a profile picture, a name, a location (Dallas/Fort Worth Area), and a degree of connection (2nd). A blue arrow points to the 'is a shared connection' link below each result. A 'Connect' button is visible on the right side of each result.