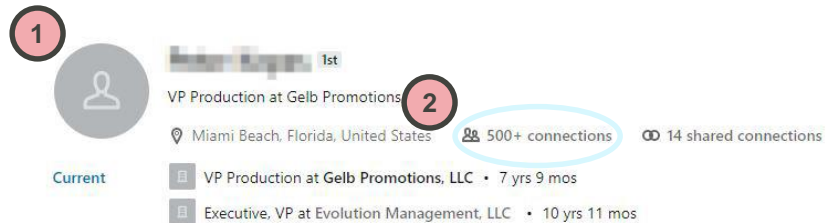


LinkedIn 2nd Degree Connections

Filter your connection's connections to find ideal prospects so that your connection can provide a warm introduction.

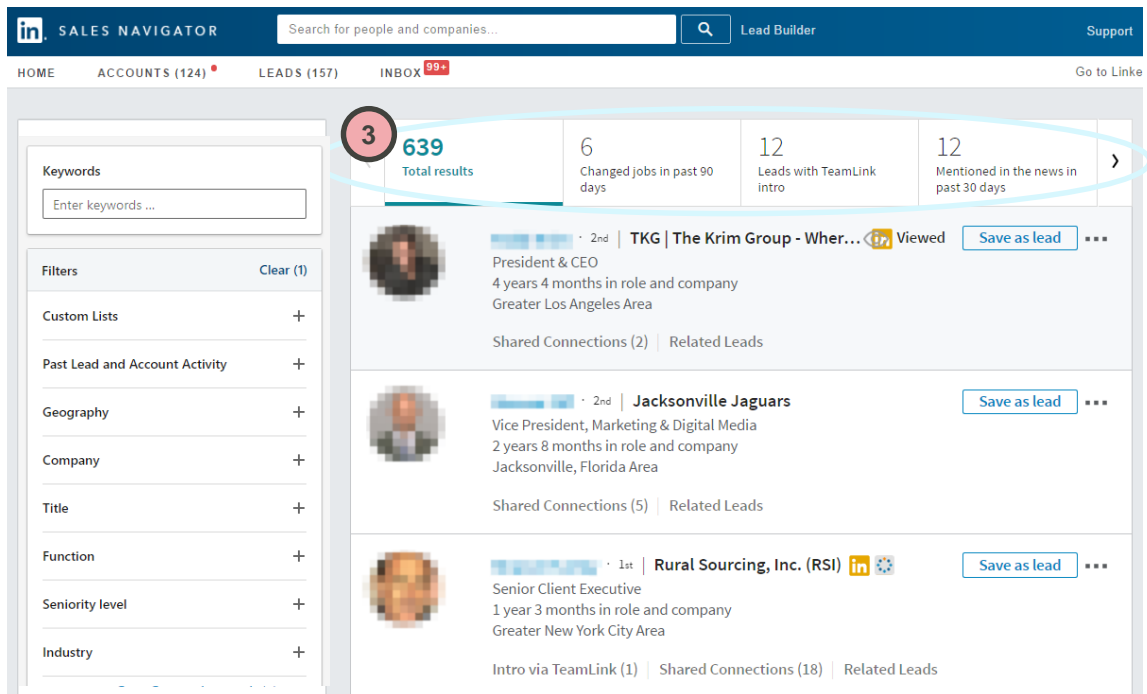
Advisor Best Practice! Before meeting or calling a client, review their connections to uncover possible prospects for a warm introduction.

Your 2nd degree connections are the **sweet spot** on LinkedIn! Why? Because they each have at least one 1st degree connection in common with you. An advisor best practice is to source names for introductions from your connections, pre-qualify them and then ask for an introduction to 3-5 individuals you would like to be introduced to.



1. Go to the client's profile
2. Click on their connections
3. Use the menu on the top for low-hanging fruit; job changes, mentioned in the news, shared experiences, shares on LinkedIn

Sales Nav Advantage! Every time you preform a search within Sales Nav, you will be given a customized menu for that search that contains job changes, mentioned in the news, shares on LinkedIn, shared experiences. Use each bit of information to your advantage!



- Use the menu on the left-hand side to filter down & find ideal prospects using the **Geography, Relationship, Company, Industry, Company size, Function, Title, Seniority level or View all filters** functionality
- Use the **View all filters** to get very targeted, as you will have access to all filters including zip code



Keywords

Enter keywords ...

Exclude saved leads
Search within my accounts

Geography

- + Add locations
- + United States (551)
- + Greater New York City Area (181)
- + New Jersey (102)
- + California (88)

Relationship

- + How closely you're connected
- + 1st Connections (12)
- + 2nd Connections (626)
- + Group Members (83)
- + 3rd + Everyone Else (1)

Company

- + Companies or boolean
- + Live Nation Entertainment (7)
- + The John F. Kennedy Center for the Pe...
- + IFBB (4)
- + Ultimate Fighting Championship (4)

View all filters

639
Total results

6
Changed jobs in past 90 days

12
Leads with TeamLink intro

12
Mentioned in the news in past 30 days



2nd | TKG | The Krim Group - Wher... Viewed

President & CEO
4 years 4 months in role and company
Greater Los Angeles Area

Shared Connections (2) | Related Leads



2nd | Jacksonville Jaguars

Vice President, Marketing & Digital Media
2 years 8 months in role and company
Jacksonville, Florida Area

Shared Connections (5) | Related Leads



1st | Rural Sourcing, Inc. (RSI)

Senior Client Executive
1 year 3 months in role and company
Greater New York City Area

Intro via TeamLink (1) | Shared Connections (18) | Related Leads

5

Seniority level

- + Add seniority levels
- + CXO (106)
- + Partner (31)
- + Owner (113)
- + VP (83)

Filter your search

639 results Search

Top Filters

Show TeamLink leads

Keywords

Enter keywords ...

Geography

+

Relationship

+

Company

Current

Industry

+

Company size

+

Function

+

Title

+

Seniority level

+

Other Advanced Filters

Postal code

+

School

+

Groups

+

Years in current position

+

Years at current company

+

Years of experience

+

Past company

+

Company type

+

First name

+

Last name

+

Profile language

+

Interested in

+

Member since

+

Posted content keywords

Enter keywords ...



Idea Share!

Not sure what to say when you ask for an introduction?

Here are two possible options to start the conversation:

- Set it up – “Hey Pete, in the future, would you mind if I asked you about people you may know?”
- “Hey Pete – I came across Sameer’s profile, noticed you were connected to him. He looks rather interesting, would you recommend that I talk/meet him?”

Set the stage with clients, friends & family so that you can ask for introductions in the future.