

LinkedIn Sales Navigator – Lead Builder

Find the right people quickly and easily with premium search filters that reflect the way you prospect. Premium search filters help you to identify potential prospects by seniority level, function, geographical location, years of experience, company size etc.

Each search can be saved for future reference *and* automatic email alerts can be created for saved searches, meaning every time someone new fits your saved search criteria LinkedIn will send you an email alerting you to new prospects.

Warm Introductions:

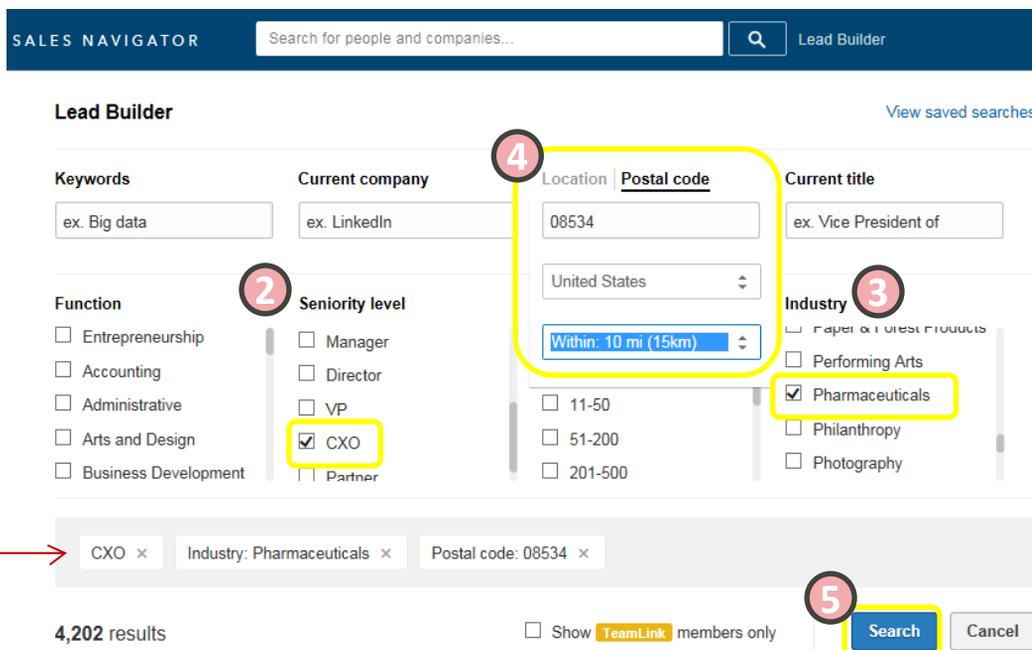
Let's say you wanted to get in front of C-suite executives in the pharmaceutical industry within 10 miles of your zip code. Using Sales Navigator you can quickly find who knows who that can give you a warm introduction.

1. Click on 'Lead builder' from the top menu bar.



You are presented with free form text boxes; Keywords, Current Company, etc. as well as categories; Function, Seniority level etc. We are looking for C-suite executives in the pharmaceutical industry.

- 2. From **Seniority Level** select 'CXO'. CXO covers the entire C-suite; CEO, CFO, COO, CMO, CTO, CIO etc.
- 3. From **Industry** select 'Pharmaceuticals' *Note: there are over 100 industries to chose from*
- 4. From **Location** click on **Postal code**, insert your zip code, country, and the radius you desire; 10 miles
- 5. Click on **Search** to review results



Note: As you are selecting your criteria it will display in the grey box at the bottom of the screen. If you need to change it simply 'x' off what you do not want.

6. Your results will more than likely yield hundreds if not thousands. Whittle down your list quickly by 2nd degree connections. Remember, the sweet spot on LinkedIn is your list of [2nd degree connections](#). Be sure to review those first by un-checking 1st connections, Group Members, 3rd + Everyone Else.

6

Warm Lead List Alert!

Each search can be saved for future reference *and* automatic email alerts can be created for saved searches, meaning every time someone new fits your saved search criteria LinkedIn will send you an email alerting you to new prospects. You can save up to 15 saved searches.

Save Your Warm Lead List: You can save your searches and receive alerts whenever a new person has been added to your search. In this example, click on 'Save' 2. Create a name for your search. 3. If you would like to receive alerts for your saved search select the frequency from the drop down. 4. Click the green check mark. If you chose to be alerted LinkedIn will email you whenever someone new fits your exact search criteria! Anytime you want to get back to your saved searches all you have to click on 'saved searches'.

Title	New Results	Alert	Created
CXO Pharma 10 mile radius		Weekly	
CPA Greater Philly Partners	78	Daily	October 25, 2015
CPAs Greater NYC	152	Monthly	October 2, 2015