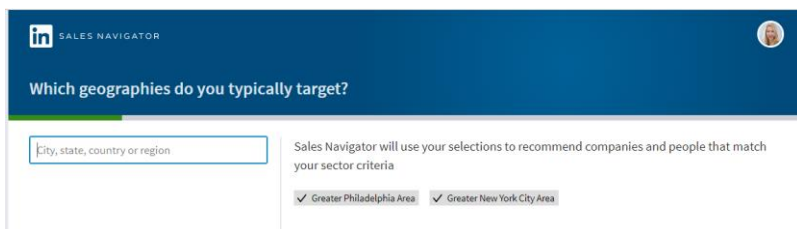
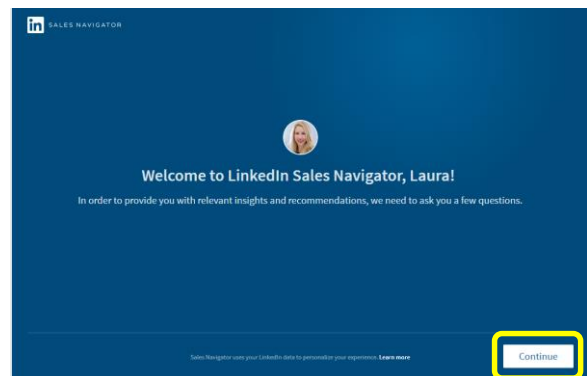


### LinkedIn Sales Navigator – Set Up

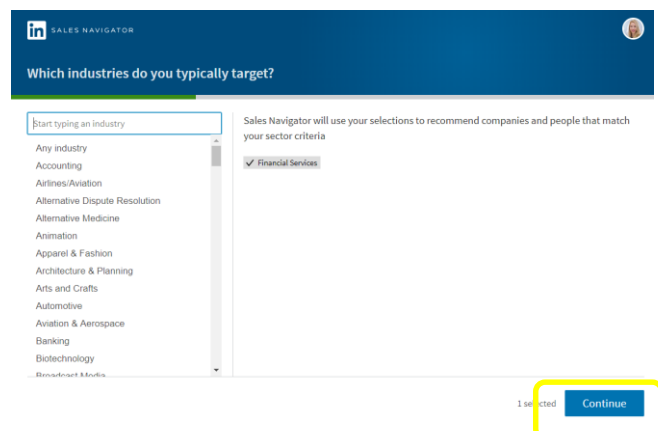
LinkedIn Sales Navigator provides an onboarding process. It is recommended that you go through it because the more info you share about your prospects, territory, etc. the more relevant the recommendations and insights become.

**Sales Navigator Set Up** Upon login you will land on a welcome page with your profile pic to ensure you are in the correct account.



**Territory** LinkedIn will want to know about your sales territory. Enter the cities, states or countries of your territory. When you see the location you'd like click on the plus icon to add it. When finished click 'Continue'.

**Industries** Narrow down the industries that you most often sell to. You don't want leads for all industries. Scroll through the list and when presented with your niche click on it to add – there are over 100 industries! When finished click 'Continue'.



Which company size do you typically target? (number of employees)

Any size  
1-10  
11-50  
51-200  
201-500  
501-1000  
Self-employed

Sales Navigator will use your company size selections to further narrow down company recommendations

✓ 1001-5000 ✓ 5001-10,000 ✓ 10,000+

**Company Size** This is according to the number of employees. Select the appropriate company size(s) you typically target. When finished click 'Continue'.

**Functions** refer to the part of the business where your target prospect 'sits'. Be mindful of where the decision maker sits. Select as many as applies to you and your prospecting efforts. When finished click 'Continue'.

Which functions do you typically target?

Start typing a function

Any function  
Accounting  
Administrative  
Arts and Design  
Business Development  
Community and Social Services  
Consulting  
Education  
Engineering  
Entrepreneurship  
Finance  
Healthcare Services  
Human Resources  
Information Technology

Sales Navigator will use your selections to recommend decision makers in the functions you target

✓ Sales

What seniority level do you typically target?

Partner  
Owner  
Manager  
Senior  
Entry  
Training  
Unpaid

Sales Navigator will use your selections to recommend decision makers in the seniority level you target

✓ CXO ✓ VP ✓ Director

**Seniority Level** select the level you work with. CXO represents the entire C-suite (the X covers off on the entire C-suite). Click 'Continue'.

Lastly, save three or more accounts to receive insights and lead recommendations

Start typing a company name

Suggestions based on your previous selections and your LinkedIn activity

<p><b>Citi</b> Financial Services 10,001+ employees +99 potential leads in your target functions 3 connections work here Save account</p>	<p><b>JPMorgan Chase &amp; Co.</b> Financial Services 10,001+ employees +99 potential leads in your target functions 5 connections work here Save account</p>	<p><b>J.P. Morgan</b> Financial Services 10,001+ employees +99 potential leads in your target functions 5 connections work here Save account</p>
<p><b>Goldman Sachs</b> Financial Services 10,001+ employees +99 potential leads in your target functions Save account</p>	<p><b>GE Capital</b> Financial Services 5001-10,000 employees +99 potential leads in your target functions Save account</p>	<p><b>American Express</b> Financial Services 10,001+ employees +99 potential leads in your target functions Save account</p>

Continue

**Accounts** as a final step, you may add accounts (companies) that you would like to receive updates on. If you have clients and/or prospects at certain companies be sure to follow them. Click 'Continue' and you're done!