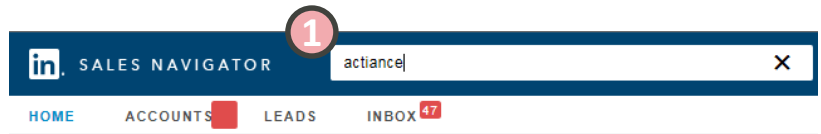


LinkedIn Sales Navigator – Company Pages

Dive deep into company-specific news, updates, relationships, potential leads, and more with Account pages. You can easily discover new leads with recommendations specific to you. *Note: LinkedIn uses the term account and company interchangeably.*

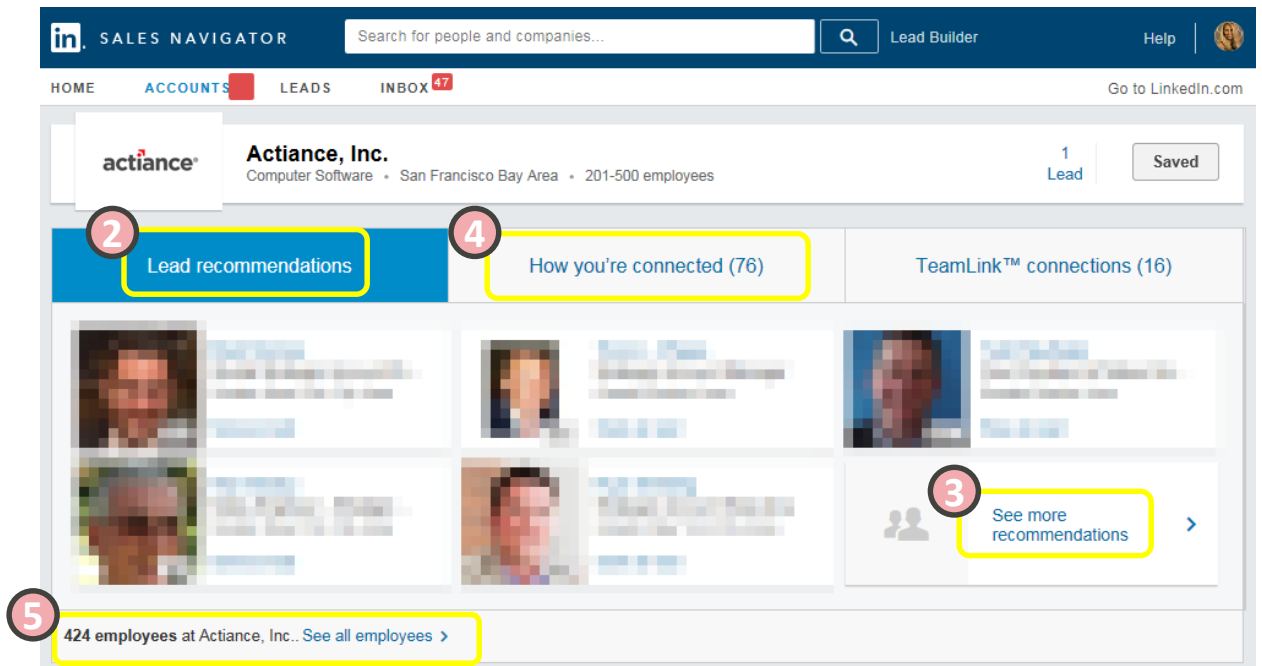
Reviewing a Company Page:

1. Locate a company by entering the name in the search box. In this example **Actiance** is used.



When the company page loads you will be able to easily review the following:

- 2. Lead recommendations: Gives you a good sense of “who to look at” based on the information you provided Sales Navigator during your initial setup, coupled with the types of leads you have been saving and interacting with. It’s a great way to save time because these leads will more than likely be relevant based on your activity.
- 3. Review the ‘See more recommendations’ to get a full listing of recommendations.
- 4. Review the ‘How you’re connected’ tab to see how you are connected which will display 1st and 2nd degree connections.



5. You can review all the employees at Actiance that have LinkedIn profiles. This will be a full listing of 1st, 2nd 3rd degree as well as group members.

The middle of the page will display **all** updates from Actiance, updates from the News about Actiance, Lead shares as well as potential lead shares, news, etc. all very valuable information specific to the company.

If you want specific updates you can use the filters on the right-hand side.

The screenshot shows a LinkedIn update feed for Actiance, Inc. The main feed contains two updates from Phil Gerbyshak, Director of Social Strategy at Actiance, Inc. The first update, shared 5 days ago, is titled "Shared an update" and mentions Michael Toner's insights on Sales Navigator. The second update, also shared 5 days ago, is titled "Shared an update" and includes a video titled "Social Video = 100% (Step Adoption)". The video content includes a slide with the text "Social Video = 100% (Step Adoption)" and a list of points: "1. 70% of social video content is shared on YouTube", "2. 70% of social video content is shared on YouTube", "3. 70% of social video content is shared on YouTube". To the right of the main feed is a sidebar titled "Filter your updates" with options: "All updates", "Lead updates", "Lead shares", "Company shares", "Company news", and "Potential leads". Below the sidebar is a section titled "About Actiance, Inc." with a brief description of the company's services.

Hidden Treasure: On the right hand side you will see a really interesting, often overlooked, feature of a company page and that is the **'People also viewed'** – a lot of times this will be a listing of competing companies or companies in the same space as the company you are looking at. This is a great way to do some research on finding some accounts/companies that would be of value to you. In this case looking at Actiance – all 10 companies listed here could be very good accounts to sell to.

The screenshot shows the LinkedIn Sales Navigator interface. The top navigation bar includes "HOME", "ACCOUNTS", "LEADS", and "INBOX". The main content area displays a post from Phil Gerbyshak, Director of Social Strategy at Actiance, Inc., titled "Want to create a warm lead list? Easy to do if you know how to use Advanced Search in LinkedIn." and "Want to write a book - but you're stuck? Here are 3 hurdles and the ways to overcome them by Rochelle Melander". To the right of the main content is a sidebar titled "People also viewed" which lists several competing companies: Action Corporation, Navis, Intacct, InsideView, Inc, Blue Jeans Network, Yammer, Inc, and CipherCloud. Each company listing includes the company name, logo, and location (San Francisco Bay Area).