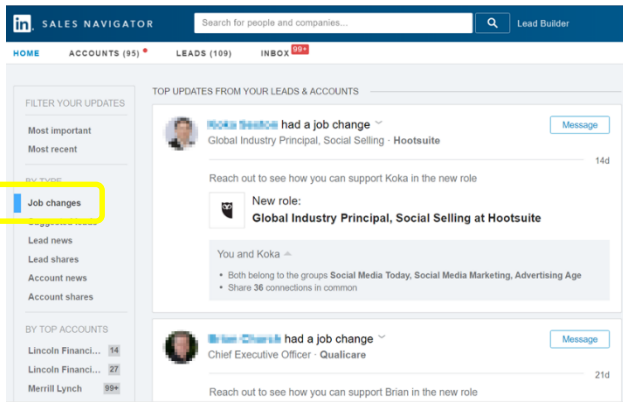
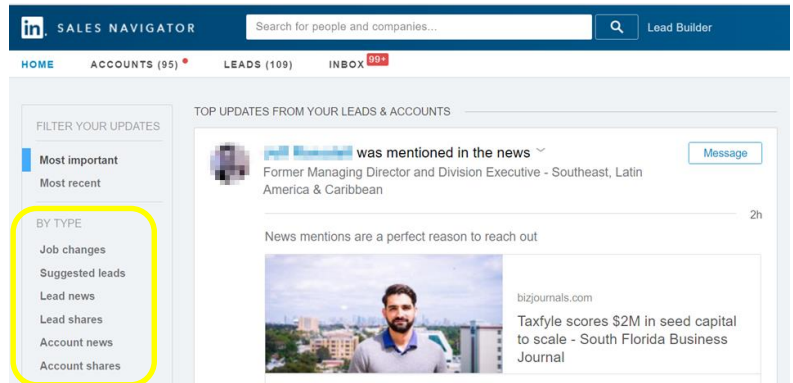


### LinkedIn Sales Navigator – Homepage

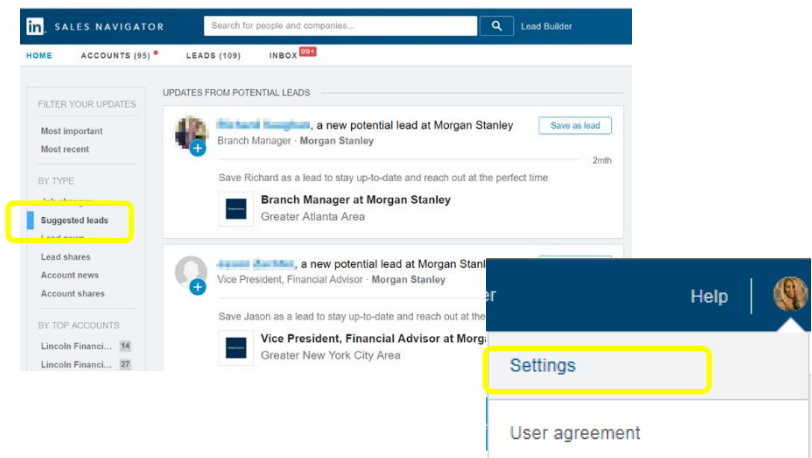
Stay up-to-date on what’s happening with your leads and the companies you’re focused on. Your homepage provides 6 types of *custom* updates. Let’s review each one!

**News Feed:** Your homepage will have all timely information displayed on the right. To the left, there is a menu to select the specific types of information you would like to see.

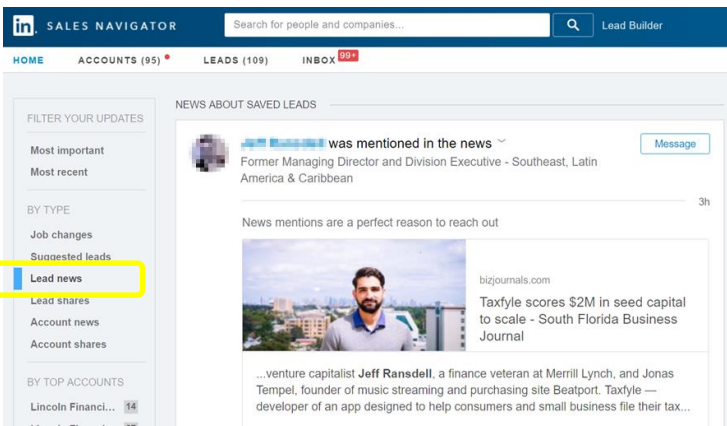


**Job Changes:** Whenever a lead of yours changes jobs it will appear in this section. *Be advised LinkedIn will trigger a ‘job change’ even if someone has a title change. Be sure to verify it truly is a job change.*

**Suggested Leads:** These will be surfaced and suggested based on your preferences - from initial setup and your use of LinkedIn. The more you interact, the smarter Sales Navigator gets!



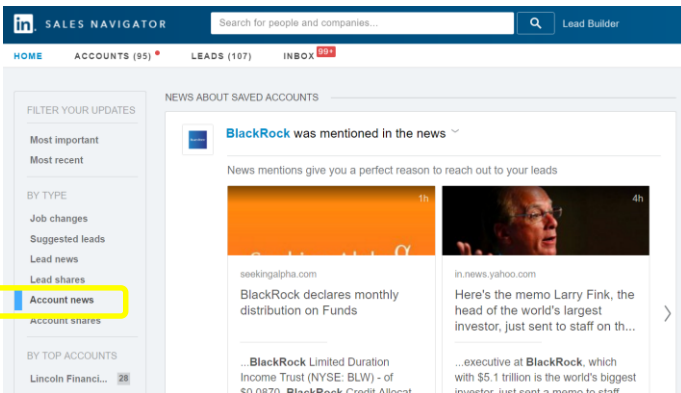
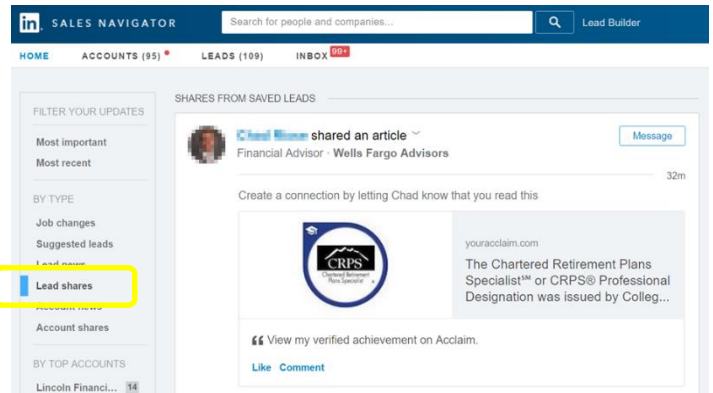
**FYI:** If you need to adjust your preferences at any time click on your profile pic and select ‘Settings’



**Lead News:** Be the first one to know when one of your leads is mentioned in the news, changes roles/jobs, has a work anniversary or birthday *or* connects with someone in your network. Best practice: pick up the phone and congratulate them or send them a personalized message! This is 'social listening' at its best.

**Lead Shares:** Gain unique insight by reviewing what your leads share on LinkedIn – these shares will range from causes they care about and interests they have to articles they have written.

**Remember!** Sales Navigator gives you access to this type of info for 2<sup>nd</sup> degree connections and beyond. It is the only place this is available. Huge benefit!



**Account News:** Any news (the good or the bad) from multiple news sources about companies/accounts will be shared in this section, this is an exclusive feature of Sales Navigator. This is a very good way to nest within a company to know exactly what is happening and react with your leads accordingly.

**Account Shares:** Whatever updates a company/account shares on LinkedIn will be displayed. This is at the company's discretion.

