

LinkedIn Sales Navigator Guide

Everything You Need to Know to
Get Started



LinkedIn

SALES NAVIGATOR

Introduction

If you're in B2B sales and you're not using LinkedIn Sales Navigator, you're working harder than you need to and almost certainly missing opportunities your competitors are picking up.

Sales Navigator is LinkedIn's premium prospecting tool, built specifically for sales professionals. It gives you precision targeting, real-time buying signals, AI-powered insights, and outreach tools that simply don't exist in a standard LinkedIn account.

This guide covers what it does, why it matters, and how to get started. If you want to get the best from it, we offer hands-on Sales Navigator training to help you and your team set it up properly and use it to its full potential.

It's important to remember that even with LinkedIn sales navigator, if you are not using normal LinkedIn well or still haven't sorted your LinkedIn profile correctly, then you should do that first before investing in sales navigator.

Navigator is an outreach tool, if your profile and connections are rubbish, sales navigator will not work for you yet!

Sales Navigator Stats

42%

Larger deals
closed

17%

More pipeline
generated

3x

More conversations
started

What Is Sales Navigator?

Sales Navigator is a separate product from your standard LinkedIn account. It's subscription-based and gives you access to a completely different set of tools — a more powerful search engine, a separate newsfeed, in-depth account data, the ability to create and save leads and accounts, smartlinks and AI-generated insights.

Think of LinkedIn as a networking platform. Think of Sales Navigator as your B2B prospecting engine.

Who Should Be Using It?

If any of the following describe you, Sales Navigator should be a non-negotiable part of your toolkit:

- You sell to other businesses (B2B)
- You have a defined Ideal Customer Profile (ICP)
- You need to find, reach, or influence multiple stakeholders in an account
- You want to know when a key contact changes jobs or gets promoted
- You're doing outbound prospecting — cold or warm
- You want to move beyond random LinkedIn activity and build a proper pipeline

Sales Navigator vs. Standard LinkedIn

Feature	Standard LinkedIn	Sales Navigator
Advanced search (50+ filters)	Basic only	Full access
Save leads & accounts with alerts	X	✓
Buyer Intent signals	X	✓
Dedicated sales newsfeed	X	✓
Account mapping	X	✓
AI-powered Account IQ & Lead IQ	X	✓
CRM integration	X	Advanced plans
Smart Links (track who viewed)	X	Advanced plans

7 Sales Navigator Features That Give You the Edge



Advanced Search Filters

Search by job title, seniority, industry, company size, geography, technology used, recent activity and more. Build hyper-targeted lead lists in minutes. 15+ for company (account) searches and 35+ for people (lead) searches



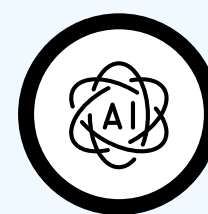
Account Mapping

Visualise the stakeholder landscape within a target account. Identify decision-makers, influencers, and the best route in — before you pick up the phone.



Buyer & Buyer Intent Signals

See which companies are already interested in your business, and are actively researching like yours based on their LinkedIn behaviour. Focus your energy where there's genuine intent to buy.



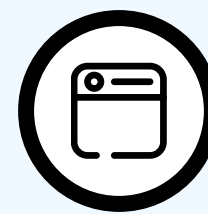
AI Account IQ & Lead IQ (New)

Get an AI-generated briefing on any account or lead, what's top of mind for them, recent challenges, and the best angle for your approach.



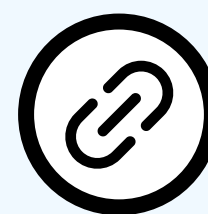
Saved Leads & Account Lists

Save leads and companies into lists. Navigator monitors them and alerts you to job changes, news mentions, and new activity so you're always first to know.



Dedicated Sales Newsfeed

Your Sales Navigator feed shows only the people and companies you're tracking. Spot triggers (promotions, new roles, funding news) and reach out at exactly the right moment.



Smart Links & CRM Integration

Send trackable content (slides, PDFs, videos) and see who opened what. Sync directly with your CRM to keep everything updated without the admin.



Getting Started:

The 5 Setup Steps Most People Miss

Sales Navigator is only as good as the setup behind it. Most people subscribe and dive straight in and wonder why results are slow. Do these five things first.

1

Optimise your LinkedIn profile first

Sales Navigator works alongside your standard profile. If your profile is weak, even the best outreach won't convert. A complete profile, strong headline, featured section, and regular content are non-negotiable.

2

Define your ICP before you search

Know exactly who you're targeting: Job title, seniority, industry, company size, location. The more precise your ICP, the more relevant your search results.

3

Set up your preferences & alerts

Configure your email and in-platform alert preferences. You want to know about job changes, company news, and new leads but only the right ones. Badly configured alerts = noise.

4

Build your lead and account lists

Create separate lists for existing clients, pipeline prospects, key target accounts, and previous clients. Sales Navigator keeps these live and updated automatically.

5

Check your Social Selling Index (SSI)

Your SSI score at [linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi) measures how effectively you're using LinkedIn for sales. Sales Navigator directly improves three of the four pillars. Track it on a regular basis.

Ready to Put This Into Practice?

Reading about Sales Navigator is one thing. Getting it set up properly, building the right lists, and knowing what to do every day is another.

That's exactly what our Sales Navigator Training programme is designed for.

What's Covered in Our Training?

- ✓ Setting up your ICP and preferences correctly
- ✓ Reading and acting on buyer intent signals
- ✓ Advanced search – filters and Boolean techniques
- ✓ Using Account IQ and Lead IQ AI features
- ✓ Building and managing lead and account lists
- ✓ Account mapping for complex sales



Delivered for teams globally

In-person | Virtual | Half-day or Full-day | Bespoke in-house Sales Navigator Training

Get in touch: www.salestraininginternational.co.uk