

Cognitive Convergence offers digital marketing via LinkedIn Sales Navigator Consulting Services for Consulting Houses, Tech Companies, SAAS Startups, and Cloud Consulting companies.



A cohesive analytic and social networking platform for better communication using smart marketing techniques.

- ✓ Strategized content
- ✓ Cloud (SAAS) aware context
- ✓ Goal-oriented
- ✓ Product-specific
- ✓ Insightful reporting

LinkedIn
SALES NAVIGATOR

Cognitive Convergence

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Paid subscription of LinkedIn Sales Navigator

Get ahead of your competitors and boost your business on LinkedIn. Shape your success strategy of business development to unleash potential leads by holding better insights on connections by using paid services of LinkedIn Sales Navigator.

LinkedIn Sales Navigator: <https://www.linkedin.com>

Build trust in high-potential connections and gain insight into prospects efficiently. Critically visualize your connections, initiate the conversation with reference, and boost your business processes.

The screenshot displays the LinkedIn Sales Navigator dashboard. The top navigation bar includes the LinkedIn logo, 'SALES NAVIGATOR', and tabs for 'Home', 'Account lists', 'Lead lists', 'Messaging', and 'Admin'. A search bar is located below the navigation bar, and a 'Saved searches' section is on the right. The main content area is divided into three sections: a sidebar on the left, an 'Alerts' section in the center, and a 'Recommended leads' section on the right. The sidebar features a 'Your Sales Navigator Coach' section with a progress bar and a 'Try 1 action to level up' section with a 'Try the Sales Navigator mobile app' button. The 'Alerts' section shows a list of alerts for various companies, including Knightscope, SAIC, Eaton Vance, and BDO USA, LLP, with buttons to 'View Decision Makers' or 'View growth insights'. The 'Recommended leads' section lists several potential leads, including David Wadler, Matthew Cole, Jeremy Werner, Shaun Bierweiler, Brad Beard, and Bruce Morton, with 'Save' buttons for each.

SALES NAVIGATOR Home Account lists Lead lists Messaging Admin

Search for leads and accounts All filters Saved searches

Alerts

All Accounts Leads

Sorted by Relevance

Knightscope has accelerated growth. There has been increased hiring over the last 3 months. Headcount has grown year over year. Information Technology and Services · 63 employees 3 days **View Decision Makers**

SAIC has accelerated growth. There has been increased hiring over the last 3 months. Headcount has grown year over year. Information Technology and Services · 31K+ employees 3 days **View Decision Makers**

Eaton Vance has slowed growth. There has been reduced headcount and hiring. Investment Management · 1K+ employees 6 days **View growth insights**

BDO USA, LLP has slowed growth. There has been reduced headcount and hiring. Accounting and Tax Preparation · 1K+ employees 6 days **View Decision Makers**

Recommended leads

Based on your LinkedIn activity

David Wadler · 3rd Software for strategic sourcing a... **Save**

Matthew Cole · 2nd Chief Executive Officer, Secure E... 3 mutual connections **Save**

See all

Jump back in

Based on your recent activities

Jeremy Werner · 1st Senior Data Scientist at The Advis... **Save**

Shaun Bierweiler · 1st Senior Vice President & General ... **Save**

Brad Beard · 1st Owner and Main Consultant at On... **Save**

Bruce Morton · 1st **Save**

Your Sales Navigator Coach

Try 1 action to level up

Try the Sales Navigator mobile app and you'll stay informed on potential buyers wherever you are **Try now** **Watch video**

See all actions

Who's Viewed Your Profile 250 -27% since last week

LinkedIn Sales Navigator

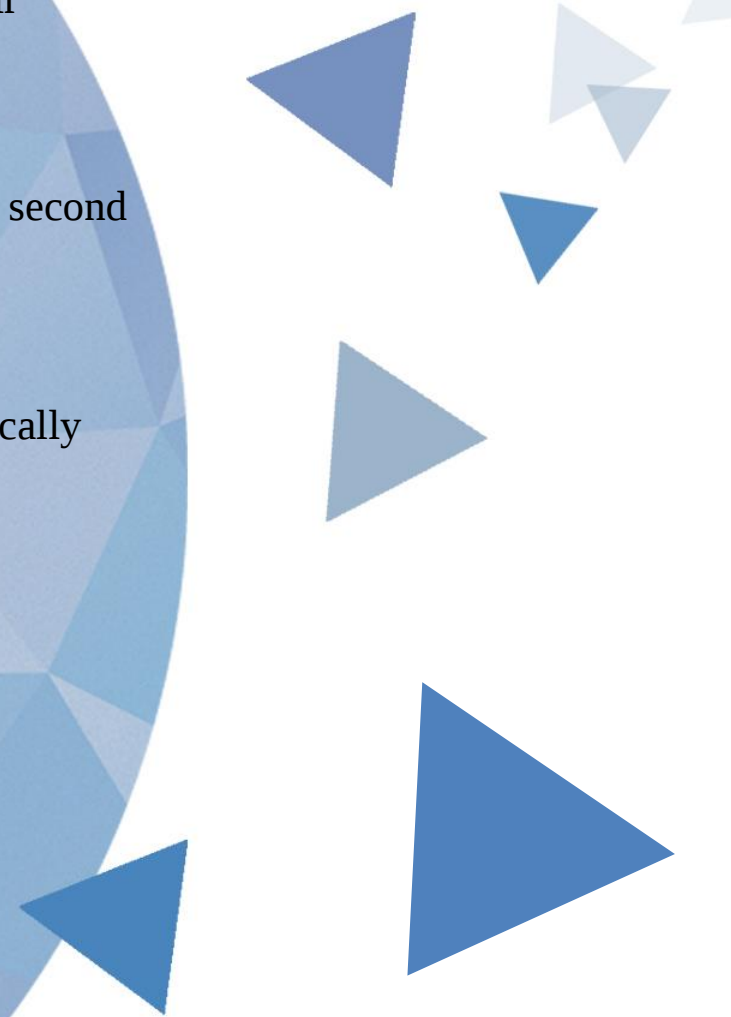


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In an era of social selling, unlock a world of possibilities with the art of appealing to the savvy buyer using Paid services of LinkedIn Sales Navigator. The best platform for B2B businesses to steer their buying decisions.

Key Features

- ✓ 400 million members on LinkedIn with 2 new members every second
- ✓ Forge relationships with industry's professionals
- ✓ More filters in advanced search to Find The Right leads
- ✓ Up to 15 saved searches for future references
- ✓ Lead Recommendations to receive leads suggestions automatically based on presets and historically saved leads
- ✓ Notifications of Key Changes in Target Accounts
- ✓ 20 to 30 InMail messages per month
- ✓ Outlook Web integration
- ✓ Sales Navigator Mobile App
- ✓ Notes and tags
- ✓ Send up to 300 connections request without labeling as spam
- ✓ You can see who viewed your profile
- ✓ Extended LinkedIn network access
- ✓ Accounts in Salesforce.com can also appear in Sales Navigator.



LinkedIn Sales Navigator Plans

LinkedIn offers 3 plans to its users on a monthly and annual basis.

The detail for the annual program is as below:

Annual Save up to 25% - Cancel anytime	Monthly Cancel anytime	
 Professional \$79.99 Per user per month, billed \$959.88 annually Start your free trial	 Team \$103.33 Per user per month, billed \$1240.00 annually Start your free trial	 Enterprise Contact Us Request demo
Top features: • Advanced lead & company search • Alerts on your saved leads and accounts • Create Custom Lists	Top features: • Share content and track engagement • Sync with your CRM • Warm introductions from teammates	Top features: • CRM updates with Data Validation • Integrate CRM contacts • Advanced enterprise integrations

LinkedIn Sales Navigator Plans – Quick Comparison

	Premium Career	Premium Business	Sales Navigator Professional	Sales Navigator Team	Sales Navigator Enterprise
Access to LinkedIn subscriptions <i>Job seeker, LinkedIn Learning access</i>	✓	✓	✓		
Extended Network Access <i>Unlimited search, Saved searches, Who's viewed your profile in the past 90 days</i>	✓	✓	✓	✓	✓
Reach out <i>InMail</i>	10/ Month	15/ Month	20/ Month	30/ Month	50/ Month
Find the right people <i>Advanced search, sales spotlights</i>			✓	✓	✓
Prioritize and qualify <i>Lead and account recommendations, sales preferences</i>			✓	✓	✓
Integrate with your sales tools <i>SNAP, Outlook web integration, Sales Navigator mobile app</i>			✓	✓ (SNAP for Team and Enterprise only)	✓ (SNAP for Team and Enterprise only)

To see complete comparison of different plans offered by LinkedIn, please visit this link:

<https://business.linkedin.com/sales-solutions/sales-navigator/comparison-table>

CRM Integration

One of the topmost features of LinkedIn Sales navigator is CRM integration. The five best CRMs for LinkedIn integration capability are:

- ✓ **Zoho CRM:** One of the most commonly known CRM with a direct LinkedIn integration.
- ✓ **Agile CRM:** For teams/companies wanting to call LinkedIn connections from within their existing agile CRM platform.
- ✓ **Insightly:** Reliable and free CRM plan to use for personal accounts in LinkedIn
- ✓ **HubSpot CRM:** Highly user-friendly CRM interface/platform with LinkedIn integration as an extension
- ✓ **Salesforce:** The extremely customizable CRM platform with LinkedIn Sales Navigator



Simply import your Sales Navigator data into your preferred CRM and get to work! This makes it even easier to manage your pipeline and track your sales data from one location.

Strategy for campaign

The strategy that we follow for LinkedIn Sales Navigator campaigns are:



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- ✓ Aligned with company branding
- ✓ Outline the campaign steps and process
- ✓ Analyze, strategized, and prepare content for the campaign
- ✓ Campaign execution, **right place at the right time**
- ✓ Weekly status report for feedback implementations from clients

	A	B	C	D	E	F	G
	Keywords used	Name	LinkedIn URL	Client Type	Status	Response	
1	Power Platform USA - Self employed - Owner - J Partner - VP - CXO - Director, Manager	[REDACTED]	http://www.linkedin.com/in/[REDACTED]	Director Of Engineering at Indeed.com	Connection Invite + Initial Message sent		
2	Power Platform USA - Self employed - Owner - A Partner - VP - CXO - Director, Manager	[REDACTED]	http://www.linkedin.com/in/[REDACTED]	Director Digital Workplace at Sherwin-Williams CLASS Visiting Committee at Cleveland State University	Connection Invite + Initial Message sent		
3	Power Platform USA - Self employed - Owner - B Partner - VP - CXO - Director, Manager	[REDACTED]	https://www.linkedin.com/in/[REDACTED]	Director of Digital Architecture & Solutions at DAI	Connection Invite + Initial Message sent		
4	Power Platform USA - Self employed - Owner - W Partner - VP - CXO - Director, Manager	[REDACTED]	https://www.linkedin.com/in/[REDACTED]	Development Manager/Sr. Technical Architect at Hitachi Solutions America Managing Partner at Coral Bay Consulting LLC	Connection Invite + Initial Message sent		
5	Power Platform USA - Self employed - Owner - S Partner - VP - CXO - Director, Manager	[REDACTED]	https://www.linkedin.com/in/[REDACTED]	Vice President Operations at Blueprint BPT (Business Process Transformation) Author at Packt Publishing	Connection Invite + Initial Message sent		
6	Power Platform USA - Self employed - Owner - F Partner - VP - CXO - Director, Manager	[REDACTED]	https://www.linkedin.com/in/[REDACTED]	Director, Travel Operations at SAS	Connection Invite + Initial Message sent		
7	Power Platform USA - Self employed - Owner - B Partner - VP - CXO - Director, Manager	[REDACTED]	https://www.linkedin.com/in/[REDACTED]	Solution Architect - Business Intelligence at Slalom Consulting CEO at Raney Brothers BBO	Connection Invite + Initial Message sent		

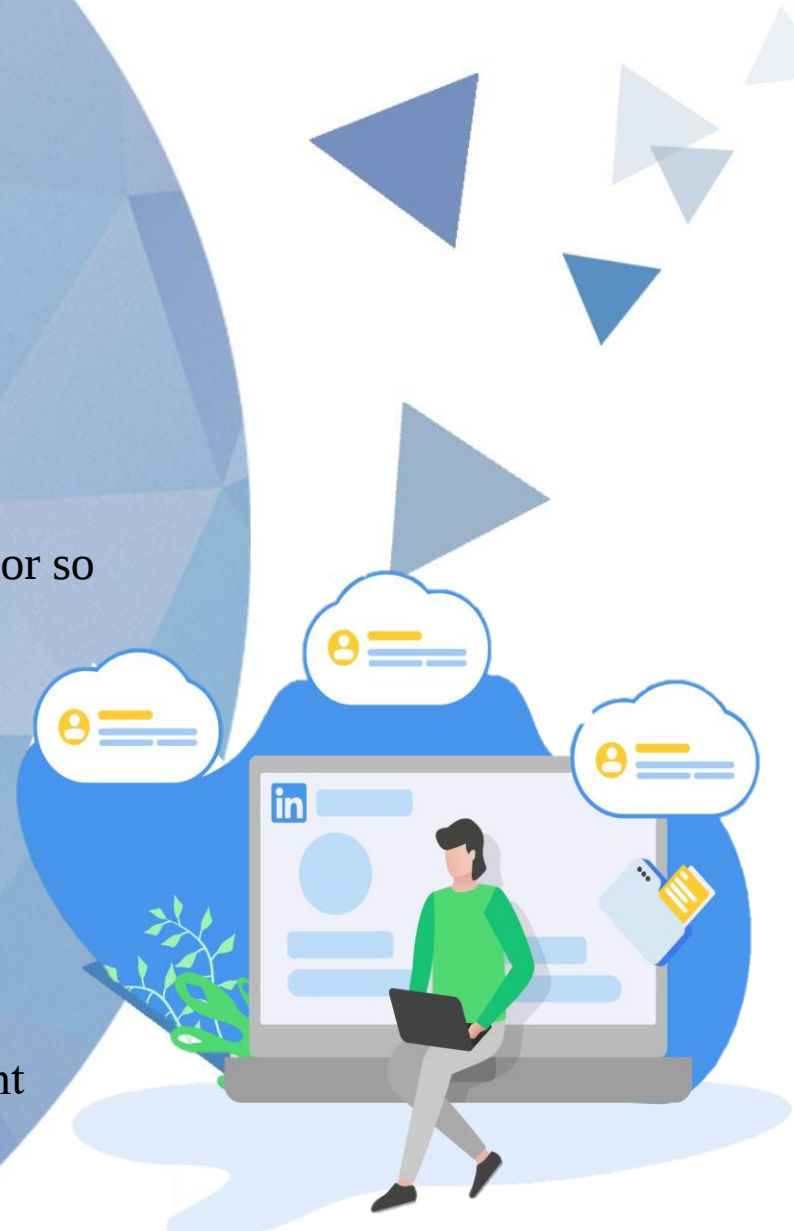
Our Services for LinkedIn users

For long-term success, we offer our consulting services on LinkedIn Sales Navigator that will help you to implement, audit, and optimize LinkedIn Sales Navigator instances for your company/organization. This platform is a big investment with a big and significant ROI.

LinkedIn SALES NAVIGATOR

We offer complete consulting of LinkedIn Sales Navigator so you can take maximum advantage of this professional platform. We provide:

- Business development
- Product promotion
- Personal and Company Page Setup
- LinkedIn Branding Services
- Lead generation and qualification
- Building conversions through customer's engagement
- Content Creation and Management

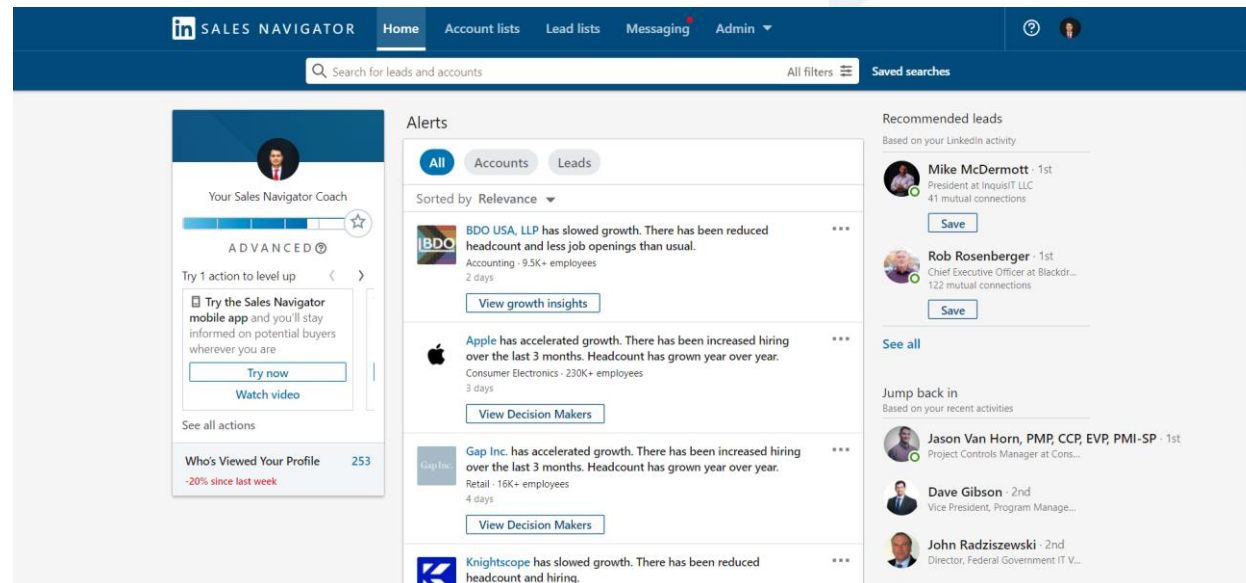


Business development

The alignment of business development processes and procedures with the strategic business goals of our clients' companies is the main goal of our business development campaign done via LinkedIn Sales Navigator.

Our goals are:

- ✓ To identify and acquire ideal clients for the highest quality products/apps/solution using brand promising results that you can deliver upon to end-users.
- ✓ Prioritizing targets to achieve set goals
- ✓ A well-defined and planned strategy that will be well implemented to drive high levels of growth and profitability
- ✓ Build long-term relationships with the market professionals with similar interests
- ✓ Leverage sales
- ✓ Handling of the LinkedIn platform on your behalf to save your time and efforts
- ✓ Setting up demos/meeting with the potential leads
- ✓ Moving conversations to calls for conversions

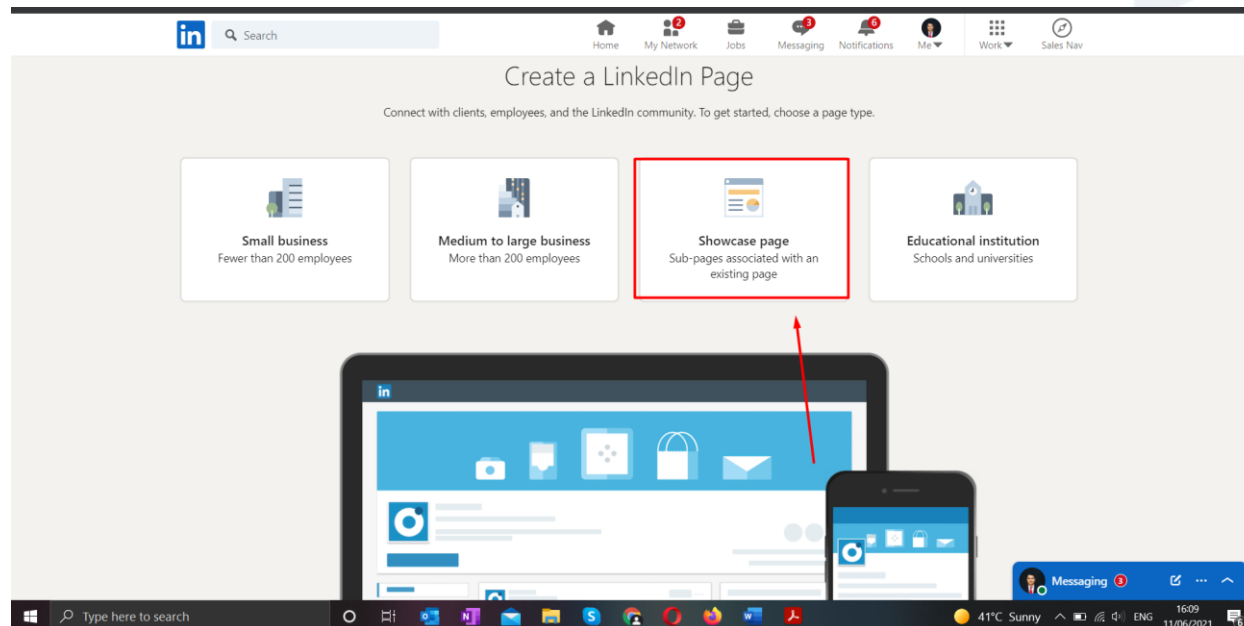


Product promotion

In this world of high competition, it is very difficult to differentiate your product from others to get them highlighted against your competitors. Showcase page creation features of LinkedIn help you to create a specific page for your products so you can promote them without paying separately for them.

ShowCase Pages

Showcase Pages are extensions of LinkedIn Page. Specially designed to spotlight individual brands, products/services, and initiatives. After their creation, they will be listed under “Affiliated Pages” on your main LinkedIn Page.



Product promotion - Our Service

Creating a showcase page for any product or service looks like a simple task, but that's not the case. Only a professional-looking yet easy-to-understand page gets you the desired outcomes that you expect.

To save you from such trouble, we offer our consulting services to the clients and create professional-looking, smart, brand-aligned pages for as many products and services as you want.

For each showcase page, we provide:

- ✓ Provide complete content for Page identity
- ✓ Content for summary section
- ✓ Specific images for banner and profile picture
- ✓ Update activity by regularly posting on its newsfeed
- ✓ Send invites to like the page
- ✓ Monitor the insights to track performance
- ✓ Provide complete content for Page identity
- ✓ Showcase page optimization

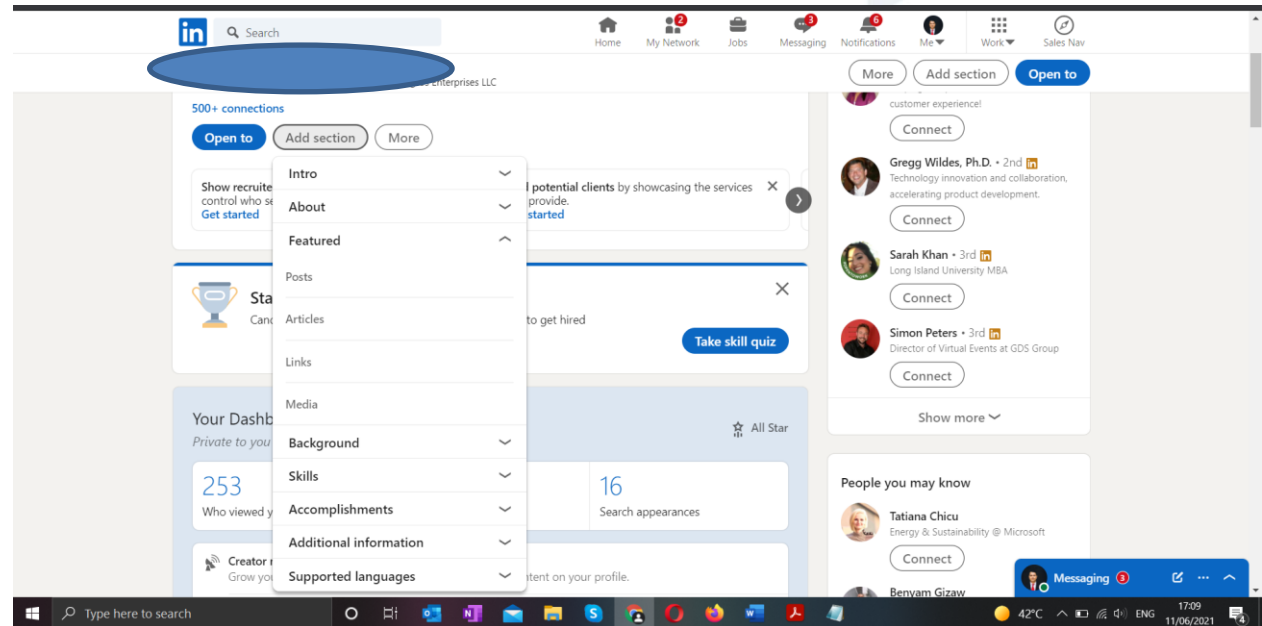
Personal and Company Page Setup

A profile that is poorly made, imposes a bad impression on the minds of the customers. A professional-looking profile, on the other hand, can get the attention of the 3rd connection more swiftly without personally reaching them.

Our services:

We offer to create improved content for the LinkedIn Profile and company page of the clients. We provide complete assistance by:

- ✓ Writing detailed, effective, and easy to get summary
- ✓ Details of each job under the EXPERIENCE section
- ✓ Provide content for
 - Featured posts (links, media, articles, etc.)
- ✓ List of specialty words that can be added in the profile and page
- ✓ Content to Regularly publish the posts
- ✓ Unique profile and banner images



LinkedIn Branding Services

Using the world's #1 trusted professional platform, LinkedIn, Our consultants work with top-level businesses, executive leaders, and sales professionals to strengthen their brand and make more impactful connections.

Our offerings:

We help the clients to get engaged with a community of industry professionals/experts to push actions that are relevant to your business. We offer our consulting services by:

- ✓ Establishing a LinkedIn Page
- ✓ Make the best use of LinkedIn ads, sponsored content, Text ads, sponsored messaging, etc.
- ✓ Choose a product-specific ad format
- ✓ How to initiate conversations with connections or leads

LinkedIn
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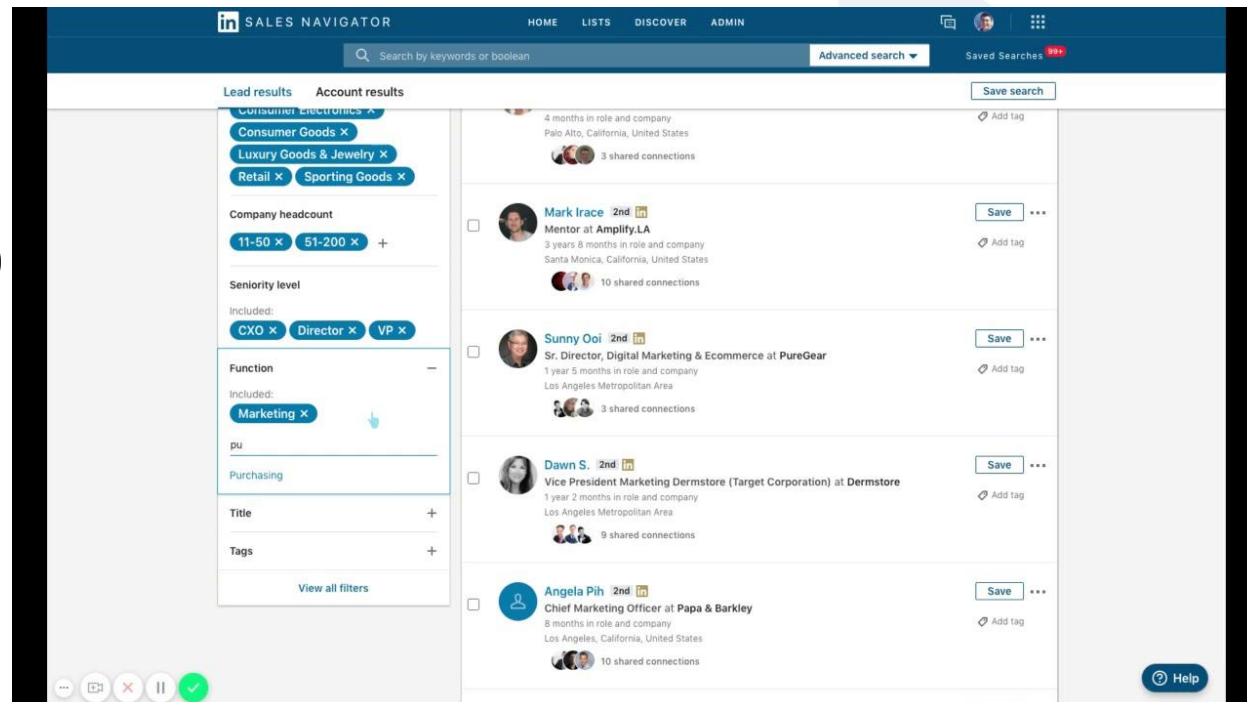
LinkedIn
Connect to Opportunity™

Lead generation and qualification

The sale process is highly dependent on the quality of lead on which you have to spend your time and effort to drive a sale. The unique feature of Advanced Search in LinkedIn sales Navigator has helped its clients to get more unique and positive leads and accounts.

We help you to identify a lead: to nurture it for your own good. To do so, we work to:

- ✓ Provide a list of keywords that are product and industry associated using LinkedIn sales Navigator advanced search filter
- ✓ Choose from a large number of filters for:
 - People and/or companies including:
 - Main Keywords using Boolean search format
 - Geographic location (by region or state)
 - Job title
 - Company name
 - Company size
 - Company type
 - (e.g., public, private)
 - Group membership
 - School
 - Years of experience
 - Industry
 - Job opportunities
 - Number of followers



Lead Building conversions through customers' engagement and qualification

Building and nurturing your relationships with warm leads helps to ease the sales process. No matter you have a sales background or not, we are here to assist you to enhance your customers' engagement in a short time.

We will help you to start the conversation in a way that barely gets ignored by anyone. Techniques that we use to surge communication is to start a conversation by

- ✓ Compose and send a follow-up message to drive communication over time.
- ✓ Adding a few personal contents in the message body to develop a sense of familiarity.
- ✓ Reach out to new connections by critically analysing profiles of your added connections
- ✓ Use the Alumni Search filter to see a list of people that share a common background with us
- ✓ Track and reach users who have interacted with your posts
- ✓ Adding a brief subject line in InMail.

Sales Navigator Core ROI Metrics



Content Creation and Management

Proper management of your communication and sales activities is one of the most important steps of any marketing, sales, or business development process. We help our clients by offering our services of content creation and management to them.

We help to create:

- ✓ Improved content for the LinkedIn Profile of the relevant person
 - Create improved content for the LinkedIn Profile of the Company
 - Create a showcase page for products
 - Create a showcase page for services
- ✓ A content document for Hashtags for LinkedIn Profiles of
 - Company
 - Showcase pages
- ✓ A detailed content document for “Specialties words” to be used in LinkedIn profiles of the
 - Client
 - Company
 - Showcase pages of products
 - Showcase pages of services
- ✓ A content document for relevant targeted keywords for searching for potential candidates for our business development campaign
- ✓ Regularly publishing the post on the LinkedIn profile of
 - Professional profile
 - Company
 - Showcase pages



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Vertical sector for Sales Navigator Consulting campaign target companies

Having a thorough business plan and comprehensive market understanding for any business can enter or expand to enjoy instant success.

Our vertical sectors for a business development campaign are:

✓ **AI/ML**

We help companies identify clients that are looking for AR/VR/MR services with LinkedIn Sales Navigator. We help tech companies in AI/ML domain to find right customers using LinkedIn Sales Navigator.

✓ **Crypto/Blockchain**

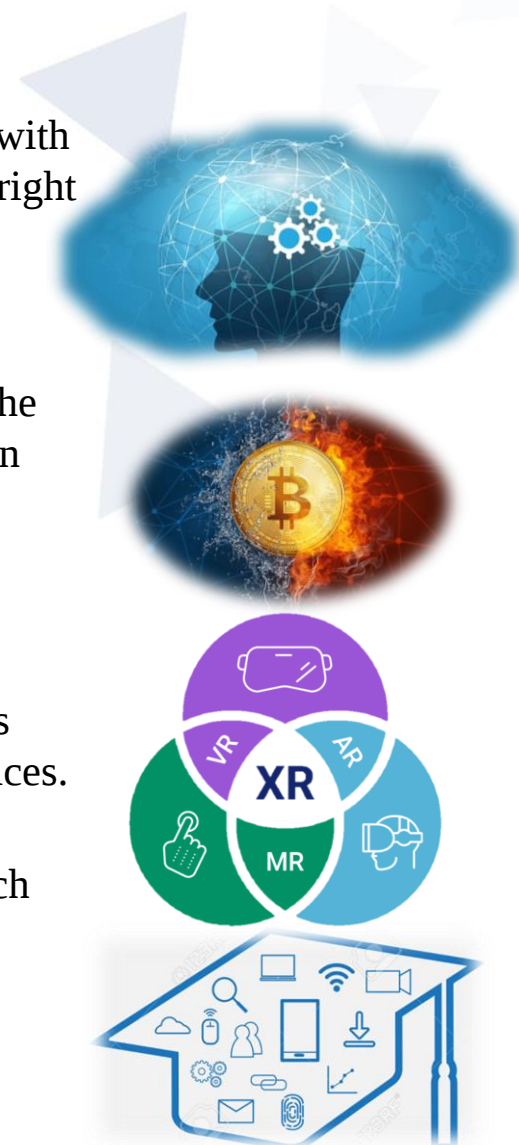
We assist Crypto/Blockchain companies to find rights customers using LinkedIn Sales Navigator. Our experts help organizations identify and seize the potential of the potent and versatile emerging technology of crypto/blockchain using LinkedIn Sales Navigator.

✓ **AR/VR/MR**

We are helping companies that offers Augmented reality (AR), virtual reality (VR), and mixed reality (MR) technologies to interact with their audience using LinkedIn Sales Navigator. We run and manage LinkedIn Sales Navigator campaigns to identify clients that are looking for AR/VR/MR services.

✓ **EdTech**

We locate educationalist on LinkedIn to promote the use/knowledge of EdTech in the industry. We leverage various LinkedIn Sales Navigator campaigns to identify target market to expand business in the education industry.



Vertical sector for Sales Navigator Consulting campaign target companies

✓ **PsycheTech**

Our campaign using LinkedIn Sales Navigator is specifically organized to target psychologists, medical health workers, psychiatrist, and social workers to get their hands on advanced-level psychetech solutions.

✓ **FinTech**

To transform the financial services sector, FinTech innovation continues to lead the industry. To fuel market growth and leadership for the clients, our consultants plan and organize customized LinkedIn Sales Navigator campaign that assess financial institute/organization within the market to build awareness of business by demonstrating their powerful solutions among stakeholders

✓ **Proptech**

Proptech has evolved in the real estate industry. Our LinkedIn Sales Navigator campaign for Proptech are focused and customized as per the industry's need. Instead of randomly targeting the clients, our campaign are targeting a niche for more productive results.



Consulting services of **Cognitive Convergence** for **LinkedIn Sales Navigator** offers strategic opportunities to clients, investors, and partners that are

- ✓ Unique and industry defining
 - ✓ Mutual interest centric business approach
 - ✓ Significantly enhance company's footprint
 - ✓ Grow revenues by entering new and exciting
- Technology Domains, App development ideas, Solution Development, and**
- Joint venture projects**
- ✓ Wants to have strong Financial Empathy with customers by understanding their financial model and changing billing based on financial limitations, needs, patterns of clients.

- ✓ 1st mover advantage with
 - ✓ Talent: 100%
 - ✓ Timing:100%
 - ✓ Technology: 100%
 - ✓ Technique: 100%



THANK YOU

How can we help you? Contact Us

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