

# LinkedIn<sup>®</sup>

# Sales

# Navigator

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**Why This Is Valuable**

# Sales Navigator is Great at Discovery, Weak at Daily Decision-Making

1

## No Lead Prioritization

Sales Navigator helps  
sellers find leads, but not  
prioritize them

2

## Static List

Buying intent changes  
weekly; saved lists remain  
static

3

## Missed Opportunity

Reps manually revisit  
accounts → wasted time  
and missed opportunities

The problem is **time allocation**, not lack of data.

# What Sellers Struggle With Daily ?

**“Who should I focus on today?” is unanswered**

**High-potential accounts look the same as cold ones in the UI**

**Important intent signals are scattered and easy to miss**

**Sellers rebuild priority lists outside Sales Navigator**

Power users already create their own prioritization systems → strong product gap.

# From Static Lists to Living Priorities

**Current model: profile-based, state-driven**

**Required model: event-based, momentum-driven**

**Shift from search results → daily decisions**

Static List → Signal Stream → Daily Focus

# Daily Focus: Account Momentum Engine

A new Sales Navigator view that surfaces 5–7 priority accounts each day

Accounts ranked by momentum change, not static fit

Explains *why* each account matters today

Daily Focus tells sellers where their time has the highest expected impact.

# System-Level Approach

## Signals tracked:

- Hiring velocity
- Stakeholder engagement
- Job changes & seniority shifts
- Engagement decay

Time-weighted relevance model (priorities rise & decay)

Self-learning based on seller actions and outcomes

No extra seller input required.

# Impact for Sellers and LinkedIn

## For Sellers:

- Less time deciding, more time engaging
- Higher reply & meeting rates
- Clear daily workflow

## For LinkedIn:

- Daily habit formation
- Strong premium differentiation
- Leverages LinkedIn's unique data moat



# How We Measure Success?

## Content:

- ↑ Engagement on surfaced accounts
- ↑ InMail / message reply rates
- ↓ Time spent searching
- ↑ Retention of Sales Navigator power users

## Next Steps:

- MVP with top 50 accounts per user
- Limited beta with enterprise sellers
- Iterate on momentum accuracy

Create two separate listings on the Microsoft Marketplace:

# Sample UI

<Experimental>

[Here](#) is the code for your reference.

Signals & Changes

Feed

View All

Search signals...

Job Change

1 year ago

Sarah Davis moved to a new role at [New Horizons Corp.](#)

Hiring Trend

1 year ago

Global Solutions Ltd. is hiring aggressively for cloud architects.

Company News

1 year ago

Innovate Marketing announced a new partnership with a major influencer.

Lead Activity

1 year ago

New lead, Michael Brown, from Future Systems Co. viewed our product demo. [Michael Brown](#)

Lead

Account

Q Search keywords

4 results

☐ Select all

Save to list

Unsave

Today's Focus Queue

Search accounts...

T

Tech Innovations Inc.

High Momentum

Peaking

↑ 15%

1,000-5,000 employees • Software Development

2 new stakeholders hired this week, including a new VP of Engineering.



Message


G

Global Solutions Ltd.

↓ -8%

500-1,000 employees • Consulting

Key decision-maker, Sarah Davis, left the company last week.



Save lead


I

Innovate Marketing

↑ 5%

50-200 employees • Marketing & Advertising

Company announced new product launch, indicating growth.



View account

F

Future Systems Co.

200-500 employees • IT Services

Thank you!