



LinkedIn Sales Navigator Best Practices



OVERVIEW

- InMail Overview
- InMail Templates
- Additional Tips



InMail Overview

What is InMail?

LinkedIn InMail, a LinkedIn premium feature, is a way to get into the LinkedIn inbox of any LinkedIn member. It is one of the most powerful tools that LinkedIn offers and for many people, and organizations, it can be a great channel to prospect through. In the new era of social selling, a LinkedIn InMail creates more opportunity for salespeople.

Message → 1st degree connections
— vs. —
InMail → Everyone else

10-35% Average InMail response rate
(when used correctly)

Team Edition:	Enterprise Edition:
30	50
InMails/mo	InMails/mo

90 days



Unused credits roll-over period

*Get InMail Credits back from InMail Responses

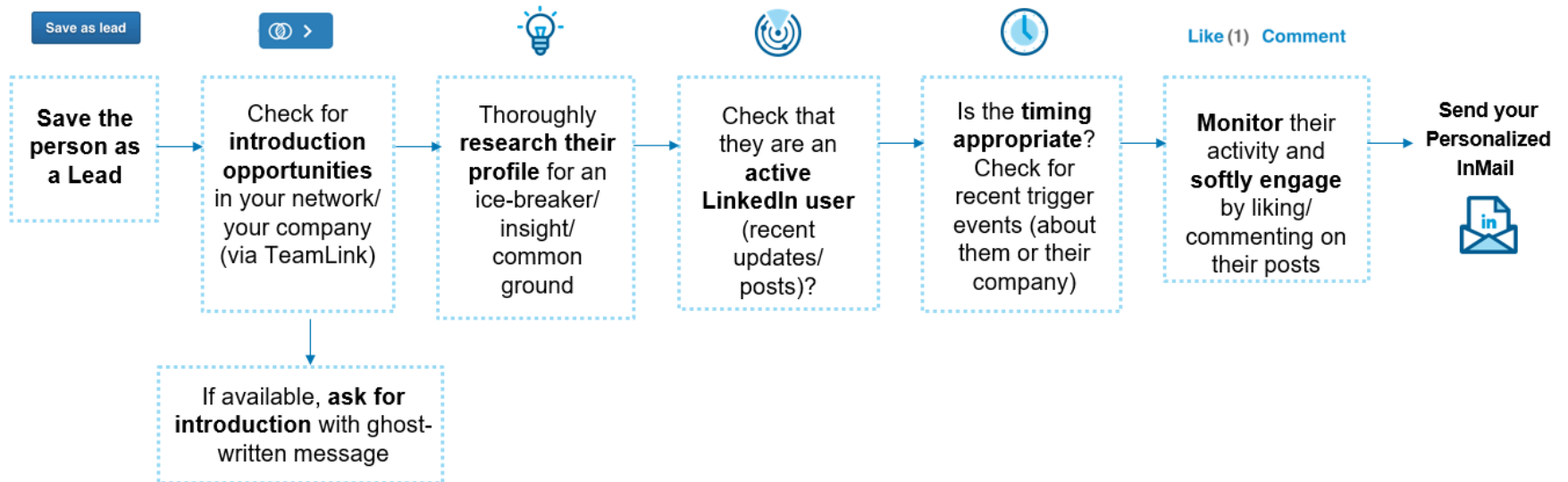
Make your Profile Open & Public

InMail goes to go people not connected with you. If your profile photo & main information is set visible to connections only, recipients' first impression will be to see a generic silhouette in the place of your photo.

The image displays four screenshots from a LinkedIn profile and its settings, illustrating steps to make a profile open and public:

- Profile Overview:** Shows the profile of Julia Sulonen, Sr. Customer Success Manager at LinkedIn. A red circle with the number 1 highlights the profile photo.
- Edit Profile:** Shows the 'Edit intro' section. A red circle with the number 1 highlights the 'Open Profile' toggle switch, which is currently turned on. A red circle with the number 2 highlights the 'Edit public profile & URL' link.
- Public Profile Settings:** Shows the 'Public profile settings' section. A red circle with the number 2 highlights the 'Edit URL' link.
- Edit Visibility:** Shows the 'Edit Visibility' section. A red circle with the number 2 highlights the 'Your profile's public visibility' toggle switch, which is currently turned on.

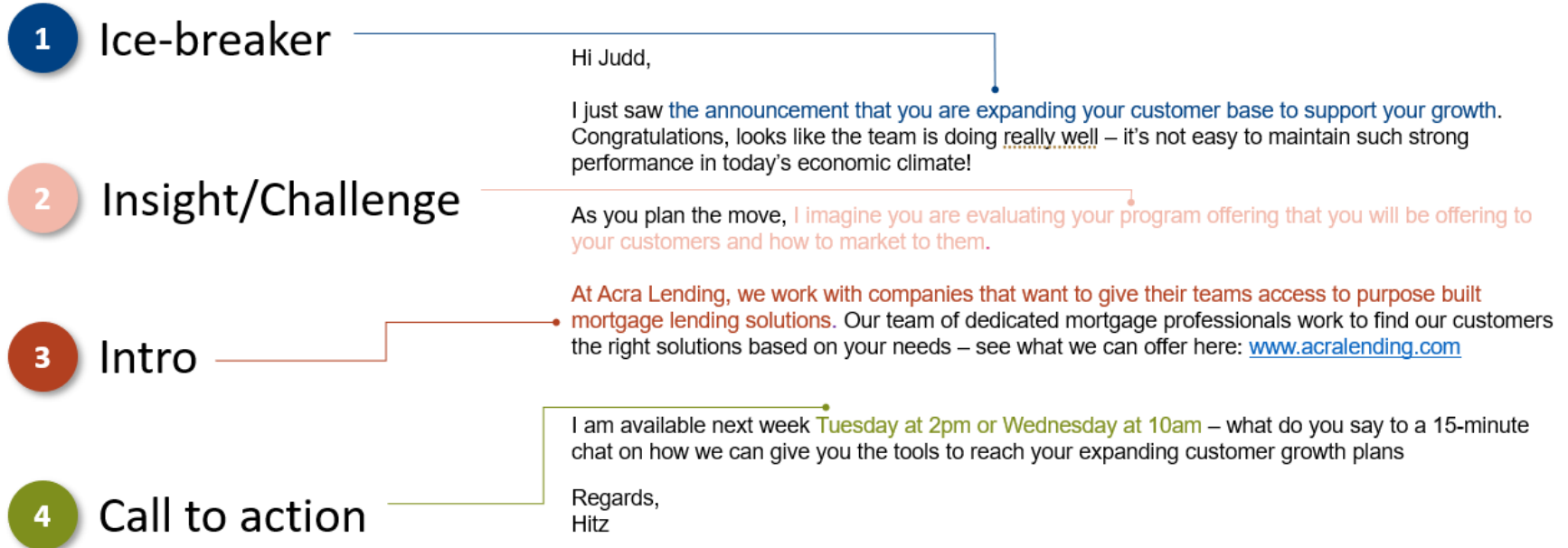
Ideal InMail Workflow





InMail Templates

Impactful InMail Structure



The 'warm intro' template

Use this template to send a friendly message to a colleague who knows the person you're trying to engage. Justify your request for an introduction by explaining why you want to connect with the prospect.

Hi <NAME>

We haven't had a chance to meet yet. I'm a <POSITION> from Acra Lending. I see you're connected to <2nd/3rd CONNECTION> and I'm hoping to meet with them to discuss how we can help <COMPANY NAME>. Any chance you know them well enough to make an introduction? Happy to ghostwrite a note for you!

<LINKEDIN PROFILE OF POTENTIAL TARGET>

Thanks!
<YOUR NAME>

TIP: Don't focus on what's in this for you. Explain the value you can offer the prospect, so your colleague/connection has a reason to make the introduction.

The 'in the news' template

Use this template when you see a prospect or their company mentioned in the news, reference this noteworthy event in your personalized outreach.

Hi <NAME>

Congratulations on your recent <NEWS>! I'm excited to see you and your company grow.

Now that your growth plans include the expansion of a dedicated mortgage solutions division, there must be added pressure to bring in the right lending partner. We have been working with <COMPANY> in your industry to help them provide lending solutions to meet the needs of their customers.

How does next Wednesday look to discuss how we can help you expand and meet your goals?

Thanks!
<YOUR NAME>

TIP: Whenever possible, include insights in your InMail to convey the value you can offer the prospective customer.

The 'prior customer' template

Use this template when someone familiar with your company can help you make inroads at their new company.

Hi <NAME>

I see you used to work at <COMPANY>. As you likely know, Acra Lending and <COMPANY> have had a partnership for some time now. Were you part of that decision? We've seen so much success that <COMPANY> is featured on our website.

Long story short, I think it would be beneficial to connect to see if <COMPANY> could be a partner in a similar way at <COMPANY>. How does next Monday or Tuesday look for a call? Thanks,

Thanks!
<YOUR NAME>

TIP: Try to connect the opportunity to personal gain for the person you're reaching out to, such as by underscoring how this project could help them in their new position.

The 'shared experiences' template

Use this template by finding common ground with a prospect, you can lead with an emotional appeal that entices the person to keep reading your message

Hi <NAME>

Hopefully you are holding up okay after Notre Dame's heartbreaking loss. As a fellow Alumni, it's been a painful week for me! What did you think of the play calling? Many unnecessary flags in my opinion.

Acra Lending can help cheer you up as we are able to help with our mortgage lending solutions. How does tomorrow morning at 10:00am PST look for a 15-minute call?

Thanks!
<YOUR NAME>

TIP: Be authentic in referencing your shared experience, whether a shared school or alma mater or common personal interests. Skeptical buyers will see through a forced attempt at an emotional connection.



Additional Tips

Seven Tips to improve InMail response rate

Use these guidelines to help craft a compelling InMail when you have no common connection to introduce you:

Select recipients carefully: The right message to the right person is more likely to elicit a response – you only get a limited number of InMail each month, so choose carefully.

Personalize it: Research their profile, look for common interests, common connections, work experience—use insights to make it about them.

Write a compelling subject line: Grab their attention immediately by including a business topic and/or a personal touch in the subject line.

Start a conversation: InMail should be used to start a conversation and build rapport. The goal is to get them on the phone or into a meeting where you can conduct a discovery and fully explain your solution.

Be brief: More than half of InMail messages are read on mobile. Keep your personalized message brief and to 150 words or less to increase your likelihood for response.

Develop a clear call to action: Your goal is to start the conversation, not seal the deal so use InMail to open the door, “are you free for a 15-minute call on Thursday at 10am?”

Have a strong profile: The first place your InMail recipients will go after reading your message is to your profile. Position yourself and Acra Lending in the best light to build credibility and trust and increase the likelihood of response.

Leverage Relationships: Consider reaching out to those who you share meaningful commonalities (i.e., things in common). Sales professionals are 46% more likely to receive a response when reaching out to prospects who share at least one commonality versus sharing no commonalities.