

LinkedIn® for Salesforce®

Sales insights for your pipeline from the world's largest professional network



Anne Hauser How do I build scalable data infrastructure quickly?
Like • Comment • Send a message • Share • 23 minutes ago

Director of Technology
University of Michigan
San Diego
Biotech



Who you know in common



Save time. Access sales insights from LinkedIn right within Salesforce.

LinkedIn for Salesforce displays credible, self-described professional profiles from LinkedIn alongside key opportunity and account information within Salesforce. Enhance what you know about contacts, key decision makers, leads and accounts with real-time member profiles, company profiles and activity details. No other source is more credible than self-authored profiles. Nothing else can provide such valuable sales insights.

Here's what you get with LinkedIn for Salesforce:

Insights about decision makers

View LinkedIn profiles matched against all your leads and contacts within Salesforce.

- Understand their professional history: You can view details of past positions and education. The more you know about your contacts, the richer your conversation can be. Their previous projects may hold the key to your next sale.
- In their own words: The way they describe themselves in the "Summary" section could be an important insight, as could their specialties.
- It's a small world: There may be people you and your contacts know in common. Mutual acquaintances are always an interesting point of conversation. Also check out which groups you have in common to see if you have shared interests.
- Expand your horizons: A great way to explore profiles similar to a particular contact is the "Viewers of this profile also viewed" feature. If you are looking at the profile of "Jeff Weiner @ LinkedIn", you may be interested in looking at "Deep Nishar @ LinkedIn" and "Reid Hoffman @ LinkedIn" as well.

Anne Hauser 3rd
Director of Technology, ACGT Biotech
San Diego | Internet

Current Director of Technology, ACGT Biotech
Past Sr. Product Manager, Virtual Computing, Inc.
Education MS/MBA Program University of Michigan

Summary Transformational IT leader for medical, biotech co
Former management consultant with expertise in
business transformation

Specialties Keen aptitude and interest in harnessing leading ed
technologies to help healthcare and biotech compar

Groups & Associations Collective Creativity
 Competing with S...

Insights about accounts and opportunities

LinkedIn has a wealth of company profile information – over 2 million organizations have company pages. Account information on the Leads, Contacts and Opportunity tabs within Salesforce will all be enhanced with company profile details from LinkedIn.

- Open a gateway to companies: Identify who in your network works at the company you're targeting. Turn a cold call into a warm introduction.
- Find key decision makers and influencers: Search within the account and refine by seniority, function, or location to get closer to the decision maker.
- Learn about the size of the prize: The number of LinkedIn members from a given company can be a good indicator of its size and the potential size of the opportunity.

The Overview section can give you a 2-second primer on what the company does, how they view themselves, where they're located, and a lot more.



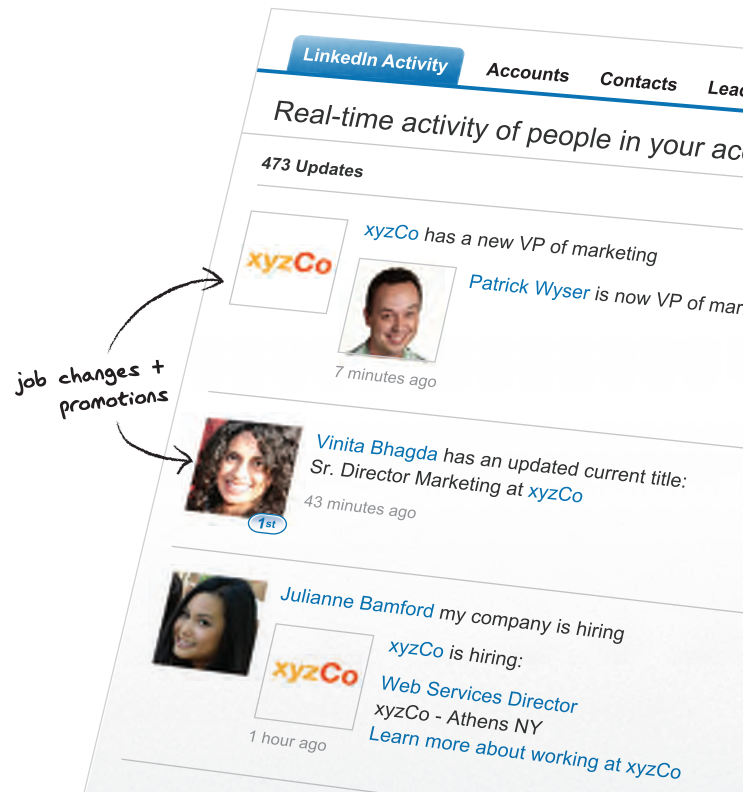
Insights about when to call

The real-time profile and status updates of key people in your accounts help you get a quick handle on their sentiment and trends. Filter out all the noise and keep track of what's happening at your accounts.

- Stay in the loop: Profile updates help you stay on top of job changes and promotions at your accounts. Maybe you'd like to drop a quick note to a contact who just got promoted. Or, follow up with a key contact who just moved to a new company, creating a new sales opportunity.
- Monitor the mood: Status updates and messages about new hires may have a bearing on your relationship with the account. If your customers are in an upbeat mood as reflected in their status updates, it could help you position your pitch accordingly. Or tread carefully if most of their updates are about cost-cutting.

Did you know?

When you sign up for LinkedIn for Salesforce, you also get access to LinkedIn Premium. This means you can send InMail® to anyone, use Profile Organizer to keep track of people, and more.



LinkedIn for Salesforce brings the power and credibility of LinkedIn data right where you need it most – your sales pipeline. Save time and gain a competitive edge with LinkedIn for Salesforce.

Visit www.linkedin.com/salesforce to get started.