**Driving LinkedIn Sales Navigator Adoption within your Company**

[Email template to send to your Sales Navigator users]

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Hi Team,

You’ve been selected to get access to LinkedIn’s Sales Navigator product, a solution that helps you find leads and close deals at scale. With your new seat, you’ll be able to: 1) **Expand** existing customer relationships, 2) **Acquire** new business, and 3) **Maximize**​ sales productivity.

**Actions:**

* Set up ​your new LinkedIn Sales Navigator​ seat by visiting [linkedin.com/sales](http://www.linkedin.com/sales).
* Watch ​a [live introduction session](https://business.linkedin.com/sales-solutions/sales-navigator-customer-hub/live-webinars/introduction-to-sales-navigator-training) to better familiarize yourself with the product.
* Start using Sales Navigator:

1. Personalize the product for you! [Set your sales preferences.](https://www.linkedin.com/sales)
2. Conduct and save searches
   * Search for some of your current prospects/customers in the [Advanced search](https://www.linkedin.com/sales/search).
   * Save their profiles as leads or accounts
     + *This action is private, they won’t know you’re saving them*
     + *Save at least 20 leads or accounts*
3. Send an [InMail message](https://www.linkedin.com/sales/inbox). Don’t forget to make a warm introduction using the insights you find in Sales Navigator. When used well, InMail can generate a higher response rate, in comparison to a cold call or email.

To learn more, visit the Sales Navigator [Customer Hub](http://www.salesnav.in/hub) for live training sessions and more learning resources.

Your Sales Navigator Admin,

<Name>

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