There are three ways in which you will primarily use LinkedIn Sales Navigator for prospecting (finding and targeting) activities.

1. Prospect a named account (company)
2. Build a list of individuals by mining the LinkedIn network
3. Build a list of accounts

Whichever of these tasks you perform, begin with the main search box at the top of the home page:

**Prospecting a named account**

To prospect a named account, simply type the first few characters of the company in the main search box. In clicking on the company name will take you to the account page of Capital One within LinkedIn Sales Navigator.
1. Save the account, to stay informed about the latest news on the company in question
2. A brief overview of the company is listed at the top of the page along with details of the industry sector in which they reside, where they are headquartered, the number of employees and annual revenue.

3. The number of employees of the organization that have a presence on the LinkedIn network is also revealed (in the case of Capital One it is 46,385)
4. Click website to be taken to the company's corporate website
5. Headquarters reveals the physical mailing address of the company HQ
6. Clicking the total number of employees on LinkedIn will display the full list; in turn you can drill down into this data using the advanced filters to narrow down your search
8. TeamLink connections reveal any colleagues at your company who have a Sales Navigator licence and are connected to individuals that work at, in this case, Capital One.

9. Your 2nd degree connections reveal all the 2nd degree connections (people who are connected to your 1st-degree connections) in your network at Capital One. In other words they are two steps away from you.

10. Next you may see alumni connections of any college/university or professional body that you may have attended or may be a member of.
11. Listed within this section you will see an aggregation of data which will increase over time and as and when you start saving leads at the company in question. Data listed includes:

a. Account news – this is where LinkedIn acts as a news aggregation service and pulls in the latest news of the company in question from third party websites

b. Account shares – if the company has shared any posts via their LinkedIn company page it will show here

c. Lead news – any news on a lead saved at the account in question (change in job, mentioned in a news story, celebrating a work anniversary) will be listed here

d. Lead share – any content shared by a lead on LinkedIn will also appear here
Mining the LinkedIn network to build a lead list

To build a list of leads, hover over the advanced tab within the main search bar and select Search for leads. Populating the filters enables you to prospect the LinkedIn network and build a targeting list.
For example, identifying the senior marketing execs at large telecommunications companies based in UK reveals 91 results:
In addition to identifying the right people, in the right role, at the right level of seniority you’ll also see the warmest path you can take whether it be a mutual connection, TeamLink connection, or whether you’re both members of a group or alumni network.

**Mining the LinkedIn network to build a lead list**

To build a list of accounts, hover over the advanced tab within the main search bar and select Search for accounts. Populating the filters enables you to prospect the LinkedIn network and build a list of accounts.
For example, I can search and build a list of all the large enterprise telecommunication companies based in the UK.
Clicking on any of the company names on the list will take me to that companies account page within Sales Navigator.

Any list (lead or account) you build can be saved for future reference.