



**Attendee Chat Log – May 26, 2020**

Walter Koop (to All): 1:14 PM

As a rep, what kind of content are you posting?

David Dason (to All): 1:16 PM

Does L Navigator provide any metrics of "hits" or how are you tracking the hits from LN?

Jennifer Heffernan (to All): 1:19 PM

What is everyone doing to get customers/prospects to follow your page? Any new or creative ideas out there?

Walter Koop (to All): 1:20 PM

Once you have this list, how do you move this out to the people? Mass email has very limited success.

Pete Thomas (to All): 1:22 PM

We are actively using LinkedIn (free) today for posting content provided by principals, our own content for smaller principals. Also very valuable for seeing contacts at customers we are investigating. From what I am hearing here, will investigate NAVIGATOR.

David Dason (to All): 1:23 PM

Other than posting (or reposting) content, what other tips for using LinkedIn are there?

Pete Thomas (to All): 1:25 PM

Looking at employees listed under company LinkedIn sites to find new contacts at customers

Pete Thomas (to All): 1:26 PM

Have made contact with many NEW customer key contacts thru LinkedIn and established a dialog that then moved on to phone/email. Very successful for us.

Chris Straube (to All): 1:34 PM

What is the main advantage to Navigator versus Premium from a rep perspective?

Cornelius G. Clark (to Organizers): 1:37 PM

Is there a best practice for LinkedIn contact "cleansing"; i.e., when you're ready to remove contacts added through the years that you now have decided should not be in your network.

Walter Koop (to All): 1:43 PM

Can you actually see who viewed your post?

Jaime Salerno (to All): 1:54 PM

What metrics are you using to measure the ROI of LinkedIn Sales Navigator?