

LinkedIn Sales Solutions Best Practices: Expanding and narrowing your search to find the right prospects

Summary

LinkedIn Sales Solutions allow you to use Boolean search modifiers as AND, OR, NOT, quotes and parentheses to adjust your search results to find the quantity and quality of prospects you need.

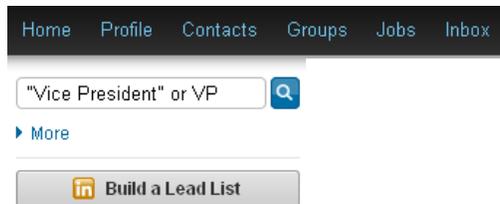
Tools to narrow search:
- AND, NOT, quotes, search in title field only

Tools to expand search:
- OR, search in the keyword field

Quick Tip

Don't underestimate the power of NOT. Probably the least used and least understood modifier is NOT. A huge part of what you ARE looking for is what you are NOT looking for. NOT helps you pare down your search results by excluding those you know are not quality prospects or would not likely be interested.

Boolean Modifiers



AND (narrow your search)

If you would like to search for profiles that include two terms, you can separate those terms with the upper-case word AND. However, you don't have to use AND — if you enter two terms the search engine will assume there is an AND between them.

- sales AND director
- "sales director"
- "sales manager" AND "business to business"
- "lead generation"
- sales prospecting

OR (expand your search)

If you would like to broaden your search to find profiles that include one or more terms, you can separate those terms with the upper-case word OR. OR is most often used to search for alternate spellings or for terms that mean the same thing.

- "Sales Operations" OR "Sales Ops"
- "Vice President" OR VP OR "V.P." OR SVP OR EVP
- "account executive" OR "account exec" OR "account manager" OR "sales executive" OR "sales manager" OR "sales representative"

NOT (narrow your search)

If you would like to do a search but want to exclude a particular term, type that term with an upper-case NOT immediately before it. Your search results will exclude any profile containing that term.

- NOT director
- (Google OR Salesforce) NOT LinkedIn
- director NOT executive NOT VP NOT "Vice President"

Quotes (narrow your search)

If you would like to search for an exact phrase or terms that include punctuation, enclose the phrase in quotation marks. You can use these in addition to other modifiers.

- "sales manager"
- "account representative"
- "sales operations manager"

Parentheses

If you would like to do a complex search you can combine terms and modifiers.

- marketing AND (B2B OR B2C)
- advertising NOT (print OR "business to consumer")
- (VP OR "Vice President") AND "sales operations"