

CRM Sync for Sales Navigator: Dynamics Enablement Guide



SALES NAVIGATOR



The enablement of CRM Sync and write-back will take less than 10 minutes

This guide will walk you through the process of activating the CRM Sync, including write-back, between Sales Navigator and Microsoft Dynamics.

CRM Sync, including write-back, includes features available both from the desktop version of LinkedIn Sales Navigator and the Sales Navigator mobile app (iOS and Android).

CRM Sync for Sales Navigator

- Automatically imports Accounts, Leads, and Contacts into Sales Navigator associated with open Opportunities in your CRM
- Saves information you create in Sales Navigator directly in your CRM, including InMails, Messages, and Notes

Technical Requirements

- A Microsoft Administrator account on one of the following editions:
 - Microsoft Dynamics 2016 online (including 0.1 and update 1 releases), or Dynamics 365 (online only), running on version 8.2 or higher. Microsoft Dynamics 2016 on-premise is not supported.
 - *Recommendation: We highly recommend you use an Integration User, or generic name, for installation*
- Completed installation of the Sales Navigator for Dynamics widget/app, installed by a Dynamics Administrator (required for writing back activity to the CRM)
 - See our *LinkedIn Sales Navigator for Dynamics Installation Guide* [here](#) to learn more
- JavaScript enabled browser
- Sales Navigator Team or Sales Navigator Enterprise edition
- A Sales Navigator Administrator + Team Member Seat (Admin Only seats can configure the feature, but will not be able to verify full functionality)

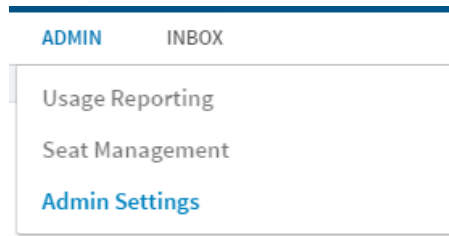
For further information on technical requirements, security, and additional details associated with the CRM sync, please see our *CRM Sync for Sales Navigator Technical Implementation and Security* guide [here](#).

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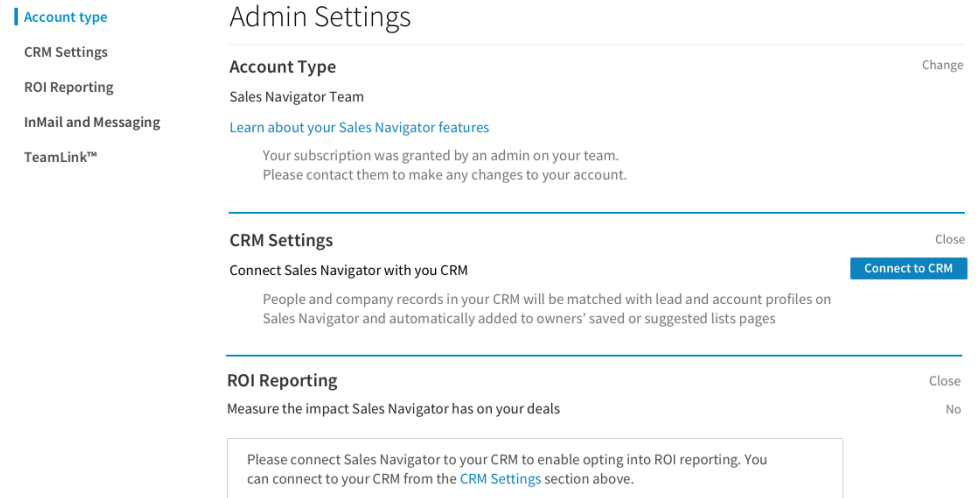
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Connect Sales Navigator with your CRM

1. Login to LinkedIn Sales Navigator
2. Select *Admin > Admin Settings*



3. Within Admin Settings, go to *CRM Settings*
4. Select *Connect to CRM*

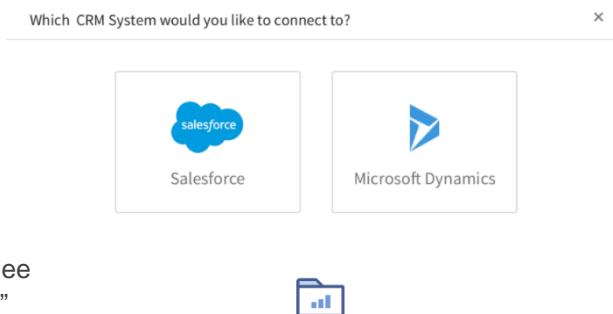
A screenshot of the LinkedIn Admin Settings page. On the left is a sidebar with 'Account type' selected, and sub-items: 'CRM Settings', 'ROI Reporting', 'InMail and Messaging', and 'TeamLink™'. The main content area is titled 'Admin Settings' and has three sections: 1. 'Account Type' with a 'Change' link and a note: 'Your subscription was granted by an admin on your team. Please contact them to make any changes to your account.' 2. 'CRM Settings' with a 'Connect to CRM' button and a note: 'People and company records in your CRM will be matched with lead and account profiles on Sales Navigator and automatically added to owners' saved or suggested lists pages'. 3. 'ROI Reporting' with a 'Close' link and a 'No' status, and a message box: 'Please connect Sales Navigator to your CRM to enable opting into ROI reporting. You can connect to your CRM from the CRM Settings section above.'

You will be required to have a Dynamics Admin authenticate access between your organization's CRM (Dynamics) and LinkedIn Sales Navigator.

When connecting, we highly recommend you use an Integration User, or generic user name, when you login as an Admin. Once notes, tags, InMails/Messages are transferred from Sales Navigator to your CRM (Dynamics), the "Admin" name will be listed as the individual who created the note, tag, etc.. The owner (Sales Navigator seat holder) is the individual who created the action, but we show the Admin as the creator.

If you choose not to use an Integration User, or generic user name, on initial setup, you can always un-sync and then re-sync with the Integration User as the Dynamics Admin.

5. Select your CRM to authenticate access



6. Input required authentication credentials
7. Once your authentication is successful, you will see the screen below. Select "Back to Settings Page"

Your Sales Navigator account is now connected to your CRM

✓ Success!

Back to Settings Page

If the sync is unsuccessful, you will see an error with details on the failure for your sync.


Errors that may be displayed and next steps:

- “Could not connect to CRM. Please try again later”.
 - Next step: There is a connection error with CRM. Please re-try later.
- “The CRM API reported an error. Please try again later”.
 - Next steps: Error with your API access, check with CRM system's uptime or your CRM representative.
- “Your CRM account does not have sufficient access privileges. Please check with your CRM administrator”.
 - Next steps: The individual attempting to enable the sync does not have required access privileges. Connect with your internal CRM administrator.
- “Could not read the required CRM objects from your org. Please refer to the security whitepaper by your LinkedIn Customer Success Manager”.

Sync status and disconnecting your sync. You will always be able to view the last date of sync and *Disconnect your CRM Sync* from *Admin Settings > CRM Settings*. You may purge all imported CRM data at any time by selecting *Disconnect CRM Sync* and *Yes, clean up all previously imported CRM data*.

If you select *View details* regarding the sync, you will see the following CRM Data Sync Statistics:

CRM Settings Close

 **Connected to Microsoft Dynamics** Disconnect CRM
Last synced on June 27, 2016 - [View details](#)

Auto sync all seat holders with your CRM? Yes

Accounts and Leads will not be automatically imported to Sales Navigator for all seat holders. You must enable CRM sync for specific users in Seat Management.

At which stage does your sales team consider an opportunity to enter your pipeline? 1 - Validation

Accounts and Leads that are assigned to your users in your CRM will be automatically imported to Sales Navigator for all Open Opportunities past your selected stage.

Leads will be suggested in Sales Navigator for the Leads assigned to your users in your CRM.

Where do you store the value for a won opportunity? AgencyFee_c

Indicating where you store the value of a won opportunity allow Sales Navigator to size and identify the profile of your largers deals and recommend other accounts that are similar.

CRM Data Sync Statistics - Last synced on June 27th, 2016 X

	Records from your CRM		
	Accounts	Contacts	Leads
Matched <small>Your CRM records are matched with existing people and companies on LinkedIn. A low match rate (yellow or red) may indicate data quality issues in your CRM.</small>	69 <small>71% matched</small>	319 <small>94% matched</small>	97 <small>88% matched</small>
Added to record owners' "Saved" lists <small>Accounts or contacts from your CRM are added to the assigned owner's "Saved Accounts" or "Saved Leads" lists, respectively.</small>	61	210	<i>n/a</i>
Added to record owners' "Suggested" lists <small>Leads from your CRM are added to the assigned owner's "Suggested Leads" list in Sales Navigator.</small>	<i>n/a</i>	<i>n/a</i>	66

For more information on CRM sync please visit the [Help Center](#)

Setting your Sales Navigator CRM Settings

Once you have successfully established a sync between your CRM and Sales Navigator, you will need to set your Sales Navigator CRM Settings for your organization.

The CRM Sync saves Sales Navigator seat holders' time by automatically importing the Accounts and Contacts associated with open Opportunities that are assigned to them in the CRM. Accounts and Contacts are automatically saved as Accounts and Leads in Sales Navigator. This enables Sales Navigator to automatically deliver updates to Sales Navigator seat holders on the most important people and companies.

Accounts and Leads are saved for all open Opportunities whose stage is greater than the stage chosen in Step 1b. This stage is set by the Admin for all Sales Navigator seat holders.

1. Under *CRM Settings*, complete the following:
 - a. Auto sync all seat holders with CRM? (Yes or No)
 - i. Note: *This is optional and we recommend keeping the defaults*
 - ii. If you select "No" or you want to make any individual sync changes, please visit your *Seat Management* page to manage sync by individual seat holder
 - b. At which stage does your sales team consider an opportunity to enter your pipeline? (Fields available will depend on your CRM settings)
 - c. Where do you store the value for a won opportunity? (Fields available will depend on your CRM settings)

The screenshot shows the 'CRM Settings' panel with a 'Close' button in the top right. It is connected to Microsoft Dynamics, with a 'Disconnect CRM' button. The first setting, 'Auto sync all seat holders with your CRM?', is set to 'Yes'. The second setting, 'At which stage does your sales team consider an opportunity to enter your pipeline?', is set to '1 - Validation'. The third setting, 'Where do you store the value for a won opportunity?', is set to 'AgencyFee_c'.

CRM Settings Close

Connected to Microsoft Dynamics
Last synced on June 27, 2016 - [View details](#) Disconnect CRM

Auto sync all seat holders with your CRM? Yes

Accounts and Leads will not be automatically imported to Sales Navigator for all seat holders. You must enable CRM sync for specific users in Seat Management.

At which stage does your sales team consider an opportunity to enter your pipeline? 1 - Validation

Accounts and Leads that are assigned to your users in your CRM will be automatically imported to Sales Navigator for all Open Opportunities past your selected stage.

Leads will be suggested in Sales Navigator for the Leads assigned to your users in your CRM.

Where do you store the value for a won opportunity? AgencyFee_c

Indicating where you store the value of a won opportunity allow Sales Navigator to size and identify the profile of your largers deals and recommend other accounts that are similar.

Congratulations!

You have enabled the sync from your CRM to Sales Navigator. We highly recommend you enable write-back from Sales Navigator to your CRM by following the steps in the next section.

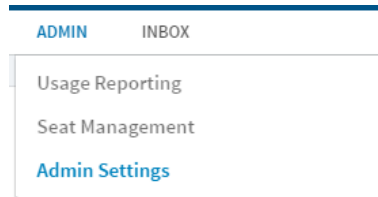
If you have additional questions or require assistance, you can reach LinkedIn Sales Solutions support at <https://www.linkedin.com/help/sales-navigator/ask>

Enabling write-back and testing the sync from Sales Navigator to your CRM

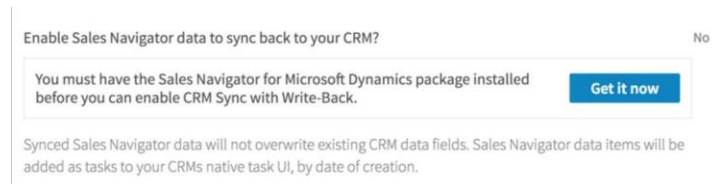
(highly recommended, but optional)

Write-back will allow you to save information you create in Sales Navigator, both from the desktop and mobile app, including InMails, Messages, and Notes, directly within your CRM. This will complete the two-way sync between Sales Navigator and CRM.

1. Select *Admin > Admin Settings*

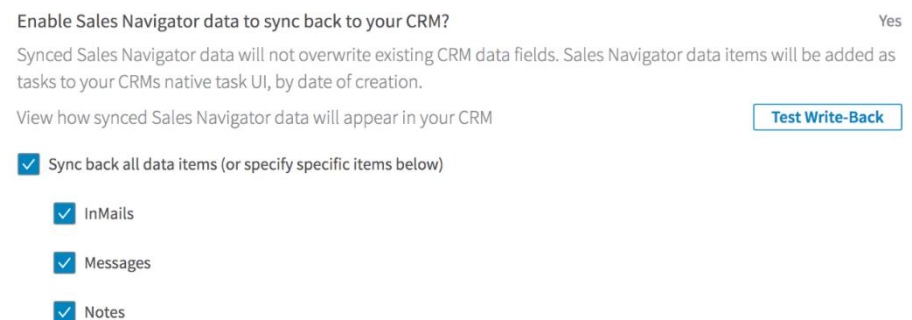


2. Within Admin Settings, go to *CRM Settings*



3. Select *Enable Sales Navigator to sync back data to your CRM?*
 - a. **If you have already installed the *LinkedIn Sales Navigator for Dynamics* widget, please proceed to Step 8**
 - b. To enable write back, you will need to install the *LinkedIn Sales Navigator for Dynamics* widget, available in the Microsoft AppSource (<https://appsource.microsoft.com>) or in the Sales Navigator Help Center (<https://www.linkedin.com/help/sales-navigator/answer/82207>)
 - c. For details on installing the Sales Navigator for Dynamics widget, please view our *LinkedIn Sales Navigator for Dynamics* guide available [here](#).
4. Select *Get it now* to be re-directed to the Microsoft AppSource
5. Complete installation of the *LinkedIn Sales Navigator for Dynamics* widget
6. Once installation has been successfully completed within Dynamics, please refresh your page in LinkedIn Sales Navigator
7. Repeat Steps 1 - 3
8. Select "Yes" to *Enable Sales Navigator to sync back data to your CRM?*

9. Test write-back by selecting *Test Write-Back*



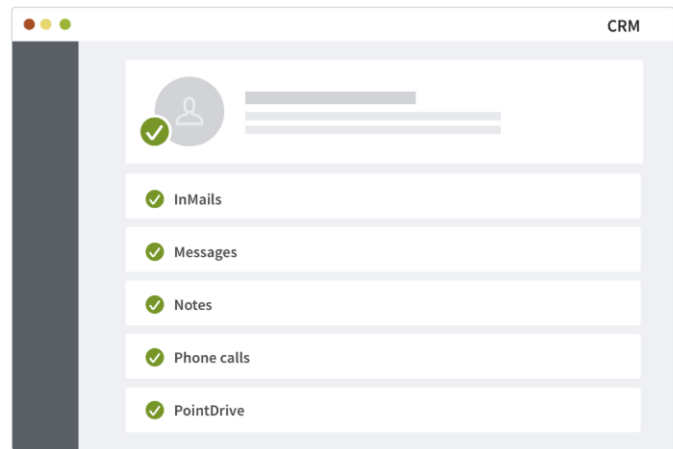
Sales Navigator will create a sample contact with activities in your CRM. You may view the sample record by selecting *View in CRM*.

Note: You will need to delete this record in your CRM to permanently remove it.

Recommendation: We recommend you share how information appears in this test with your Sales Navigator seat holders to assist them with building reports.

Image: PointDrive is coming soon.

Test how Sales Navigator data will be written back to your CRM.



Sales Navigator is writing back a sample Contact and associated set of Contact activities to your CRM. Click to view the sample record.

[View in CRM](#)

10. Select whether you would like to *Sync back all data items* (recommended) or choose the specific items to write back to Dynamics

Enable Sales Navigator data to sync back to your CRM?

Yes

- Sync back all data items (or specify specific items below)
- InMails
- Messages
- Notes

Congratulations!

You have enabled the write-back from Sales Navigator to your CRM!

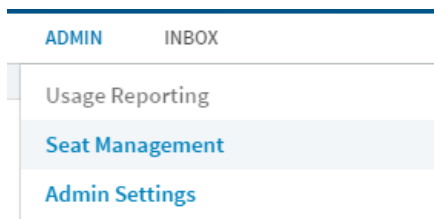
Seat management and individual sync preferences (optional)

Now that your sync between your CRM and Sales Navigator has been enabled, you can manage individual CRM sync setup for your team on the Seat Management page if you've selected *No* in the auto-sync setting for *CRM Settings*. Additionally, you are now able to bulk assign Sales Navigator seats directly from your CRM.

"In CRM" badge confirms that the CRM sync is successfully activated for an individual on your contract.



1. Select *Admin > Seat Management*



2. For individuals, you will be able to *Enable CRM Sync* or *Disable CRM Sync* by selecting *More* on the far right

The screenshot shows a CRM interface with two user profiles at the top. The first profile is for Sammy Carl, a Sales Professional at SolarSlash in the San Francisco Bay Area, who is active and joined on April 2, 2017. The second profile is for Susie Que, a Sales Associate at SolarSlash in the Bengaluru Area, India, who is pending and joined on November 2, 2016. An 'Edit' dropdown menu is open for the second profile, showing options: Grant admin access, Grant admin-only access, Enable CRM sync (highlighted), and Remove. Below the profiles is a 'Seat management for EZPay' section with a 'Manage CSV' link. The seat management section displays four statistics: Total seats (1,000), Available seats (346), Active seats (654), and Pending seats (41). There are buttons for 'Assign seats from CRM' and 'Assign seats by email'.

Add new Sales Navigator seat holders directly from your CRM. If you're wanting to add Sales Navigator seat holders using your CRM, Select *Assign seats from CRM* to assign individuals from your CRM. You may select individuals or use the bulk capabilities to update multiple seat holders at a time by selecting the checkbox on the top left of the individual seat holder listing. More details on assigning seats from your CRM can be found [here](#).

User experience: write-back experience for Sales Navigator seat holders

Write-back will allow Sales Navigator seat holders to save information they create in Sales Navigator, including InMails, Messages, and Notes, directly within your CRM. Seat holders will see *Copy to CRM*, *Copy message to CRM*, *Copy thread to CRM*, or similar in any area that allows them to sync information from Sales Navigator to your CRM.

Seat holders may choose to remove individual InMails, messages, or notes from the sync by un-checking the copy.

Image: InMail CRM sync including "Copy message to CRM"

The screenshot shows an InMail message window titled 'New InMail - Joshua Fowler'. The message content is: 'Improve ROI by using product X'. Below the subject is a green indicator with '498'. The message body starts with 'Hi Joshua,' followed by a paragraph of Lorem ipsum text. The sender is identified as Jack Tang with contact information: 732-832-6075 | jatang@linkedin.com. At the bottom of the message, there is a 'Send' button and a 'Copy message to CRM' checkbox which is checked. A 'Send' button is also visible at the bottom right of the interface.

Location of Sales Navigator information in your CRM. InMail, Messages, and Notes will appear within Activity History on the matched contact record within your CRM. If a person or company is not matched between Sales Navigator and your CRM, you will be able to find the Unassigned InMail or Message Task within the LinkedIn unresolved task report.

People and company matching issues between Sales Navigator and your CRM. If a match is not found between the LinkedIn member and your CRM, seat holders may be asked to manually create a record in your CRM to complete the sync.

For information on matching between your CRM and Sales Navigator, please visit [here](#).

Frequently Asked Questions

How does the ownership and creation of information between Sales Navigator and Dynamics operate?

All information that is sent from Sales Navigator to Dynamics will be listed as an Activity in Dynamics. The seat holder is always the owner of any information shared between Sales Navigator and Dynamics. However, the Admin who initiated the sync will be shown as the creator in all notes, tags, InMails/Messages. This is why we highly recommend using an Integration User as your Dynamics Admin.

How does reporting in Dynamics with write-back work?

If you are creating reports in Dynamics based on write-back, please keep in mind that the Admin will be listed for all information.

Where can I find more information on CRM Sync, including the widget (app), and the security or technical aspects of CRM Sync and write-back?

Please visit here: <https://www.linkedin.com/help/sales-navigator/answer/82207>

If you have additional questions or require assistance, you can reach LinkedIn Sales Solutions support at <https://www.linkedin.com/help/sales-navigator/ask>

