



Sales Navigator influenced 59% of net new business for Paycor



Location: Cincinnati, OH
No. of Employees: 2,000 | **Industry:** Software Development



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Chris Herter
Director of Sales Enablement and Training



Challenge

Streamlining sales efficiency and strategy

- Software developer Paycor empowers leaders in human capital management by providing comprehensive solutions focused on acquiring the right talent, enabling development, and ensuring seamless and compliant back-office operations.
- Traditional sales approaches were hindering the sales team’s ability to focus on high-value activities. The process of manually searching through company websites to gather information about prospects and making cold calls was time-consuming and monotonous.
- As Walid Nafatgy, Regional Sales Director, Paycor explains, “Prior to Sales Navigator, we had a lot of what I would call old-fashioned dialing and old-fashioned searching for data through company websites. It was not a very strategic approach.”
- The sales team knew they needed a solution that would enable them to integrate their various technologies for better data, more personalized connections, and a low-friction sales process.



Solution

LinkedIn Sales Navigator, powered by accurate data

- The accurate data and real-time updates powered by LinkedIn Sales Navigator were a game-changer for the Paycor team.
- Paycor’s team of over 500 sales reps operates in a hypercompetitive space. LinkedIn Sales Navigator equipped the sales talent with advanced search capabilities, allowing them to precisely target prospects based on specific criteria. This helped them tailor their approach, focusing on leads most likely to convert.
- “Our targeted buying committees are often very wide and very diverse, since Paycor software is used broadly across organizations, such as in sales, HR, finance, and more,” explains Chris Herter, Director of Sales Enablement and Training.
- With Sales Navigator, the Paycor team was able to access real-time data into a broader number of buying committee members. This information laid the groundwork for a more strategic and data-driven sales approach. Herter continues, “Because we have that line of sight into the buying committee, we’re able to engage with those additional members sooner and prevent deals from stalling out.”



Results

Closing larger deals, faster

- The Paycor sales team saved valuable time by using Sales Navigator to automate routine administrative tasks. The team was now able to concentrate on meaningful activities like personalized client engagement, ultimately adding more value to their interactions.
- The efficiencies gained and results realized from using LinkedIn Sales Navigator led Paycor to onboard their entire major market sales team and develop a cohesive strategy from training through implementation.
- The Paycor sales team was able to allocate more time to strategic selling activities. They now increasingly dedicate their efforts to building relationships and closing deals rather than spending excessive time on lead research.
- Sales Navigator's automated lead recommendations significantly reduced the time previously spent on manual lead research for the sales team at Paycor. It ensured a consistent flow of promising prospects without the need for exhaustive manual searches.

59%

of net new business in the last two years was influenced by Sales Navigator.

88%

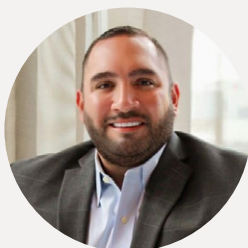
of open opportunities in pipeline were influenced by Sales Navigator

Easy integration of best-in-class technologies

- Sales Navigator seamlessly integrated with Paycor's existing tools and Salesforce CRM system.
- This integration allowed for a streamlined flow of information, leading to an efficient sales ecosystem with enhanced productivity and collaboration. Herter shares, "The characteristics we feed into Sales Navigator, when matched with our Salesforce CRM data, help us identify decision makers with a higher propensity to buy."
- Nafatgy continues, "Pairing a best-in-class tool, Sales Navigator, with another best-in-class tool, Salesforce, creates a crucial ecosystem for sales members."
- Top sellers at Paycor who actively utilized Sales Navigator had a deeper understanding of their prospects. They could access comprehensive profiles, helping them tailor their pitches and communication to align with the prospect's specific needs and pain points.

Strategic engagement with the right prospects

- Sales Navigator empowered the Paycor team to establish and nurture genuine relationships with potential clients. As Nafatgy explains, "using Sales Navigator to frame your messaging to make connections and approach prospects is essential."
- The team could leverage the platform to stay updated on prospects' activities and engage in more personalized and informed conversations, enabling them to focus their efforts on warmer leads likely to convert, resulting in a higher success rate in closing deals and by shortening the sales cycle and increasing ROI.
- "I believe that we're finding and building more of that middle funnel pipeline by utilizing Sales Navigator," explains Herter. "We're able to really distill who we're calling and look for higher quality leads."
- Using Sales Navigator to track organizational growth and job turnover enables the sales team to tailor their conversations to the customer's individual needs. "Sales Navigator gives us data into variables like specific growth in a department, changes in the executive staff, behaviors that indicate intent to buy. Knowing those details gives us the foresight to approach those buyers with a message that their digital behavior suggests they'd be interested in."



"Every time I have sold a deal, LinkedIn played a role – it is embedded in our process."

Walid Nafatgy
Regional Sales Director, Paycor