

An end-to-end sales transformation journey



Location: Bangalore, India | **No. of Employees:** 10,000+
Industry: IT Services & IT Consulting



“With a firm foundation of social selling, we were able to quickly accelerate our sales transformation programme when the pandemic hit. We expanded the use of sales intelligence tools like LinkedIn Sales Navigator, which led to \$370 million in sales pipeline for us. That’s a 1,000x return on investment.”

Srividhya V.S.
Global Head, Sales Effectiveness & Enablement, Infosys



Challenge

Staying ahead of a changing world

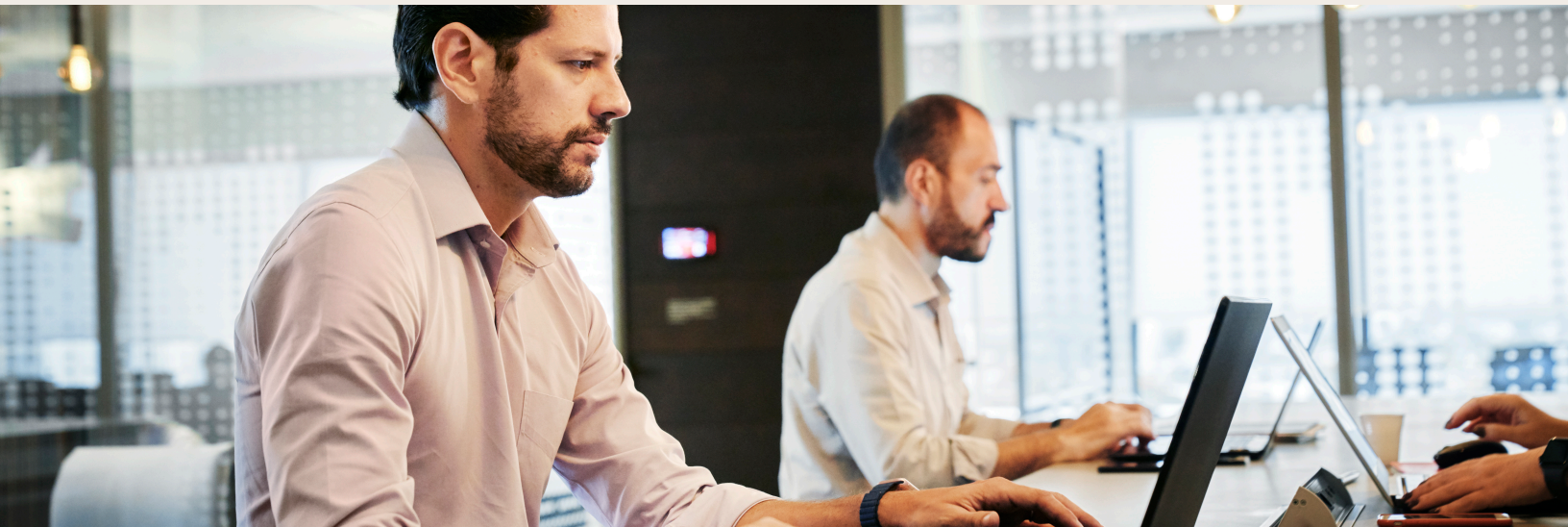
- As a global leader in next-generation digital services and consulting, Infosys enables clients in more than 50 countries to navigate digital transformation, using over three decades of experience in managing the systems and workings of global enterprises to expertly steer them through their digital journey.
- Recognising that digitalisation would eventually reshape B2B sales, in 2016, Infosys became one of the first few companies globally to launch LinkedIn Sales Navigator on a large scale.
- This forward-looking decision marked the start of an organisation-wide, end-to-end sales transformation for the brand.
- It also enabled Infosys to position itself for the future — long before the world of hybrid selling arrived.



Solution

Embarking on a social selling journey

- In 2016, Infosys launched LinkedIn Sales Navigator on a large scale. With support from the LinkedIn Sales Solutions team, it was able to successfully implement the sales intelligence tool and train its global sales teams in social selling.
- While Infosys quickly saw results with LinkedIn Sales Navigator, its sales transformation journey was just beginning. In 2019, it tightened sales and marketing alignment with a view of reducing cost per lead and increase lead conversion.
- In 2021, it introduced a LinkedIn profile card embedded into the Microsoft Outlook profile of its global sales teams. And, in 2022, it completed a migration to Microsoft Dynamics including full integration with LinkedIn Sales Navigator.
- This growth mindset and the incremental improvements put in place over the years enabled Infosys to respond quickly to the disruptions created by the COVID-19 pandemic.



“In an ever-evolving hybrid work culture, cultivating data-driven digital selling skills has become imperative for me and my team. Whether we are meeting face-to-face or on-screen, customers today expect more from their sellers. To have a meaningful conversation with them, we need to be clued into what’s happening in their organisations, what their top-of-mind issues are, where the industry is headed, and more. To do this effectively and at scale, we use the power of real-time data that is proprietary to LinkedIn. It helps us better understand our customers’ reality, which in turn, enhances our ability to solve their problems.”



Nageswar Cherukupalli

Senior Vice President & Sales Head (Financial Services and Insurance), Infosys

“I started at Infosys in the middle of the pandemic, so right off the bat, I had to be ready to sell virtually. Infosys equipped all new business hunters like me with modern selling tools like LinkedIn Sales Navigator to make sure we were fully supported. The company integrated CRM through Microsoft Dynamics, effectively enabling us to engage buyers the way they wanted to be engaged.”



Karolina Gujska
Senior Client Success Partner, Infosys



Results

Leveraging intelligent insights

- From the get-go, Infosys discovered that LinkedIn Sales Navigator added many dimensions to the sales enablement journey, including providing deeper account insights and relationship intelligence.
- Drawing from LinkedIn’s reliable and real-time data, Infosys’s global sales team and sales support team use LinkedIn Sales Navigator to search for new accounts and leads, connect with existing customers, and conduct research around each account’s key interest areas, potential painpoints and more.
- “At the prospecting stage, for example, Sales Navigator enables us to better support our sales team by providing them aid in relevant and specific searches for new leads and accounts. Leveraging TeamLinks is also a great way to connect. A warm introduction to prospects gives more depth to the introduction and increases the chances of a positive response from the lead,” said Srividhya V.S., Global Head, Sales Effectiveness & Enablement at Infosys.
- Now that LinkedIn Sales Navigator is fully integrated with Infosys’s CRM system, such data and insights, including customer conversations and decision-maker movements, automatically flow into a centralised view of the customer — a powerful enabler for sales reps.

