



**COMUNYCARSE**

*Fiabilidad y Confianza en Integraciones*

*“Beyond the technical tools that it gives us and the leads that it generates, LinkedIn’s Sales Solution has had a big positive impact on morale at our organisation. People are a lot more active, lively and motivated – and that’s a benefit you really shouldn’t ignore.”*

Victor Magarino Penalba  
Sales & Marketing Director, Comunycarse

The Spanish IT solutions provider is building a new sales and marketing culture around social selling, transforming conversion rates for its core divisions and spearheading expansion into new areas.

## Results

- LinkedIn’s Sales Solutions has increased conversion rates by 20% for Comunycarse’s core enterprise content management and IP businesses
- Using LinkedIn as the spearhead for the company’s business intelligence offer is generating 2 to 3 strong leads every week
- LinkedIn’s Sales Solutions has facilitated a new way of working and it’s had a big, positive impact on morale

## The sales challenge

Comunycarse is already an established player in Spain’s enterprise content management and IP communications sectors. Now Comunycarse has co-developed a pioneering new technology and is taking its business to new areas. It is high value and highly disruptive, with a long consideration period, so to take advantage Comunycarse needed a sales solution that could connect it to new types of decision maker and form a relationship with the customer.

Sales & Marketing Director Victor Magarino knew that Comunycarse’s existing telemarketing operation would struggle to meet the challenge. The company’s traditional strategy of buying in databases and repeated cold-calling was causing frustrations amongst both marketers and sales teams, with keeping contacts updated a challenge in itself. The business needed a new approach that could re-focus its efforts around quality leads, lead the launch of the new video business intelligence technology and improve conversion rates for its more established businesses.

## LinkedIn Sales Solutions

An initial demonstration convinced Victor that LinkedIn Sales Solutions could provide the new approach he was looking for: a real-time tool for connecting to relevant decision-makers in new types of businesses, and a platform to enable sales and marketing teams to work more effectively together.

### The ultimate real-time database

"I'm not a fan of buying databases because they become obsolete so quickly," says Victor. "But a live tool like LinkedIn tells you the truth in real-time. It's allowed us to completely refresh our approach to CRM, and it's been invaluable for finding the contacts we need to sell video business intelligence solutions."

Advanced search has played a key role enabling the marketing team to identify relevant contacts in retail organisations such as Carrefour, Zara, Auchan and IKEA who had no previous contact with Comunycarse. "Many of these people had no idea we existed before and now we're in touch with them thanks to LinkedIn," says Victor.

### Connecting sales and marketing teams

"Prior to bringing in LinkedIn's Sales Solutions, the different elements of our business were working very separately," says Victor. "And there was quite a lot of frustration between sales and marketing as to why our activity wasn't generating quality leads. Now we've been able to bring everyone together; we've built multi-functional teams around LinkedIn, sharing one another's connections. Because everyone is able to use the tool it's facilitated a new way of working – and it's had a big, positive impact on morale."

### Driving response through a personalised approach

By sharing one another's contacts through TeamLink, marketing and sales have worked together to generate warm introductions. And by crafting personalised approaches using InMail they've been able to transform response rates. "I'm loving InMail," says Victor. "When you personalise and customise your message you get an excellent response. It's all about reaching the right person with the right one-to-one message."

### Incentivising quality over quantity

The LinkedIn Solution has enabled Comunycarse to redesign its incentive system around quality of leads rather than quantity. The business now rewards its sales teams for the number of relevant, qualified connections they establish, and the number of meetings they are able to book with senior decision-makers at relevant organisations. "Every week we're closing 2 or 3 of these VIP meetings," says Victor. "We simply couldn't have done this without LinkedIn. We've given our people a way to navigate organisations and identify the most relevant contacts, and now we're incentivising them to use LinkedIn's corporate solution in the right way."

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**Victor Magarino Penalba**  
Sales & Marketing Director  
Comunycarse

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