



“Just five minutes into the Sales Navigator demonstration we realised that it was something we couldn’t do without”.

Matt Beck
Sr. Manager, Business Development AsiaPac,
Epicor Software Corporation

LinkedIn Sales Solutions is helping the global software provider to improve awareness, negotiate complex buying committees, and replace cold calls with warm, qualified leads.

Objectives:

- Generate high quality leads in APAC
- Identify the details of individuals rather than just companies

Solution:

- Implement Sales Navigator across the entire South East Asia team
- Send InMails and make direct contact with identified prospects

Why use LinkedIn?

- Comprehensive access to APAC professionals
- Highly accurate and current contact details
- Insightful overview of company and staff structure

Results:

- Greater access to companies with 500-1000 employees
- Enhanced credibility during sales communications
- Dramatic growth in networking with additional access to 3rd connections

Epicor creates industry-specific ERP software solutions to enable companies across the globe to increase their efficiency and improve performance. Epicor has 20,000 customers in over 150 countries but as Epicor further penetrated their emerging market, the Asia Pacific region, they found the need for a new source of lead generation. Some databases and lists worked well for Epicor in the United States but not on a worldwide scale. The heads of Epicor’s marketing and business development were looking for a lead generation tool that was highly accurate and up-to-date in APAC and they found it in LinkedIn’s Sales Navigator.

Nothing Compares to Sales Navigator

The Senior Manager for Business Development AsiaPac at Epicor, Matt Beck, was familiar with sourcing contacts using sources such as Dun and Bradstreet but found that these sources weren't effective in APAC. Beck says, "We weren't able to find up-to-date and current contact information. We needed something accurate and with more information on people's job titles. Sales Navigator was the only tool I could find that can be used APAC wide. There were no direct competitors". For Beck and his team, finding out a person's function and level within the company has proved to be a valuable sales tool. He adds, "Even when people change roles they can update their own profiles so LinkedIn has far superior contact information".

"In one case an executive from a large Australian enterprise phoned us back within minutes of receiving our InMail".

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Navigating in Real Time During the Call

The team at Epicor have found that they can easily use Sales Navigator not only to research before the call but also during the call. On one occasion Beck recalls, "The business development rep was having a hard time getting through but they were quickly able to find the name of the company controller, reference that person during the call, add to their credibility and be put through to the right person". During another call, a rep noticed that some of the previous contacts at a company all had new roles which paved the way for a compelling pitch about the benefits for such a company of having Epicor ERP software. Beck adds, "Having real time access to Sales Navigator allows for many more productive and successful calls".

Engaging the Right People in the Right Place at the Right Time

Sales Navigator provides the business development team at Epicor with more insight than they've ever had and the extra information is proving to be beneficial. "Finding the right people to talk to is by far the most important part of prospecting. If we know a company's national headquarters are in Brisbane, we'll contact their office in Brisbane to speak specifically with their decision-makers". Beck explains that even with all the research that was done before a call, sometimes they would ask for people who weren't there. He says, "It belittled our credibility". Beck continues, "We want to find out who's in Finance, HR, IT, Sales and other specific departments so that we can provide a complete business solution". He adds, "We no longer miss out on opportunities from engaging just part of a company or only one person, we can now take a holistic approach".

To learn more please visit sales.linkedin.com to find out how you can reach your target prospects on LinkedIn