



Reis, Inc. is the nation's most trusted provider of impartial commercial real estate performance information and analysis at the metro, submarket and property level.

Reis Tracks and Scales Social Selling with Sales Navigator

Challenge:

Reis wanted to maximize the effectiveness of their inside sales team by leveraging LinkedIn's vast network.

Solution:

Sales Navigator empowers Reis' sales team by giving them the greatest access to LinkedIn's network.

Results:

- Within the first three months of subscribing to Sales Navigator, one rep closed a deal that covered 100% of monthly quota; with the entire team reporting sales attributed to LinkedIn or enhanced by LinkedIn.
- Usage Reporting data is shared amongst the sales team, letting reps measure their usage against their teammates' and encouraging them to adopt the practices of high performers.
- Investing in a premium sales tool shows reps that Reis is committed to their success and motivates them to perform at a higher level.



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*“LinkedIn Sales Navigator has
the best ROI of any lead
generation tool we are using.”*

–Dana Stetson, VP of New Business Sales, Reis, Inc.