

The SAVO Group Case Study

Productive pipeline growth
with LinkedIn Sales Navigator



“LinkedIn Sales Navigator has enabled our sales organization to conduct prospecting faster and more precisely. It allows us to execute more effectively throughout our sales process. The net result is a higher quality pipeline, which helps us capture a greater share of our marketplace.”

Eric Marcy, Director, Sales Development and Performance, The SAVO Group

Better data and insights on key sales prospects

The SAVO Group, based in Chicago, has been on an active growth path as its 30-person sales team works to bring its sales enablement solutions to a wider range of customers. “Our strategy was to take the organization to the next level, so we placed emphasis on new customer growth,” explains Eric Marcy, Director, Sales Development and Performance for The SAVO Group. “However, the challenge was finding the right people to approach at our target companies – information that is not easy to come by.”

To research key decision makers at their target prospects – for instance, identifying titles and organizational structure – Marcy and the sales team used online data mining tools. “They have their benefits, but they are often inaccurate,” Marcy says. “They’re usually out of date – many sales and marketing leaders hold their jobs for an average of 18 months, so the information we’re gathering can’t keep current with their job changes.”

Challenge

- Aggressively grow new customer business
- Find accurate information about prospects and target organizations
- Craft sales campaigns using deeper intelligence
- Shorten sales cycles

Solution

- TeamLink
- Advanced Search

Why LinkedIn?

- Smarter, deeper social selling
- Current data and deeper insights on prospects
- Advanced Search helps identify prospects more quickly
- TeamLink expands power of sales team connections

Results

- \$1 million in net new revenue over 18 months
- Increased level of engagement with VPs – from 20% to 50%
- More qualified leads in the pipeline
- Faster sales cycles
- Rapid adoption by sales team, quickly became a daily-use solution

Marcy and his team also realized that the data mining tools lacked rich background about prospects – information that could help open doors to conversations, or allow salespeople to identify some commonality with their targets. “We needed to find these peoples’ interests, both professional and personal,” explains Marcy. “Gaining deep knowledge on prospects, and crafting your pitch around this knowledge, is how you bring these targets into the sales pipeline.”

Rapid adoption of LinkedIn Sales Navigator

Nearly everyone on The SAVO Group sales team was already using LinkedIn to gather information about prospects.

When LinkedIn Sales Navigator was launched, Marcy and his colleagues took a good look at the tools it offered for social selling. LinkedIn Sales Navigator helps sales professionals find, qualify and engage new opportunities by leveraging the power of the world's largest professional network. Marcy and his colleagues decided to upgrade to a sales department-wide LinkedIn Sales Navigator membership.

“The rollout experience was very smooth, and the integration with our Salesforce implementation was easy,” Marcy says. “LinkedIn conducted training for our team at the time of the rollout to help with adoption and engagement.”

Adoption of LinkedIn Sales Navigator was rapid. “We knew people would quickly leverage these tools,” Marcy says. “Once our reps became familiar with it, they began to leave it open all day on their desktops.”

Stronger social selling

LinkedIn Sales Navigator’s advanced search capabilities, which allow for detailed searches by geography and job title, are the most useful tools for The SAVO Group sales team, says Marcy. “We can study the organization and map it, and increase the number of prospects we approach, including people across product marketing, sales and operations,” Marcy explains. “We can also take the opportunity to study new contacts before we make initial calls and set up meetings. This kind of preparation boosts our chances of success. It’s the best tool in our sales organization for prospecting.”

The ability to gather information about prospects now plays a key role in the sales team’s social selling approach. “We’ve crafted emails at the beginning of the college football season, referencing the schools that people have attended, as a way to get their attention,” Marcy says.

While garnering attention with insights like education is important, building relationships is also critical for the SAVO Group. LinkedIn Sales Navigator’s TeamLink feature, which shows connections to key profiles, has helped the SAVO Group strengthen relationships with prospects.

TeamLink, LinkedIn Sales Navigator’s feature that shows people when someone in the sales organization has connections to key profiles, has also been an advantage to SAVO Group’s campaign to strengthen relationships with prospects. “Every day, we can reach out to other team members to find new connections,” Marcy explains. “This lowers the cost of entry to converting prospects to customers. And everyone on our team appreciates the ability to share their connections – they feel good about contributing to overall sales goals.”

Because LinkedIn Sales Navigator has helped The SAVO Group speed up the sales process, it’s having a positive impact on revenue. “We can quickly create more productive conversations, find key stakeholders faster, and qualify them more quickly,” Marcy says. “In the past 18 months alone, we’ve generated \$1 million in new revenue – and LinkedIn Sales Navigator has been instrumental in driving that increase.”

“LinkedIn Sales Navigator has enabled our sales organization to conduct prospecting faster and more precisely,” Marcy adds. “It allows us to execute more effectively throughout our sales process. The net result is a higher quality pipeline, which helps us capture a greater share of our marketplace.”

To learn more please visit <http://sales.linkedin.com> or www.slideshare.net/linkedin-sales-solutions



SAVO is the industry's leading provider of Sales Enablement solutions. SAVO's on-demand application combines proven sales and marketing best practices to address all aspects of the Sales Enablement challenge--spanning people, process, content, and technology.

The SAVO Group: Growing the Pipeline with Sales Navigator

Challenge:

Needed to find the right people to approach at target companies

Solution:

Sales Navigator has allowed SAVO to generate new leads quickly and efficiently by giving the sales team faster access to ideal customer profiles

Results:

- Since using Sales Navigator, SAVO has seen net new revenue of \$1m over 18 months.
- TeamLink helps the sales team share connections and benefit from existing relationships.
- Advanced searches help team members gather intelligence on prospects and create more targeted and relevant pitches.



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“Leveraging LinkedIn Sales Navigator has enabled our sales organization to gain access to our ideal customer profiles faster and more precisely. The net result is more quality leads in the pipeline, which helps us capture a greater share of the market.”

- Eric Marcy, VP, Marketing Operations & Business Development, SAVO