

Greenhouse scales their global growth with Sales Navigator and Sales Insights



greenhouse

Location: New York, NY | No. of Employees: 800+
Industry: Software development



“I would tell any sales leader that Sales Navigator is a table-stakes tool that you need to have because it serves multiple functions within the SDR process that a lot of tools just don’t touch.”

Mariah Donnelly
Director of Sales Development, Greenhouse



Challenge

Finding solutions that scale

- New York-based software developer Greenhouse delivers HR and hiring solutions to help top companies worldwide attract the best talent.
- Between 2012 and 2022, Greenhouse underwent several significant growth stages, taking them from a small startup to their current standing as a global industry leader.
- As Greenhouse began to expand their Enterprise and European markets, the Sales Development team faced one of the best challenges in business: finding scalable solutions that keep pace with rapid growth.
- Mariah Donnelly, Director of Sales Development at Greenhouse, wanted a solution that would increase efficiency. “Previously, some of the most difficult parts of our prospecting process were determining if an account was already in the system or owned by anyone.”



Solution

Leveraging the CRM Integration with Sales Navigator and Sales Insights

- By integrating LinkedIn Sales Solutions with their CRM, Greenhouse now has current and reliable data to share across the organization and to make their sales teams more efficient.
- Mo Moran, VP of Sales Development at Greenhouse, says it is hard to imagine life without both Sales Navigator and Sales Insights. Moran explains, “We increase our odds for success because we’re bringing into the light and into books of business current and accurate data that we’re able to share to our CRM. Sales Insights helps us uncover great accounts in our account universe that otherwise would have been passed over due to inaccurate or missing data.”
- Donnelly offers additional insight into how the integration better enables sales processes. “The CRM integration resolved the issues of duplicate accounts in our system. We can now see, immediately and with high accuracy, if an account is in the system and owned by anyone. It saves a significant amount of time, and has changed the game on prospecting.”



Results

Global data for a global marketplace

- Greenhouse leverages Sales Navigator and Sales Insights to identify customer profiles and target accounts in markets that had previously been difficult to reach.
- Donnelly explains how her team uses Sales Insights to find companies that are growing. “If a company is not growing, nor hiring, then it’s very hard to sell our product to these companies. Being able to look at companies’ growth a few different ways on LinkedIn has been super powerful.”
- Moran agrees: “As you’re figuring out which accounts to focus on and which individuals within those accounts to focus on, being able to filter accounts by buyer intent is key.”
- The SDR team at Greenhouse values the scalability of LinkedIn sales tools. “As Sales Development leaders,” explains Donnelly, “we’ve had an SDR team as big as fifty, as small as ten, and anywhere in between. We always have to ask ourselves, ‘Do we have the right tech in place to support our team growth?’ I would tell any sales leader that this is a table-stakes tool you need to have, because it serves multiple functions within the SDR process that many tools just don’t touch.”

88%

of revenue generated influenced by Sales Navigator.

39%

larger on average deals closed with Sales Navigator.

20%

higher win rate with Sales Navigator.





A single source of truth

- “I think about all the different tools we use that are integrated with LinkedIn,” reflects Donnelly, “and it speaks volumes to the value that LinkedIn brings and the multitude of areas it touches in the sales process. For us, it’s a source of truth for data such as headcount and company headquarters.”
- The insights gained have helped Greenhouse maintain customer relationships, says Moran. “Once we identify the right accounts, we can dig deeper to gain insight into things like tenure within a seat, promotions within or movement to a company, and following folks that move between customer companies or previous pipelines. It really helps us to prioritize contacts within our target personas.”

Understanding buyer intent

- Having both LinkedIn Sales Insights and Sales Navigator working together has made all the difference in determining buyer intent.
- “Sales Insights helps us identify the accounts within our addressable market that we want to strategically focus on,” says Moran. “Once we identify the right accounts and pull data from within those accounts, Sales Navigator takes over. Our teams are then able to leverage Sales Navigator to prioritize their accounts.”
- These tools enable Greenhouse to adapt to changes in buyer behavior. “We’re already seeing that modern buyers are coming to sales interactions with more information year over year. LinkedIn Sales tools help us understand what resources companies and individuals are interacting with, and if and when they are researching our company or solutions like ours. Without being able to recognize those types of signals, you’re going to leave revenue on the table.”



“LinkedIn Sales Navigator help us understand what resources companies and individuals are interacting with, and if and when they are researching our company or solutions like ours. Without being able to recognize those types of signals, you’re going to leave revenue on the table.”

Mo Moran
VP of Sales Development, Greenhouse