

Sales Navigator Shortens Sales Cycle & Opens Doors to New Leads

Challenge:

Sales team needed new, high-quality lead sources to increase pipeline and shorten a lengthy sales cycle.

Solution:

Sales Navigator opens up a new prospect pool and makes it easy to get straight to the right contact.

Results:

- With Lead Builder, reps have discovered great target accounts that they never had access to through traditional lead lists.
- When leveraging teammates' connections to set up a meeting, the average success rate is at least 80%--3-4x higher than without Sales Navigator.
- Reps use TeamLink to get warm introductions to valuable contacts, shortening the sales process and increasing the likelihood of getting in the door.



FIRST BUSINESS FINANCIAL SERVICES®

First Business focuses exclusively on the specific needs of businesses, key executives, and high net worth individuals seeking a higher level of financial service and expertise.

“I called on companies for 2 years without getting a meeting, and within 3 months of using Sales Navigator, I was able to get in the door.”

“We haven’t found a better source for getting to the proper contact as quickly as we can with LinkedIn Sales Navigator.”

–Lynn Sigfred, Vice President, First Business Bank