



The World's largest independent IT training company. Over 30 years, New Horizons has provided more than 30 million students with industry-leading technical training that delivers the most relevant and intuitive computer courses and certifications.

Sales Navigator Builds Pipeline Through Increased Lead Flow and Insights to Use When Reaching Out

Challenge:

The sales team was not leveraging social media to find prospects and drive business.

Solution:

Sales Navigator provides them with the tool they need to build their social media presence, find leads, shorten the sales cycle, and ultimately drive more business.

Results:

- Pipeline has increased significantly and these increases follow the same trend line as LinkedIn searches across the sales team.
- The raw number of contacts has increased significantly leading to a higher number of opportunities and closed business.
- One rep closed a \$25k deal within 5 days after approaching a prospect via in-mail.
- Usage reporting provides valuable insights for executives to help set the sales strategy. Management realized that reps had been targeting prospects that are too senior.



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“We’ve coined the term Social Hour where reps spend from 4pm to 5pm every day identifying 10 leads on LinkedIn, spending 3 minutes on each profile to learn about the person and then reaching out. The results have been more pipeline than we’ve ever seen before.”

Tynan Fischer, COO New Horizons