



*“Sales Navigator does exactly what it says.
If you don’t have it in your resource toolbox
you are missing out on valuable leads”*

Duncan Ellis
National Corporate Sales Manager,
Weight Watchers Australasia

LinkedIn Sales Solutions enables the world’s leading weight loss company to reach beyond their traditional customers and successfully engage decision-makers in a new market segment.

Objectives:

- Successfully transition from a heavy reliance on referrals to active lead generations
- Provide account managers with the tools to become Corporate Business Managers
- Increase corporate sales

Solution:

- Provide Corporate Business Managers with greater sales opportunities
- Speed up and enhance the lead pipeline
- Target decision-makers with warm introductions

Why use LinkedIn?

- Navigate directly to decision makers
- Find up-to-date and noteworthy contact details
- Generate new leads with an inexpensive approach

Results:

- Achieved a 100% ROI within one month
- Tripled the database of leads in the first 6 months
- Response rate significantly increased to 20% along with an increased conversion rate

Weight Watchers is the world’s leading weight loss organisation, helping millions of people to lose weight over the past 50 years. Weight Watchers is traditionally a B2C company but in the last year the brand has increased its local focus on its At Work corporate program which provides people with the convenience of taking part in the clinically-proven program in the workplace. The National Corporate Sales Manager at Weight Watchers Australasia, Duncan Ellis, explains, “We had previously relied to a large extent on organic growth to drive corporate sales but we needed a more proactive approach.”

Turns Cold Calls into Warm Introductions

As a salesperson, Duncan has been an advocate of LinkedIn since it began but he wasn't aware of LinkedIn's Sales Navigator. Duncan explains, "We needed help and advice on building a database of decision makers and were looking for new ways to move the business forward. LinkedIn gave our Corporate Business Managers the opportunity to have high level conversations direct with decision makers which was a huge factor in building quality leads and an improved conversation rate." Duncan is delighted with the results and adds, "My team absolutely loves it because cold calling can be difficult and LinkedIn provided the perfect transition and quick wins."

"Sales Navigator paid for itself within a month. It was a no-brainer."

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Tailored Training

Incorporating a new business tool into an organisation requires training but LinkedIn worked with Duncan and the team at Weight Watchers to create a training program that was specific to their needs. Duncan explains, "There was in-depth training which I thought was excellent and it was tailored to what we required." The training was held at the Weight Watchers annual sales conference so that the greatest number of staff could benefit. LinkedIn continues to train the Weight Watchers team and Duncan says, "We've done some training with the best adopters and we are working with LinkedIn to develop the next level of training." Duncan adds, "We probably only use a quarter of its potential and there's still a lot more we want to do with it."

Immediate Results

For Weight Watchers, the benefits of using Sales Navigator were seen immediately. Weight Watchers has noticed a leap in response rates, now at 20%, and a much higher conversion rate from those responses. Duncan explains, "With Sales Navigator we are able to contact decision-makers at tier 1 companies where previously the team were often struggling to connect." Duncan believes LinkedIn Sales Navigator could be a useful tool for all sales managers and says, "It will dramatically increase your ability to research and convert decision maker leads." Sales Navigator was used to triple the qualified lead database quickly. Duncan says that Sales Navigator paid for itself within a month, adding, "Quite a few contracts have already come directly from LinkedIn, and we hope to see many more in the future."

To learn more please visit sales.linkedin.com to find out how you can reach your target prospects on LinkedIn