

PTC uses Sales Navigator to champion Social Selling



Location: Needham, MA

No. of Employees: 5,001 - 10,000

Industry: Computer Software



“It’s all about sharing those insights and proving we have domain knowledge and thought leadership in key areas. We’ve established great support channels to share content and build professional brands for our reps.”

Julian Lee

Sales Enablement Director, EMEA



Challenge

- PTC helps more than 28,000 customers worldwide achieve sustained product and service advantage. PTC's technology solutions transform the way products are created, operated and serviced across the entire product lifecycle.
- PTC's strategic sales reps desired to find a way to reach and influence key decision-makers at a range of target companies.
- “Thanks to the internet, buyers don't need sales reps at all until they are ready to contract – and that's very dangerous,” says Mark Tefakis, VP of Global Sales Enablement and Programs. “A lot of buying decisions are made far out in the process when buyers are self-sourcing the information they need to decide how they are going to solve a problem. We needed to get to them in advance of the key decisions already being made; a way to influence them before they are ready to pick up the phone.”



Solution

- As Julian Lee, Sales Enablement Director, EMEA, explains, many of PTC's sales reps were already making use of personal LinkedIn accounts on an ad-hoc basis, but the business needed a platform that could establish social selling standards across markets. “Within sales enablement, we're always looking for technologies that can drive effectiveness and efficiency in the field,” he says. “We needed a best-in-class platform to support the sales force in penetrating accounts, finding the right buyers and building relationships through content and insights. Rolling out Sales Navigator was the natural starting point for our social selling initiative.”



Results

- Mark, Julian and the sales enablement team deployed 501 licenses across PTC's global sales operations, using a regional sales enablement structure to support reps in getting the most from Sales Navigator.
- They enlisted high-profile sales executives such as regional VPs to help champion social selling and leverage their own LinkedIn network to facilitate warm introductions to new and existing customers. PTC distributed content on internal platforms for sales reps to share, and used LinkedIn's Social Selling Index (SSI) to highlight best practices, share success stories and tailor training to the point that different regions and reps had reached in the journey.
- "On a day-to-day basis, we're using social selling and Sales Navigator to get our marketing messages out there and build relationships," says Julian Lee. "We're getting valuable company and contact intelligence: who the right contacts are, and who they're connecting with. And we're able to engage people through InMail leveraging the insights we have to share."

- After just one year, this approach had already resulted in major gains:

\$4.5 million

in closed deals influenced or supported by LinkedIn

\$44 million

of additional, LinkedIn-supported deals in open pipeline

2000+

prospects reached and more than 260 meetings booked through Sales Navigator