

Softcat Builds Its Sales Tool Stack Centered Around LinkedIn Sales Navigator



Location: Marlow, Buckinghamshire, UK | No. of Employees: 1,681 | Industry: IT



“The customer is at the heart of everything Softcat does, so having a tool like LinkedIn Sales Navigator really enables us to build deeper relationships with our customers.”

Gareth Price,
Head of Corporate Sales - North, Softcat



Challenge

How to enable virtual selling

- When the pandemic accelerated the shift to virtual selling, IT infrastructure services company Softcat knew they needed to be more strategic about how they approached their customers.
- The shift to working from home was another factor that made this recommitment to the sales tool stack necessary. “It was really challenging for our salespeople to get a hold of customers remotely,” says Luke Herridge, Customer Insights Manager.
- Traditional routes for digital communication were suddenly saturated with everyone in the industry vying for attention. Herridge explains, “With the number of emails that are going into people’s inboxes, it was even more difficult to get noticed.”



Solution

A tool to increase productivity

- The suite of features and broad integration possibilities made LinkedIn Sales Navigator the right solution for Softcat. Gareth Price, Head of Corporate Sales at Softcat, explains how they built out their sales tool stack using Sales Navigator as a centralized hub: “When we’re considering new sales tools, we ask if they integrate with LinkedIn Sales Navigator. If they do, it’s a big check on the box and we carry on with the assessment.”
- The full Softcat sales tool stack is now seamlessly powered by Sales Navigator. “The tools we adopted complement each other really nicely,” explains Herridge. “When somebody is using one tool, they’re also utilizing Navigator.”



Results

A conversation starter

- Sales Navigator helps spark conversations that convert to sales. Herridge shares one standout example: “An account manager used LinkedIn Sales Navigator to find an account that wasn’t previously in our CRM system. He then used LinkedIn to identify the key contacts that he had to engage with, reached out to them via InMail, and started a conversation with those individuals. Through LinkedIn he kept the conversation going, set up some meetings, and that account is now a great customer of ours.”

95%

of sellers said that Sales Navigator has helped them find and connect with the right people

87%

of users said that Sales Navigator has helped them reduce the amount of time spent researching accounts



“For any B2B company out there, I couldn’t recommend Sales Navigator enough. Any sales person not using it is definitely missing out.”

Luke Herridge
Customer Insights Manager, Softcat

Virtual selling made simple

- The dashboard features in LinkedIn Sales Navigator make it an excellent launch point for Softcat’s sales activities. Herridge goes into more detail: “The dashboard offers the most up-to-date information,” Herridge says. “Every day you can log in to see what’s most relevant or what key accounts have done over the last 24 hours.”
- InMail helps sales teams garner attention without getting lost in the shuffle of a traditional inbox. Herridge explains, “Being able to actually have another avenue to engage with the customer directly is a significant advantage.” Price agrees: “The InMail piece is one of the best features. It integrates well into other existing sales tools and strategies.”
- Search functionality has also been a powerful feature to help teams pinpoint the right members of the buying committee at their target accounts. Herridge illustrates: “Over the first six months there have been an average of 730 searches per individual. This is an astonishing amount!”

Empowered sales team

- When sales teams are empowered to do their best work, they produce results. “We’ve always invested in our salespeople,” says Herridge. “At Softcat we’re focused on doing as much as we can for them to be successful, and rolling out our LinkedIn Sales Navigator program showed our sales team we are really invested in enabling their work.”
- Sales Navigator was quickly adopted by the Softcat sales team, and the usage stats speak for themselves. “300,000 profiles viewed, and 20,000 leads saved show that LinkedIn Sales Navigator is being used well and thoroughly, and our salespeople are integrating it into their role,” says Price.
- Herridge speaks to how the tool is embedded in the sales team’s practice, “People are using it. They understand what they’re using it for and promote those success stories to the wider audience. It has become a natural part of everyone’s day-to-day routine.”