

Zendesk Drives Enterprise Sales Success with Sales Navigator



zendesk Location: San Francisco, CA | No. of Employees: 5,860 | Industry: Software development



“LinkedIn Sales Navigator is our number one tool, and the best investment we’ve made in our sales team. It not only helps us prospect and look for new business, but it also helps our reps be the best prepared they can be when working with their clients.”

Marilee Bear

Senior Vice President, North America Enterprise Sales



Challenge

Enterprise sales interrupted

- San Francisco, CA-based software developer [Zendesk](#) provides customer experience solutions for businesses.
- When the pandemic hit, Zendesk had to make the change from selling in person to selling online. This tactic was a huge change for all sales teams. Anand Jameson, Senior Manager, Global GTM Enablement, discusses, “Our real challenge, was how do we, in a virtual selling environment, drive pipeline numbers and increase our ability to get out to different prospects and customers?”
- Marilee Bear, Senior Vice President, North America Enterprise Sales highlights the challenges facing Enterprise sellers. Her team was used to frequent travel and in-person meetings to ensure they were multi-threading at accounts and finding the right solution for their customers. “It takes a lot to deliver an enterprise sale,” explains Bear, “At the end of the day, it’s really about drawing parallels between the solutions Zendesk delivers and the business value the customer is looking to achieve.”



Solution

Sales enablement powered tech

- As Jameson was considering how to boost performance in the face of travel restrictions, he realized they already had access to the right tool – they just weren’t fully utilizing it. “We knew the value of LinkedIn, but we just weren’t capitalizing on it. And so this is where we had this great opportunity to train people to drive that usage.”
- The enablement professionals at Zendesk developed a support strategy for the sales team, to get them ready for virtual selling. “We really examined how to drive that change, how to train people, and how to get them excited about using this tool.”

6,500

new connections made in six weeks.



Results

Research that guides relevance

- When approaching Enterprise clients, Zendesk believes research is key. Jameson explains the challenges, “Enterprise selling is about working with the largest corporations in the world. With LinkedIn Sales Navigator we focused on: how do we drive this rigor around researching and understanding our accounts so deeply that we position ourselves as trusted advisors and far more relevant to our customers?”
- Jameson and the Enablement team used LinkedIn Sales Navigator to uncover the insights and data that would help them target their customer’s needs. “LinkedIn provides the only data set that allows us to understand the intricacies of a person’s professional career, their interests, their aspirations, to help us focus on what they care about at the end of the day.”
- “It’s so important to have a deep knowledge of the customer’s business and their challenges,” says Bear. “LinkedIn Sales Navigator helped us do a lot of research upfront so when we showed up for a meeting, we had a list of questions that were uniquely focused on the customer. It demonstrated to the customer that we’re there to meet their needs.”
- Jameson notes that the self-generated nature of data on LinkedIn means they’re getting insights that aren’t available anywhere else. “That is an amazing amount of information our team can use to understand what really matters to our customers.”



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Anand Jameson
Senior Manager, Global GTM Enablement

New connections, New bookings

- Bear was delighted by the Zendesk Enterprise Sales team’s response to their training. “One of the best metrics we saw was the satisfaction our reps had with this particular enablement program. 97% of them said it was a game changer for their everyday business. Once we got the team up to speed on how to use the tool, our metrics around lead development and qualified leads moving into our top of funnel changed dramatically.”
- Bear shares some outstanding results: “6500 new connections that we made via LinkedIn Sales Navigator netted out to 100 qualified meetings, which helped produce over 100K of MRR in that particular quarter.”
- Jameson credits the sweeping success with the value sales team members saw in the interaction they were having and the responses they were getting from their customers. “I heard from a few team members how they’d been previously trying to get in touch with a prospect to no avail, but the second they reached out via LinkedIn, that prospect re-engaged.”
- Bear continues: “Sales Navigator is our number one tool, and the best investment we’ve made in our sales team. It not only helps us prospect and look for new business, but it also helps our reps be the best prepared they can be when working with their clients.”

\$100K

in Monthly Recurring Revenue for the quarter.

97%

of the Enterprise Sales team said Sales Navigator positively impacted how they sell.

