



How Siemens Uses LinkedIn's Deep Sales Platform to Achieve a More Efficient Sales Cycle



SIEMENS

Location: Global | No. of Employees: 26,000
Industry: Industrial Software



“If you’re not already using Sales Navigator to drive your sales, you’re going to be behind everyone else.”

Jill Powers

Vice President of Sales within Consumer Products & Retail,
Siemens Digital Industries Software



Challenge

Establishing trust with a broad range of personas

- Siemens is a global technology company focused on industry, infrastructure, transport, and healthcare. Siemens Digital Industries Software is the leader in industrial software solutions that customers use to manage their innovation and product development and manufacturing processes end to end.
- As an early adopter of the virtual sales strategy, Siemens Digital Industries Software has been using LinkedIn to break ground with new customers and demonstrate thought leadership since 2014.
- With solutions that touch on everything from industrial automation to consumer products, Siemens has a plethora of personas to target, with refining outreach to C-suite-level users being a top priority across the board. “The sheer volume of roles and personas that we are targeting for various concerns is daunting,” shares Jill Powers, Vice President of Sales within Consumer Products & Retail at Siemens Digital Industries Software. Thus, Siemens searched for a solution to narrow in on their target audience.
- Finally, Siemens needed a way to create messaging that could target a global audience of both Enterprise (ENT) and Small to Medium Businesses (SMBs). As Jeff Nixon, Sales Programs Senior Manager at Siemens Digital Industries Software puts it, “We are a global company that has to sell globally as one effort.”



Solution

Data that supports a global sales infrastructure

- By integrating LinkedIn Sales Navigator with their Salesforce CRM, Siemens was able to ensure the integrity of data their sales teams used to connect with these high-level contacts. “I’m one of the sticklers for clean data inside the CRM,” explains Powers, noting that the breadth of solutions offered by Siemens requires targeting based on a wide range of variables.
- The tools within Sales Navigator enabled much of this outreach. “Sales Navigator allowed us to gain high-quality insights into C-suite-level individuals,” Nixon shares. “By reviewing their LinkedIn profiles and understanding what they’re sharing and what would resonate with them, we could really tailor our outreach.”
- With more of the workforce working remotely, Nixon noted, the old way of in-person networking and discovering new leads wasn’t feasible any longer. “LinkedIn empowered us with that ability through Sales Navigator.”



Results

A more efficient sales cycle

- During the pilot run, sales team members that had Sales Navigator were able to shorten their sales cycle by at least 3 to 6 weeks, on average.
- Another advantage realized by the sales team was the ability to reach a greater number of decision-makers. “In today’s sales environment,” explains Nixon, “there’s upwards of 10 individuals that are going to decide on that one sale. So we needed to understand who those individuals are.”
- Ultimately, the Siemens sales professionals using Sales Navigator were bringing in new opportunities at a rate of at least 2-fold more than those who didn’t have Sales Navigator.

3x

Increase in Decision Makers per Opportunity

12%

Increase in closed won revenue

2x

New opportunities for sellers using Sales Navigator compared to those that didn’t use Sales Navigator

Building relationships beyond the platform

- Digital selling isn't just about making connections across a social platform. It's about utilizing the information volunteered by individuals to tailor the person-to-person conversations you have with customers.
- As Powers explains, "Ahead of a meeting, I like to see all of the people that will be in attendance and then do research through LinkedIn Sales Navigator. What are the roles that are going to be in the room? What are the different areas of the company that are being represented? This way I ensure I'm offering real value to each of them. It pays dividends to make sure you're speaking to every persona that's in the room."
- Powers utilizes Sales Navigator for relationship mapping ahead of meetings, to great effect. "I was able to see that the CEO of a company had actually gone to the same university I went to around the same time I did. Later, when I was in the lobby of that company and saw him walk by, I was able to introduce myself and leverage that relationship." Going into the meeting with that foreknowledge ultimately resulted in a multi-million dollar deal.
- Sales Navigator is an essential tool for Siemens, which enables access to readily available data and information that allows Siemens to build strong relationships with leads and prospects.



Real-time data enabling rapid action

- The real-time data available through Sales Navigator has been instrumental in enabling rapid action on sales activities within Siemens.
- Nixon has observed team members accelerating outreach the moment they are granted a Sales Navigator license. "A member of our inside sales team was having trouble gaining traction with the Vice President of another company. As soon as that sales rep got his license, he used TeamLink to surface that this individual had a first-degree connection with one of our other Vice Presidents. By leveraging that connection for a warm introduction, he was able to open this new opportunity, and ultimately close a deal with that company."
- Another way Siemens leverages Sales Navigator is by tracking when fellow connections move jobs. Powers shares, "You get to see career updates, and then you immediately have a warm entry into another company."
- Powers sees the future-proofing potential of Sales Navigator. "If you're not already using Sales Navigator now to drive your sales, you're going to be behind everyone else."



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