

# Keeping Pace with Growth – Thanks to LinkedIn Sales Navigator

## Personio



*"With Sales Navigator, we are faster, more efficient, and our customer outreach is more relevant. That makes the crucial difference."*



**Sebastian Klausen**  
Senior Sales Development Representative  
Personio SE & Co.KG

Locations	Munich, Berlin, London, Dublin, Amsterdam, Madrid, Barcelona and New York City		
Employees	1,800+	Industry	Technology



## The Challenge

### Rapid Growth, Ambitious Goals

Personio is a HR tech company with rapid success. Founded in Munich in 2015, the company develops software for HR management processes. From job posting to onboarding, time tracking, payroll, reporting, and offboarding – the all-in-one HR software increases productivity throughout their clients HR processes with its intuitive automation functionality. With its product, Personio targets small and medium-sized enterprises with 10 to 2000 employees, where there is still much untapped potential in digitization. In 2022, Personio was recognised among the LinkedIn Top Startups.

Personio serves more than 12,000 customers across Europe and now employs 1,800 employees in eight locations. The tech company was recently valued at around \$8.5 billion – making it one of Europe's most valuable startups.

The company's strong growth trajectory also presents an exciting challenge for Personio's sales teams. Changing customer expectations, new employment models (such as remote or hybrid working), and pandemic-related challenges have led Personio to quickly realize that the new world of work offers new opportunities that extend beyond traditional sales strategies.

Personio's international focus also intensified the search for a streamlined, efficient, and international solution that makes it easy for their sales professionals to identify potential customers and contact them effectively.





## The Solution

### Highest Data Quality, Efficient, and Internationally Deployable: LinkedIn Sales Navigator

Personio's sales team has been using the LinkedIn Sales Navigator since 2020 as a digital sales tool. The transformation from traditional sales tactics to a digital one was relatively quick. This is because, Personio's corporate culture saw change as an opportunity, says Sebastian Klausen, a 4-year Sr. Sales Development Representative: "Many young people work here who have never worked with Excel lists or outdated books of businesses. Our team is open to new things and has no reservations about digital applications."

everyone stays informed about the latest features of the Sales Navigator with courses for newcomers and monthly live sessions, ensuring everyone makes the most of the platform.

***"People buy from people. More than ever, I consider a partnership approach in sales to be extremely important."***



**Geraldine MacCarthy**  
Chief Revenue Officer  
Personio SE & Co.KG

# 500K

Searches conducted by sales professionals using Sales Navigator (more than 2,000 per sales employee)

# 200K

Leads generated using LinkedIn Sales Navigator

# 100%

Adoption with Sales Navigator across their sales organization

Klausen uses the tool in his daily work too, only discovering Sales Navigator himself when he began at Personio – and immediately recognized its potential: "The initial successes convinced me quickly, being able to identify job changers or identify the right time to contact. With Sales Navigator, we are faster, more efficient, and our customer outreach is more relevant. That makes the crucial difference."



At Personio, every member of the sales team across Europe has a LinkedIn Sales Navigator license. Personio's sales enablement team ensures that



## The Results

### Targeted Use for Better Results – and for Strengthening Personal Sales

When asked about his favorite feature, Klausen mentions "Saved Searches." With saved searches, users can save their search criteria, including keywords and filter settings, so they can quickly rerun the search at any time. Once a search is saved, users receive email notifications when new people or accounts match the saved search criteria. Search is a central part of the Sales Navigator experience. "We don't want to contact just any companies, but rather find potential customers who really have a need for our offerings."

Geraldine MacCarthy, Chief Revenue Officer at Personio, agrees: "People buy from people. This is

also evident in the collaboration with customers, who, for example, turn to us again after changing employers. More than ever, I consider a partnership approach in sales to be extremely important."

Additionally, Sales Navigator at Personio is integrated with its own CRM system. This ensures that information about accounts, leads, and prospects is always up to date and can be easily shared within the sales team. "This makes the entire process faster and smoother, and our employees can focus on the deep, long-term relationships that are so important to us at Personio," adds MacCarthy.

So, the human aspect is not lost but rather strengthened thanks to the Sales Navigator, as Klausen confirms: "For example, I now receive requests via LinkedIn from interested individuals asking if we can meet at a job fair."

# 1.3X

The size of the deal increases when there is one or more actions taken in LinkedIn Sales Navigator during a sales cycle\*

# 2.1X

The size of the deal increases when there are 5 or more actions taken in LinkedIn Sales Navigator during a sales cycle\*

# 2.9X

The size of the deal increases when there are 10 or more actions taken in LinkedIn Sales Navigator during a sales cycle\*

based on the period from October 2022 to October 2023

### Quality over Quantity

With the use of Sales Navigator, the crucial shift from quantity to quality has been achieved, notes Klausen: "We can search more selectively and thus identify suitable prospects and business opportunities. Instead of quantity, we focus on quality. This increases conversion rates."

High-quality data plays an important role. Because LinkedIn Sales Navigator relies only on information provided by LinkedIn members in their profiles, the information is reliable and up to date. "Often, it depends on one key person whether a deal goes through or not. With Sales Navigator, we focus our resources on the most influential contacts."

The results speak for themselves. "I certainly owe my own performance to Sales Navigator," concludes Klausen. And with the use of the Sales Navigator, not only does he regularly exceed his sales targets, but other colleagues are also increasingly using the tool and discovering new features. "I'm sure the ball has just started rolling," says Klausen, looking at the increasing number of LinkedIn users in the DACH region. "Both the awareness of digital processes on the customer side and the advancing digitization of companies contribute to this."