"Sales Navigator is at the heart of our sales strategy at Spendesk. The Sales Navigator feed is crucial to allow each sales rep monitor their own portfolio of prospects and leverage custom alerts to always stay up to date with their prospects."

Jérémy Goillot
Head of Growth, Spendesk

spendesk

Location
Paris, France

No. of Employees
51-200

Industry
Technology - Software

Spendesk's Investment Pays off in Higher Response Rates and Qualified Opportunities

CHALLENGES

- Spendesk is disrupting the business payments sector by giving finance leaders access to an all-in-one spending platform to manage their end-to-end spending process.
- Traditional sales channels are saturated. Spendesk realized that to break through, their sales reps must position themselves as business spending experts, and offer finance leaders real value and insight into how to better manage spending at work.

NEW APPROACH

- Spendesk chose to make Sales Navigator the heart of their sales strategy. They required each spending expert on their sales team to share relevant, value-add content across LinkedIn, build their network of financial professionals, and develop their reputation as someone who is helping finance leaders spend better.
- Sales Navigator is fully integrated with SalesLoft (their outreach solution), and they use LinkedIn custom alerts such as fundraising, job changes, and acquisition news to have key touchpoints with their prospects.

RESULTS

- The sales team at Spendesk has seen significant results through leveraging LinkedIn. One initiative involved sharing a unique personalized Spendesk video pitch, which has generated more than 100K views and hundreds of qualified opportunities.
- Adding a LinkedIn touchpoint into their Sales Cadence increased the response rate for prospects at the beginning of their sales cycle from 8% to 17%.
- Sales Navigator actions have helped them reach 18 touchpoints per new prospect contacted, compared to just 12 in the past.