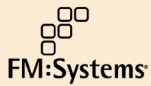


# How FM:Systems Gets the Full Picture on Pipeline with Sales Navigator



Location: Raleigh, NC | No. of Employees: 100 | Industry: Computer Software



“Whenever you save a lead, you can see when they leave a company, or they have a title change, or they post something. This is all really great intel.”

**Christian Bogue**  
Digital Marketing Manager at FM:Systems

## Challenge

- FM:Systems sought more sales intelligence around the state of its progressing deals and key players involved.
- Without full insight into the changing landscapes of buying committees over lengthy sales cycles, it was all too easy for FM’s sales reps to overlook a decision maker, or to have a stakeholder leave mid-deal without the rep knowing.

## Solution

- FM:Systems began taking advantage of the Deals feature in Sales Navigator, which offers greater visibility into the buyer’s circle and improves pipeline management.
- The ability to sync this feature with their existing CRM made it simple for reps to quickly catch on and gain proficiency with Deals and its holistic prospect information.

## Results

- With the comprehensive, real-time buyer data made available through Deals, the sales team at FM:Systems is now able to identify stakeholders they previously missed. And if a contact leaves mid-deal, they can act quickly.
- “We make sure that legal is at the table, procurement’s at the table, finance, IT, that there’s executive buy-in,” says Digital Marketing Manager Christian Bogue. “We look really closely at the Buyer Circle column header to make sure that we’re talking to the right people at the right stages.”

# 4.6x

Uplift in Decision Maker Connections with Sales Navigator

# 41%

Influenced Revenue from Sales Navigator

## Seeking Stability

- Like many B2B organizations, FM:Systems wanted a more stable and resilient pipeline that would yield more predictable wins and consistent revenue.
- “I’ve branded it internally as pipeline fragility, which is having a pipeline full of just one or two people at the table,” Christian says. “We have a lot of deals that take 12 or even 18 months to close. We’ve never really had a great way of keeping in touch with the buyer’s circle throughout the sales cycle.”

## How They Did It

The sales team started to view the leads list in Sales Navigator as a “private news feed,” leveraging insights when prospective buyers post, publish, or share on LinkedIn. By engaging at opportune moments, even if a contact isn’t ready to buy, FM’s reps can stay top-of-mind for when that time comes.

## Overall Impact

The depth of data available through Sales Navigator has brought greater sophistication to the strategies deployed by FM:Systems, helping reduce “pipeline fragility” and make deals more sticky. This enables the sales team to close opportunities at a higher rate while relying less on continually feeding the pipeline.



“Sales Navigator allows us to stay up to date with what’s going on in a prospect organization internally ... We can anticipate things and that helps us shape the landscape when we’re closing a deal.”

**Christian Bogue**  
Digital Marketing Manager at FM:Systems