Linked in Sales Solutions

CHG-MERIDIAN Goes All-In on Digitalization with LinkedIn Sales Navigator





"For us, there is no alternative to Sales Navigator in the market to meet the new challenges in sales."



Steffen Schaz Head of Sales Development CHG-MERIDIAN AG

Headquarters	Germany
Employees	1,400
Industry	Technology, Financial Services

🧏 The Challenge

Growing Internationally in Turbulent Times

CHG-MERIDIAN is a leading technology company that has been active in the financial services market for over 40 years and employs more than 1,400 people. The company develops, finances, and manages customized technology usage models for the IT, industrial, and healthcare sectors which enables their customers to be at the forefront of their industry without needing to buy cutting-edge technology. With locations in 30 countries worldwide. CHG-MERIDIAN enables corporations. medium-sized companies, public administrations, and clinics to provide integrated end-to-end management of various end devices - from laptops or smartphones to forklifts or manufacturing machines to X-ray machines or CT scanners - including appropriate financing.

achieved success with its contemporary approach to sales – and recently recorded a growth in new business volume of around 10 percent to €2.45 billion.

Broadly diversified, internationally active, and offering an exceptional service, what defines the success of CHG-MERIDIAN and determines its growth is also a challenge for sales. Because even at the modern technology company, it is evident that sales work has undergone rapid changes in recent years. "Our business relies on personal contacts," says Steffen Schaz, Head of Sales Development at CHG-MERIDIAN. "But finding and reaching these contacts is a different task today than it was a few years ago." The advancing digitalization is changing the working world. And not least, the pandemic-related changes in the working world have accelerated this trend. "For us. it was clear in 2020 -we need a tool to help us gain more reach and generate leads faster."

Especially in the technology sectors of IT, industry, and healthcare, the company has

The Solution

Digital, International, and Highly Efficient: LinkedIn Sales Navigator

There had already been considerations to replace the specially built corporate databases with a more efficient and comprehensive tool. "It is obvious that the entire business environment is becoming more digital," explains Schaz. In 2020, the time had come, andthe sales team adoptedLinkedIn Sales Navigator. "For us, there was no real alternative in the market to meet the new challenges in sales," says Schaz, with an eye on the company's international activities. For the sales unit at CHG-MERIDIAN, it was also clear that they wanted to make full use of Sales Navigator. With regular training sessions for both new hires and experienced sales staff at CHG-MERIDIAN, they is ensured that all users achieved the greatest possible value from Sales Navigator. "The participation rates are high," says Schaz, adding, "And for those who don't have time to attend, recordings of the training sessions are made available."

Another factor not to be underestimated in order to make the most of Sales Navigator is the "Effective coordination with the marketing teams," says Schaz. Marketing colleagues support all CHG

25 %

of all CHG-MERIDIAN employees have access to the Sales Navigator.

+ 38,4 %

After one month of using the Sales Navigator, sales professionals on average saw an increase of almost 40 percent in connections to decision-makers (Director Level +).

+ 111 %

Increase in LinkedIn search activity one month after introducing the Sales Navigator.



"We want to make full use of the tool's potential and take a decisive step toward the synchronization of our CRM system with Sales Navigator."



Steffen Schaz Head of Sales Development CHG-MERIDIAN AG

employees in professionally maintaining their own LinkedIn profiles, including sales professionals at CHG-MERIDIAN. This not only helps to make a good first impression, but also to more credibly present what they offer to their (potential) customers. "This is particularly crucial for a service as explanatory as ours," emphasizes Schaz. "We use LinkedIn to both build and maintain our corporate image, and to better understand the expectations of our customers and, based on these insights, to explain our offerings better."

The Results

any Paths to One Goal: Finding and Expanding the Right Contacts

"LinkedIn Sales Navigator is a high-quality research tool," explains Schaz. Its diverse features ensure that salespeople not only get good information but actionable insights too. For quick and efficient searching of relevant contacts, Schaz emphasizes the possibility of lead search. "This feature is so helpful because we are looking for contacts from very different areas of companies who carry different tasks and job titles in their profiles. By narrowing down to clearly defined personas, we save time in the search."

99 %

of all sales employees at CHG-MERIDIAN are equipped with their own Sales Navigator license

+ 88 %

increase in posts and shares after six months of using Sales Navigator

Every **10**th contact

has arisen since the introduction of the LinkedIn CRM-sync

Choosing the right time to make contact is also crucial. With notifications about relevant posts, job changes, or interactions with the company profile provided by Sales Navigator, our salespeople can better assess when to contact potential customers. And what better enables this than the information provided by LinkedIn members themselves? "We use Sales Navigator to get into personal conversations faster and easier. That is the decisive advantage," says Schaz.

In addition to searching for new contacts and expanding their own network, Sales Navigator also helps CHG-MERIDIAN strengthen existing customer relationships. "All in all, the tool is very helpful for us. In addition to continuous development and the introduction of further features, we also appreciate the trusted cooperation with our LinkedIn contacts," says Schaz.

Maximizing Potential with Integration into the CRM System

Currently, CHG-MERIDIAN's sales team is working on fully synchronizing their new CRM system with LinkedIn Sales Navigator. This ensures that the company's most important sales tools work hand in hand. This increases efficiency, raises data quality, and makes it even easier in future to update information about customers, leads, and potential contacts and exchange them among team members. "We wanted to make full use of the tool's potential from the start and are taking it a step further," says Schaz.

Furthermore, through active exchange and a dedicated channel, continuous efforts are made to share success stories in the use of Sales Navigator between users. "The information exchange with colleagues is the focus here," says Schaz.

Schaz has a tip for companies that have only recently started using Sales Navigator as a digital tool for sales: "Try everything out and find the tailored solution for your own goals," advises Schaz. "Whether it's the use of saved searches, personas, or finding warm introductions – everyone finds features here that significantly facilitate sales work."



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