

Deltek®

LOCATION

Herndon, Virginia

NO. OF EMPLOYEES

3,000

INDUSTRY

Computer Software

How Sales Navigator Deals Strengthens Deltek's Pipeline Management

Challenge:

Deltek is the global provider of enterprise software and information solutions for project-based businesses, helping companies power their project success. The company sells to government contractors, and professional services firms such as architectural, engineering, construction and consulting firms, as well as marketing agencies. To improve focus and pipeline consistency, the sales team wanted to change the way its managers and reps interact with one another.

“Having been a sales manager myself, I would ask reps all the time, ‘Who are you calling on? Who are these people, what kind of decisions can they make, where did they come from, how come you’re only talking to this one particular person?’” says Deltek’s Senior Director of Global Sales Enablement, ***Tom Greenwood***.

“Deals makes conversations better. You’re getting better data, and the side effect is that you’re getting a better forecast. In sales, if you don’t have a handle on your forecast, you don’t have a handle on your business.”



Tom Greenwood

Senior Director of Global Sales Enablement, Deltek

Solution:

Greenwood and **Chris Kelley**, Senior Manager of Sales Operations and Deltek's Senior Vice President of Sales, **Matthew Strazza**, agreed that rolling out Sales Navigator would significantly upgrade the company's sales process, because it offers a way to standardize how sales managers and reps collaborate. So, the LinkedIn team joined Deltek's Sales Kickoff just outside of D.C. to conduct a live demonstration and showcase how Sales Navigator and its many features, like Deals and the Buyer Circle interface, could help Deltek sales managers and reps improve the way they work together.

Two months later, Deals now serves as the focal point of sales managers' conversations with reps. Deals offers a visual look into the essentials of a deal, the account, and the buying committee.

“Buyer Circle is so valuable because in big software purchase decisions, or any purchase decisions, there are many more people involved in that decision than ever before, so you have to touch all of them. It isn't like in the old days.”



Tom Greenwood

Senior Director of Global Sales Enablement, Deltek

Results:

300+

Deltek sales professionals use Sales Navigator on a regular basis

More than 300 Deltek sales professionals use Sales Navigator on a regular basis, and the results speak for themselves.

“You're getting better data, and the result is that you're getting a better forecast,” Greenwood shares. “In sales, if you don't have a handle on your forecast, you don't have a handle on your business.”

Since rolling out Sales Navigator to its sales department, Deltek has strengthened its forecasting while simultaneously improving the conversations taking place between sales reps and managers.

Are you ready to improve your sales conversations? Start with **LinkedIn Sales Navigator**.