



**LOCATION**

Oakland, CA

**NO. OF EMPLOYEES**

51-200

**INDUSTRY**

Business Supplies and Equipment

## Give Something Back Improves Sales and Expands Its Customer Base With LinkedIn Sales Navigator

### Challenges:

Give Something Back Workplace Solutions was founded on the vision of giving back to the community. The company sells office supplies and furniture while donating much of their own pre-tax profits back to nonprofit organizations. Having solidified their organization locally, they were looking for new ways to share the company’s purpose and spread its meaningful contributions across the country.

- Give Something Back wanted to expand its philanthropic business model to new markets beyond the Bay Area.
- By highlighting their mission, they believe Give Something Back sells itself, but they wanted to expand their prospect reach.
- After experiencing declining sales, they were looking for new technology to help boost their numbers.

*“We have thousands of prospects now that we have been able to research, identify, load electronically into our CRM, and connect directly to LinkedIn Sales Navigator, which takes us to a whole other level of selling and marketing.”*



**Mark Patenaude**

Regional Vice President of Sales, Give Something Back Workplace Solutions

## Solution:

LinkedIn Sales Navigator offered a way to become more efficient in prospecting and sales. By selecting the Enterprise version of Sales Navigator, the sales staff was able to track leads and prospects, and easily communicate with customers across the country. The team also integrated Sales Navigator with Microsoft CRM, which allowed for seamless access to all their information.

The integration was especially important for Give Something Back because they have a small salesforce. With fewer sales professionals on staff, the ability to access customer data in one place, including via mobile, increased efficiency and allowed for quick access to LinkedIn features such as InMail as well as all the information in their CRM.

*“The daily push notification feature is a uniquely powerful tool in Sales Navigator that really helps our team stay abreast with any updates throughout our prospecting process, and provides us with a more effective communication strategy.”*



**Pam Carbonell**

Regional VP of Sales, South Bay at Give Something Back Workplace Solutions

## Results:

Improved efficiency led to improved sales. The Give Something Back sales and marketing staff have access to one database and can now better target by geographic region and customer profile. The use of technology has also allowed them to become a more modern company in an industry that can often seem old fashioned.

Instead of spending time on sales meetings or calls that may go nowhere, the sales and marketing team is focused on quality leads. This has led to improved sales for Give Something Back, which also means more profits for the charities they support.

Visit [sales.linkedin.com](https://sales.linkedin.com) to get started with LinkedIn Sales Navigator