Revolutionizing Sales at Canada’s 253-Year-Old Postal Service

About Canada Post

At 253 years old, Canada Post is reinventing Canada’s postal system to meet the needs of consumers and businesses in the digital age. In the highly competitive parcel delivery space, big players (like UPS) and disruptive startups (like Uber) may be threats, but Canada Post has leveraged the explosive growth of e-commerce to become the country’s top parcel company, while also developing a fresh approach to direct marketing.

Like their colleagues in delivery, Canada Post’s sales and marketing teams sought to upgrade their operations. They looked to LinkedIn’s Sales Navigator to deliver innovations that would help them stay competitive. “The B2B decision-making process has changed,” says Jordanah Nekechuk, Manager, Marketing. Margaret Thomas, Director, Sales Effectiveness, adds, “Instead of needing one connection, we now needed to connect with five or six decision-makers – and sometimes many more. As a result, we needed to broaden our reach, and go both deeper and wider within the sales process.” Today’s buying process involves between four and six people on average.¹ If sales can’t get everyone on board early, late additions can derail the deal.

LinkedIn was already a familiar resource for many of Canada Post’s staff, but Sales Navigator presented a unique opportunity to take advantage of social selling to establish reps’ credibility, build relationships across multiple decision-makers, and grow their business.

Socializing Sales Navigator

Canada Post’s sales team first started using Sales Navigator regionally – and began seeing tangible ROI right away. “The team was trying to break in with a

Results driven by Sales Navigator

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<th>58X</th>
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<td>ROI in the first year</td>
<td>of pipeline influenced</td>
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¹ LinkedIn data, 2016.
Driving connections, credibility, and conversations for Canada Post

Canada Post uses Sales Navigator as an essential solution for making connections, establishing credibility, and driving conversations throughout the deal cycle.

Check out lnkd.in/sales-navigator to learn more about Sales Navigator.

In their own words

The key features of LinkedIn Sales Navigator for Canada Post:

MAKING SALES MORE EFFECTIVE
"You still have to prospect. You still have to do account management. But with Sales Navigator, I can make the steps in that process much more effective."

Margaret Thomas
Director
Sales Effectiveness

DEMONSTRATING VALUE TO PROSPECTS
"Sales Navigator lets me show prospects that I am a subject matter expert – that I know what I'm talking about and that I have value to add to their company."

Jamie Briggs
Development Manager
eCommerce Business

ARMING SALES REPS WITH THE RIGHT CONTENT
"Social selling with Sales Navigator opened up a whole new channel for us to get our message out there, arming sales reps with the content they need to make connections with prospects."

Jordanah Nekechuk
Manager
Enterprise Marketing

ENHANCING CREDIBILITY AND PROFESSIONALISM
"Instead of going into an account cold, Sales Navigator gives me the knowledge I need to stand out. I'm more credible and more professional – and I come in ready to have a productive conversation."

Louie Pellizzari
Account Manager

Transforming a traditional business

Today, social selling with Sales Navigator is integral to Canada Post's sales strategy and success. "It's that sense of preparation and not going in cold that is so distinctive with Sales Navigator," says Thomas. "Our people have really embraced it." When Canada Post sales reps engage with buyers, they're more informed and more confident. They know the prospect's business, and they know they have the credibility they need to make a real connection.

Better targeting. More leads. More influence. With advantages like these, it's no wonder Sales Navigator quickly began to deliver results for Canada Post, generating 58X ROI within its first year and influencing 17.6% of Canada Post's pipeline. In short, Sales Navigator has been a welcome addition to Canada Post, helping bring new energy and new relationships to this storied Canadian institution.