

# CORPORATE TRAVELLER™

A division of

**FLIGHT CENTRE™**



*“Sales Navigator enabled us to increase new revenue by 10% this year—that’s millions in new business.”*

Graeme Milne, General Manager  
Corporate Traveller UK

📍 HQ:	London, United Kingdom
👤 NO. OF EMPLOYEES:	+400
🏢 INDUSTRY:	Travel & Hospitality

## The Journey to Build Strong Relationships

### About Corporate Traveller UK

As a division of Flight Centre Travel Group, one of the largest travel agencies in the world, Corporate Traveller UK offers specialized business travel management solutions to clients across the United Kingdom.

Focusing on small and medium-sized companies that often fly under the radar, Corporate Traveller’s team builds deep relationships that pay off over time, which means investing in longer sales cycles and relying on a steady influx of new prospects. The team needed a way to target and engage prospects throughout the lengthy sales cycle—that’s why they turned to Sales Navigator

### Creating personal connections in a competitive market

Reaching out to prospective clients organically is at the crux of the company’s sales process—in a crowded marketplace, the ability to create more authentic relationships provides a significant competitive advantage.

“We need to build strong relationships before people will book with us,” shares Corporate Traveller’s general manager, Graeme Milne. “That’s where our strategy for Sales Navigator comes in. It’s really to try to make sure our business development managers have good, strong relationships with a wide range of decision makers in different industries and markets.”

### Results driven by Sales Navigator



millions in new business in one year



increase in new business revenue goals YoY



revenue influenced by Sales Navigator

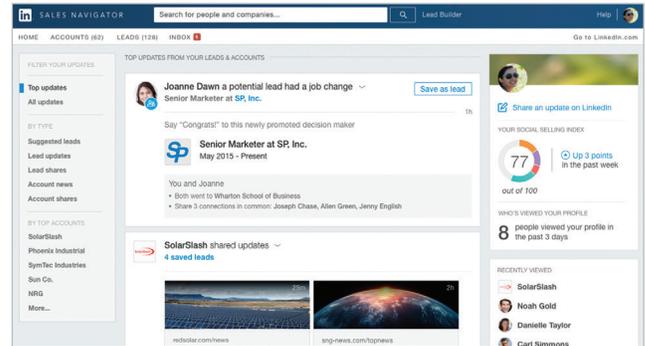
The biggest challenge is “just getting in front of people,” according to Jill Burns, the company’s business development manager. Sales Navigator gives their team an “in” with new targets. “It gives you loads of information to access a new account. Whether it’s new office, a new product, or a company milestone, you go in knowing what to say,” says Jill.

*“In a crowded marketplace, the ability to create more authentic relationships provides a significant competitive advantage.”*

### Establishing long-term relationships

With Sales Navigator, the team targets, understands, and engages the right prospects at the right time with warm introductions and personalized outreach—leading to more meetings, new relationships, and increased revenue. Sales Navigator directly contributed to over £5.5 million in new business, a 10% increase year over year.

Jill Burns landed a £120,000 account through Sales Navigator in less than a week, and has kept the client for several years. “I identified and got in contact with a potential client through Sales Navigator on a Wednesday. We had a meeting the next Monday, and he signed up for our service. That was over three years ago. They’re still with us today.”



Jill relies on Lead and Account Updates to stay up-to-date on contacts and businesses she cares about and identify new contacts and decision makers.



*In their own words*

The benefits of LinkedIn Sales Navigator for Corporate Traveller:

#### UNDERSTANDING WHAT BUYERS VALUE

“Sales Navigator allows me to have a much more targeted plan for approaching prospective clients. I can ask about the new office they’ve opened in another country, or a new product that’s coming out.”



**Gary James**  
Regional Sales Leader  
Corporate Traveller

#### STREAMLINING THE SALES PROCESS

“I open up Sales Navigator as soon as I open up my email. It’s open all day. It’s something I use all the time, and I know my team feels exactly the same. The job we do is so hard. Anything that helps us is a massive bonus.”



**Jill Burns**  
Business Development Manager  
Corporate Traveller

#### WINNING & KEEPING CLIENTS

“Sales Navigator doesn’t just help us win more business. Using it gives us the edge that helps us grow and retain our existing clients.”



**Graeme Milne**  
General Manager  
Corporate Traveller

## Building and strengthening relationships with Sales Navigator

Corporate Traveller uses Sales Navigator to reach potential customers, close deals, and retain business.

Discover how LinkedIn Sales Navigator can grow your business at [lnkd.in/sales-navigator](https://lnkd.in/sales-navigator)