



## About PrizeLogic

PrizeLogic is a Michigan-based promotions company that specializes in brand building through instant win games, sweepstakes, and user-generated contests. With over 150 employees, its stress-tested technology and promotions platforms have been used by countless Fortune 500 brands.

At its core, PrizeLogic is committed to innovation, expertise, and security. The company's comprehensive services include fraud prevention and in-house legal insurances. Remaining on the cutting edge, its widely appealing promotions stretch across traditional, web, and mobile formats.

## Who are the target audience?

The majority of PrizeLogic's business comes directly from brands looking to engage with customers through promotions. PrizeLogic works with major corporations across many industries, including restaurants, software companies, and retail brands. Other clients include agencies that use PrizeLogic's custom engine to power their own creative concepts.

PrizeLogic's sales team primarily targets digital marketers and producers, seeking new brands to partner with and looking to uncover new opportunities within their existing relationships.

## What was the sales challenge?

In the fast-paced world of contests and promotions, PrizeLogic's marketers know they're only as good as their last great idea. "In our industry, you need to know more about the clients that you're chasing than they do themselves," explains Kaiser Yang, Senior Vice President and Managing Director of PrizeLogic's West Division. Sales Navigator enabled Kaiser's sales team to expand their network of leads and go after top tier brands directly.

In addition, John Vail, PrizeLogic's Chief Marketing Officer, sought a better way to understand how his sales team engaged with potential clients—and how this might be affecting their performance. Using LinkedIn's Social Selling Index (SSI) metric, he was able to see how effective use of Sales Navigator and social selling correlated with the success of individual salespeople.

## What about the results?

After deploying Sales Navigator licenses across their team, John and Kaiser immediately found it became much easier to network and stay on top of changes at their target companies. "We don't buy databases, but Sales Navigator lets us see who's connected to who, by company," explains John. "It's really easy and convenient. And that's happening quite a bit, because we have such diverse backgrounds. It's not unusual that one of us has a very good connection at almost every company we might want to consider a prospect."

Once they had access to the team's SSI scores, it also became clear that PrizeLogic team members who spent more time searching for new clients—and leveraging relationships with existing ones—were having more success when it came to discovering and closing leads. SSI measures how you perform against the 4 elements of social selling on LinkedIn: establishing your professional brand, finding the right decision makers, engaging with insights, and connecting and building relationships. In an industry that rewards vigilance and fresh ideas, social selling was growing PrizeLogic's base in incredible ways.

In the past year alone, PrizeLogic has seen its average SSI score increase from **39.7 to 53.8—leading an industry in which the average score is 27.4**. Its scores also indicate that **PrizeLogic is more than twice as likely to connect and build strong relationships as compared to its competition** (19.4 vs. 9.6). Soon, John's team was able to use SSI scores in a fun, competitive way that encouraged them to refine their social selling skills.

"On the management side, we really value SSI as a way to see how we're all doing objectively," says John. "It's something that can be used by the sales management team to egg people on and get their competitive juices flowing."

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## In their own words: The advantages provided by Sales Navigator for PrizeLogic

### Using notifications and making introductions:

*"Getting alerts from Sales Navigator when clients have a change in personnel changes the game for us. We'll all, as a team, be able to see, 'Hey. Who knows them? Is there a connection? All right. Introduce us.' A majority of the time we're introducing ourselves to peers through LinkedIn."*



**John Vail**  
Chief Marketing Officer

### Using metrics to build their professional brand:

*"Our focus is often on new client acquisition, so we use Sales Navigator metrics to gauge how our sales team is doing. Whether it's InMails or just the number of searches they're doing to go deeper and wider within an organization, it's a great way to see a bigger picture—and to see exactly who's putting forth the effort to grow the business."*



**Kaiser Yang**  
SVP and Managing Director

### Unlocking success through social selling:

*"Looking at SSI reports allows us to dive right in and see what's happening. And we can see how things go hand-in-hand. For people that are having success on the sales side, part of the overall puzzle is solid use of LinkedIn and Sales Navigator."*



**John Vail**  
Chief Marketing Officer

### Finding the right decision makers:

*"We cover a lot of territory, so keeping the focus is important. That's where having Sales Navigator is so critical: to make sure that you're focusing on the right priorities, focusing on the right accounts, and searching for the right contacts. It's a great tool to zero you in and give you that direction."*



**Kaiser Yang**  
SVP and Managing Director

Check out [lnkd.in/sales-navigator](https://lnkd.in/sales-navigator) to learn more about Sales Navigator