

“What we like best about using LinkedIn Sales Navigator is saving leads and accounts that you're not yet connected to, so you're always up to date on the status changes.”



Martin Zauner

Sales Operations, Smarter Ecommerce GmbH



Location

Linz, Austria

No. of Employees

51-200

Industry

Information Technology and Services

Smarter Ecommerce GmbH Adopts Sales Navigator, Gathers Insights and Engages Prospects in New Territories

CHALLENGES

As Smarter Ecommerce GmbH expanded its markets internationally, the PPC automation software provider needed a more powerful digital sales enablement platform to power its social selling practices and enhance the quality of leads. “Our biggest challenge lies in overcoming gatekeepers and penetrating new markets,” said Martin Zauner, Sales Operations.

NEW APPROACH

Zauner’s team adopted Sales Navigator, viewing it as a logical tool for gathering relevant insights and identifying key players in unfamiliar accounts. Leveraging social networks has been a primary component of the B2B organization’s sales strategy from the beginning, so leveling up on LinkedIn made sense.

RESULTS

With improved access to clear and accurate professional data, Smarter Commerce was able to better map out buying committees and identify opportunities to engage. Zauner said gaining the ability to save leads and accounts proved invaluable when engaging prospects as his team tapped into new territories. “It’s absolutely crucial to deliver the right message at the right time,” he asserted. “This can open wide a supposedly closed door.”