

# How the World's Leader in Strategic Market Research is Sharpening its Sales Strategy on LinkedIn



Euromonitor International empowers its clients with strategic data, analysis and consumer trends. It provides them with the depth of global, national and local business information that they need to succeed in today's world. Its intelligence solutions are powerful drivers of business strategy, but pitching them requires visibility into what is inherently an internal plan.

Rehan Panditaratne, who leads Euromonitor's Corporate Business Development team in Australasia, explains: "Our solutions are designed to support and accelerate our clients' business strategy. From a sales perspective, it is challenging to find opportunities to fit into that strategy because business plans are not always public information. When we lack that visibility, it becomes difficult to find an inroad to start having meaningful conversations."

In Rehan's case, the challenge is two-fold because within his geographical remit, he is also responsible for a broad range of industries from agriculture to beverages, and media to fast moving consumer goods. To make it easier to keep track of what's happening within his clients' space, both on an industry level and within the company itself, he started using LinkedIn Sales Navigator. After a few months of paying for it himself, Euromonitor took notice and implemented it for all its sales teams.

***"I use LinkedIn Sales Navigator every single day, and I encourage my team to do the same. If they don't, they are missing out on key windows of opportunities to get in front of the right people, at the right time."***



Rehan Panditaratne, Team Manager  
Corporate Business Development,  
Australasia, Euromonitor International



## Objectives

- To identify, connect with, and stay close to target audience
- To gain visibility on business updates and personnel movement within key accounts
- To discover new sales opportunities

## Solutions

- LinkedIn Sales Navigator

## Why LinkedIn?

- Access to the world's largest professional network with more than 562 million users in 200 countries
- Precise targeting capabilities to identify, connect and engage with audience
- Automated updates on key accounts and target audience

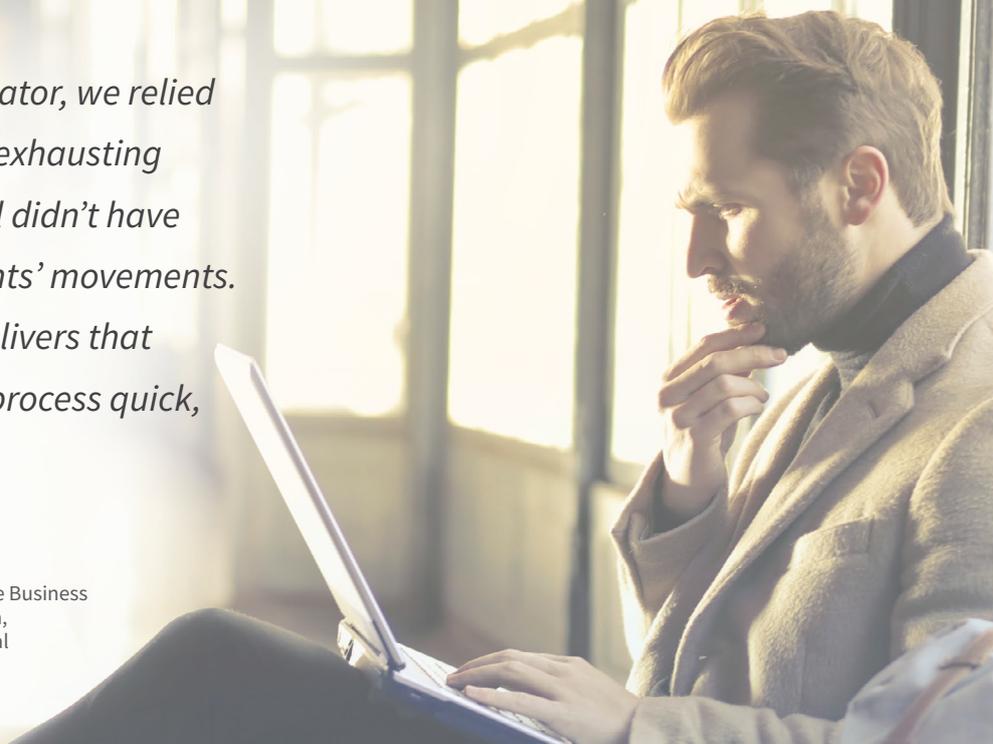
## Results

- Rehan closed a deal with a cold prospect
- Accelerated sales pipeline creation through generation of new, qualified leads

*“ Before LinkedIn Sales Navigator, we relied on linkedin.com. Even after exhausting all our free searches, we still didn’t have much visibility over our clients’ movements. LinkedIn Sales Navigator delivers that visibility, while making the process quick, easy and streamlined. ”*



Rehan Panditaratne,  
Team Manager- Corporate Business  
Development, Australasia,  
Euromonitor International



## Intel and Insights, Delivered

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“Where LinkedIn Sales Navigator really shines for me is in the early stages of the sales cycle. It helps me find the right people to speak to, and allows me to connect directly with them,” said Rehan.

“For me, one key difference between LinkedIn Sales Navigator and linkedin.com is the saved search feature. I can search by job title, for example, and the saved list gets automatically updated when someone new with the right title comes along. Every time I go through the list, which is usually once every few weeks, I’ll get at least a handful of really good new leads.”

In fact, it was LinkedIn Sales Navigator that alerted Rehan when someone new stepped into a senior role at a prospective account that had gone cold.

“I had been trying to make progress on that account for a long time, but it was hard to get through to the previous decision maker. With someone new onboard,

I saw this as a great opportunity to start afresh. Since the person was new to the role, he was very open to connecting and exploring how we could help him achieve his objectives. After a few follow-up meetings and proposals, we closed the deal,” shared Rehan.

“When it comes to people movement, timing is really important. LinkedIn Sales Navigator helps us stay on top of things by delivering such intel and insights straight to our inbox. It syncs seamlessly with our Salesforce CRM system and allows us to generate more opportunities — and better quality ones — so we always have an active pipeline of leads.”

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