



LOCATION

Raleigh, NC

NO. OF EMPLOYEES

225+

INDUSTRY

Computer Software

Sales Navigator is Essential to Pendo's Account-based Selling Success

Challenge:

Pendo offers a “product cloud” designed to help companies (particularly in the SaaS space) better understand and improve their user experiences. The business has grown rapidly in five years since its founding, and requires powerful sales enablement software to keep up with a busy sales cycle and accelerating objectives. Sales Navigator is an integral part of Pendo's tech stack, helping the sales team tackle two of its most critical initiatives: prospecting and networking.

“We moved to an account-based selling model, and it's really easy for the team to prospect into their target accounts in a very organized way.”



Kristen Podger
Sales Operations Manager, Pendo

Solution:

Like many B2B firms, Pendo has transitioned largely into an account-based sales model, and Sales Navigator proves a perfect fit for their framework. The team has developed a consistent method, with reps “identifying existing and new contacts in Sales Navigator that they know need to be added to our Salesforce instance, and that they need to start working,” according to Sales Operations Manager Kristen Podger. Building insight-driven prospect lists in this way, and then connecting via InMail or content-sharing, has delivered tremendous returns. Podger notes that setting up newly hired sellers on Sales Navigator is usually a foremost priority during onboarding, and these reps are always eager to dive in.

“Our new reps can get started with and have quick wins on Sales Navigator without having to go through an extensive onboarding, and they don’t need a lot of handholding.”



Kristen Podger
Sales Operations Manager, Pendo

Results:

Pendo has sourced 68% of opportunities to Sales Navigator, while seeing the following impacts:

50%
bigger deal sizes

97%
lift in win rate

89%
revenue influenced

With these strong results, LinkedIn has become a central component of Pendo’s business development strategy. Podger says input from her sales team makes it clear that Sales Navigator is an essential daily cornerstone. “There would be uproar if we took this tool away from them because of the positive results for our business.”

Visit sales.linkedin.com to get started with LinkedIn Sales Navigator