



LOCATION
San Francisco, CA

NO. OF EMPLOYEES
50+

INDUSTRY
Construction

Rhumbix Brings a Personal Touch to Online Relationship-Building with Sales Navigator

Challenge:

Standing the test of time, construction remains a hands-on, face-to-face industry. Much of the business still happens offline, presenting unique challenges for companies like Rhumbix, which offers a cloud-based workforce management solution that brings digitization to this traditionally paper-based world. Rhumbix targets a very specific prospect base — decision makers in the finance and operations departments — but identifying these individuals for outreach can be tough. “There are not comprehensive databases where we can find decision makers,” says Kayla Rockwell, Director of Marketing.

“The more champions you have within an organization, the easier it is to get all the decision makers on board for a chance to push that deal across the finish line.”



Kayla Rockwell
Director of Marketing, Rhumbix

Solution:

Rhumbix turned to Sales Navigator as a means to overcome the inadequacies of existing prospect databases. “I think that because of the way LinkedIn presents itself, it is a low barrier to entry for someone who maybe isn’t as technically savvy,” Rockwell suggests. Because Rhumbix tends to target larger-scale businesses, and works under a prolonged sales cycle (often 100+ days), it’s critical to develop multiple relationships within organizations and progressively move prospects along through the funnel. Rockwell says the authentic, relationship-driven nature of LinkedIn helps create resonance in a decidedly old-school vertical. “It’s who you know. It’s a mutual connection. That’s the way it operates offline, and so being able to bring that element to the online space, which is what Sales Navigator facilitates, it really lines up with the way that things are happening offline.”

“I think with a tool that allows you to have more of that personal relationship opportunity ... the transition to online relationship-building maybe feels a little bit more intuitive.”



Kayla Rockwell
Director of Marketing, Rhumbix

Results:

While sourcing 78% of opportunities to Sales Navigator, Rhumbix has seen a 1.67x lift in deal size and a 2.44x increase in win rate through the platform. They attribute 69% of influenced revenue to Sales Navigator and continue to connect with the right people, in the right way.

1.67X
lift in deal size

2.44X
increase in win rate

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