



Terminus

LOCATION
Atlanta, GA

NO. OF EMPLOYEES
51-200

INDUSTRY
Marketing & Advertising

Terminus Combines SalesLoft and Sales Navigator to Personalize Engagement at Scale

Challenges:

A leading provider of account-based marketing solutions, Terminus practices what it preaches from a prospecting standpoint. The sales team identifies target accounts and pursues them in a focused fashion, building relationships throughout the buying committee and engaging key decision makers. With a high volume of contacts entering its system (20 to 30 per day), Terminus sought ways to add speed and efficiency for SDRs while maintaining the personalized approach that the company recognizes as critical for effective B2B outreach.

“Our team has more insights and data at their fingertips that is easily actionable, which is making their jobs so much easier today than even 6 to 12 months ago.”



Todd McCormick
Chief Revenue Officer, Terminus

Solution:

The team at Terminus uses sales engagement platform SalesLoft to power its prospecting, and increased its effectiveness by integrating the Sales Navigator app, tying LinkedIn Sales Navigator directly into a seamless workflow. Since Sales Navigator data plugs into the SalesLoft multi-touch cadence, now they have the right information in front of them during the process to help tailor messaging and surface connections.

“We shifted from a high velocity model to an ABM model, and within that, there’s still a volume component...but there’s a heightened level of personalization that we’re asking our SDRs to do in an ABM approach,” says [Stuart English](#), team lead for sales development at Terminus. “You’ve heard it’s making our team more efficient in pulling in the relevant contacts, but more it’s around those insights that are forming at that next step in their SalesLoft cadence...those insights coming into Sales Navigator are changing that next message.”

“With this integration, it’s just a streamlined process from beginning to end. The team has been appreciative.”



Lucas Ulloque
VP of Sales Development, Terminus

Results:

By bringing together Sales Navigator with SalesLoft, Terminus is saving its reps time whenever they research and engage a new contact, making it much easier to stay consistently productive and hit targets. “For an account, you’re probably saving an additional 30 minutes, but for our total account list it literally is hours on a weekly basis,” says English.

He cites one personal experience where a highly valuable opportunity in their system had gone cold, but he noticed through the Sales Navigator integration that a demand gen manager at the account had shared an article regarding ABM. This prompted English to send a quick personalized email with plenty of relevance, earning an interested reply and reigniting momentum. It’s now a late-stage deal in their pipeline. “Without the notification from LinkedIn Sales Navigator we wouldn’t have that opportunity.”

\$600K

in leads/opportunities generated last quarter utilizing LinkedIn, Sales Navigator, and PointDrive

Hi Stuart - thanks for your emails and call... I really like that stack grader... what a great tool! We are not currently shopping for ABM systems but may need to in the future. I'd be happy to get on a call with you... how are you the week of April 16th? I'll have [REDACTED] join as well. Thanks.