

“DERICHEBOURG Multiservices generated sales of €803 million in 2018, including several contracts signed thanks to Sales Navigator and LinkedIn tools.”



Silvine Thoma

Marketing & Communication Senior Manager,
DERICHEBOURG Multiservices



Location

Créteil, France

No. of Employees

29,000

Industry

Environmental Services

How DERICHEBOURG Multiservices Deploys a Global Strategy with Sales Navigator

CHALLENGES

- DERICHEBOURG Multiservices is a complex global organization, offering outsourced services for multiple major industries including industrial/service companies, public services, and local governments.
- Decision makers have expanded beyond Purchasing Departments and into other business units like Human Resources, Work Environment, and Boards of Directors, creating a difficult prospecting scenario in highly competitive markets.
- “Multiplying contacts is no longer enough,” according to [Silvine Thoma](#), Marketing & Communication Senior Manager. “We needed a tool that could save time and help our sales teams as well as identify new opportunities.”

NEW APPROACH

- DERICHEBOURG’s Communications Department, which coaches the sales teams, adopted Sales Navigator and distributed about 25 licenses among reps.
- The goal was to help salespeople identify purchase influencers, arrange calls and meetings with key stakeholders, build relationships and develop new markets, and grow pipeline.

RESULTS

- With improved sales intelligence and collaboration, DERICHEBOURG Multiservices generated €803 million in 2018
- Derichebourg attributes numerous large contracts to opportunities made possible by Sales Navigator and LinkedIn.