



**PeopleStreme**  
Human Capital Management

**LOCATION**

Melbourne, Victoria

**NO. OF EMPLOYEES**

50

**INDUSTRY**

Human Resources

## Sales Navigator Deals Brings Pipeline Visibility and Insight for PeopleStreme

### Challenge:

Like many B2B companies, PeopleStreme Human Capital faces an uphill battle when it comes to connecting with its most valuable target audience: C-suite decision makers. When **Rob Cassidy** joined up to manage the new sales team, he noticed that its sales process tended to not have enough buyer coverage, meaning that reps would be selling to a company through one or two contacts rather than multi-threading to establish a broader presence in the buying committee.

*“Deals has changed the way I run my weekly one-on-ones with my team. Rather than having Salesforce open, now I have Deals open.”*



**Rob Cassidy**

Sales Manager, PeopleStreme Human Capital

## Solution:

Cassidy had been an avid user of Sales Navigator in his previous role, so he recommended that PeopleStreme adopt it. The tool quickly gained traction with the sales team, and in particular, the Deals feature helps Cassidy coach his reps to identify and reach more key players in a prospective account — right up to the executive level. The Buyer Circle display, which syncs with PeopleStreme’s CRM (SalesForce), makes it easier to visualize the makeup and state of engagements with a buying committee. Cassidy uses these rundowns as a basis for productive check-ins with his team members.

“And I just go through them and say, ‘Okay, where’s this at?’ It shows me the next steps from the opportunity so I can see whether there’s been any recent activity or if there’s any area for concern.”

*“We’ve proven that by our top sellers who are getting the best results are also our best users of LinkedIn Sales Navigator. There is a definite correlation between utilizing the tool effectively and getting good sales results.”*



**Rob Cassidy**

Sales Manager, PeopleStreme Human Capital

## Results:

With better visibility, intelligence, and insights, PeopleStreme has raised its game with the help of Sales Navigator. Cassidy points to one example where his team was able to engage the CEO and CFO of a major Australian manufacturer, where they previously had no points of contact prior to using Sales Navigator.

“Any deal that we’ve pursued, LinkedIn Sales Navigator in one form or another has given us a much better chance of closing,” says Cassidy. “And that’s reinforced by our top BDMs being the best users of the tool. I don’t think that’s a coincidence.”

Visit [sales.linkedin.com](https://sales.linkedin.com) to get started with LinkedIn Sales Navigator.