



Facilicom Group

Location: Antwerp, Belgium | No. of Employees: 1,001-5,000 employees | Industry: Facilities Services



Challenge

With an ambitious target to double revenues in five years, Facilicom Group needed a sales and marketing tech stack that could scale its outreach across the Netherlands, Belgium, the UK and Ireland



Solution

- Marketing Director Guy Claes adopted LinkedIn Sales Navigator to help sales teams identify opportunities outside of their existing contacts
- Facilicom’s Telemarketing team retrained on Sales Navigator, significantly increasing their conversion rate and acting as ambassadors for the programme



Results

Integrating Salesforce.com transformed the quality of Facilicom’s CRM data, helping to drive widespread adoption of social selling and

100% activation for the company’s 117 Sales Navigator licenses

Using Sales Navigator for follow-up has significantly increased the value of webinars and other digital events, and strengthened the opportunity pipeline

Integrating Sales Navigator with Salesforce.com has created a relationship-building engine for the facilities management company



“Over the last few months, we’ve seen spontaneous adoption of Sales Navigator across the business with sales teams embracing it as a source of insight and a relationship building tool. We’re now mapping sectors and building campaigns on the platform. We can see the ROI through our teams’ ability to identify the right decision-making groups for our services and turn second and third-degree connections into first-degree connections.”

Guy Claes | Marketing Director, Facilicom Group