



MANAGING SALES REP BEHAVIOR THROUGH THE SOCIAL SELLING INDEX

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ANSYS®

Today companies large and small rely on technology provided by ANSYS to get their products out to market faster. The company's software contains physics algorithms that allow its customers to simulate an entire system before moving an idea to manufacturing.

ANSYS' software is very specialized. It only appeals to people with a certain type of engineering background, and sells for anywhere from \$50,000 to \$200,000 per seat, and it can take ANSYS anywhere from three months to five years to sell its complex engineering software. As a result, the challenge for ANSYS is to find and engage prospective buyers over time. With LinkedIn and LinkedIn Sales Navigator, ANSYS has been able to do just that. Specifically, these tools enabled ANSYS to:

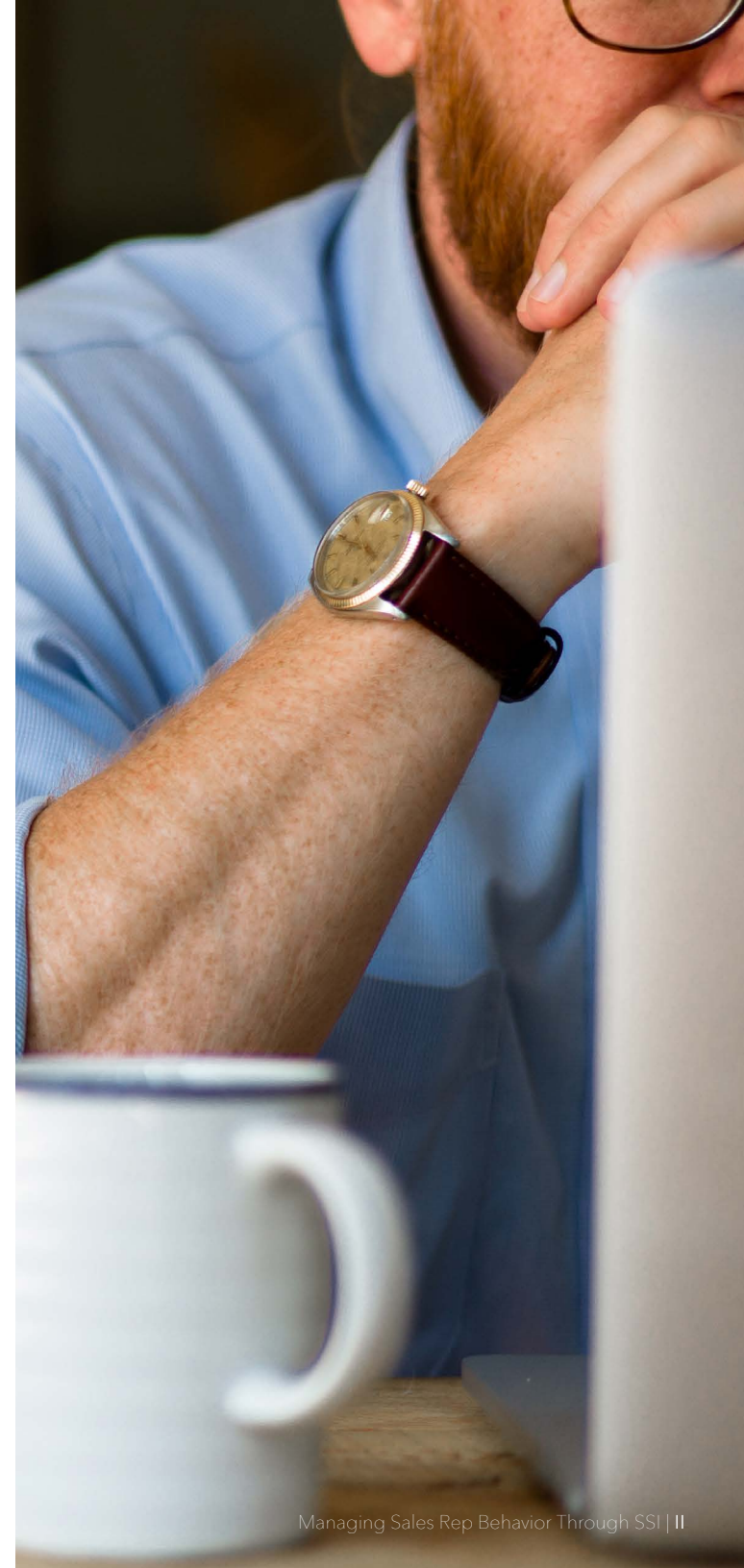
- Target the right people
- Increase its average sales price
- Shrink the time it takes to close deals

On almost every metric, LinkedIn and Sales Navigator have empowered the company to succeed. And these tools are key components in ANSYS' strategy to reach the next step as a company.

Tapping into the power of LinkedIn

Here's one example of how ANSYS has used LinkedIn and LinkedIn Sales Navigator to drive new business. Years ago, a vice president at ANSYS made contact with the VP of Engineering at a company building electric batteries for the Chinese market. Once the VP's sales team proved that ANSYS' technology could work for their application, they purchased the software.

Subsequently the Engineering VP went to go work for a European company. Through LinkedIn, the ANSYS VP was able to maintain contact as she progressed up the ladder at this new European manufacturer.



Years later, the ANSYS VP reached out to her via LinkedIn Sales Navigator. Six months later, this former VP of Engineering was named the CEO of a US-based company also engaged in the development of batteries for automotive applications. When the ANSYS VP reached out to congratulate her, the newly named CEO invited ANSYS to help her company improve its product development process.

Deploying LinkedIn Sales Navigator for maximum impact

Let's walk through the way ANSYS has incorporated Sales Navigator into its sales process. All ANSYS' sales reps go through a new hire onboarding process called Prepare, Learn, Apply, Perfect, and Verify. The company built a module within this onboarding to help each sales rep get up to speed on using LinkedIn Sales Navigator. Here's what happens in each phase of the onboarding process as relates to Sales Navigator.



PREPARE

Provide reps with a two-minute video on how to get started with and use LinkedIn Sales Navigator, and walk reps through the process of associating their work email with LinkedIn.



LEARN

So during this time they're given links to several of the training sessions that we may have had with our sales product consultant. We'll direct them to the learning center, show them how to use that, how to find other materials, give them some links to some of the tip sheets that they can view. So this is more of an on-demand, manage-your-own-presence.



APPLY

At this stage, ANSYS helps reps optimize their LinkedIn profiles. The Global Social Media Marketing Manager's team provides each rep with 10-12 image options for their profile backgrounds, as well as rich media like a video on four or five topics trending across the industry, such as complete virtual prototyping or the internet of things, customer testimonials.



PERFECT

In this phase, the Global Social Media Marketing Manager meets with each rep one-on-one for 30 minutes and verifies their LinkedIn profile is optimized and then asks to see how they are using Sales Navigator. She then discusses strategies for best using Sales Navigator and encourages them to add 10 new accounts or 20 leads per account so they will then be fed more leads.



VERIFY

In this final step, the Global Social Media Marketing Manager verifies that each salesperson has gone through the recommended onboarding. This information is entered into a database and gets bubbled up to the sales reps' managers, to sector and regional VPs and the worldwide VP of Sales.

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Proving the ROI of Sales Navigator

So how has ANSYS benefited by embracing social selling? It started using Sales Navigator with 275 reps in North America and Europe on January 1, 2015. In just nine months, 50 more reps were using the tool and ANSYS was seeing stunning numbers.

At the start of the company's social selling program, the European sales team's SSI score was 45.56 and North America was 60.36. Within 9 months, Europe was at 60, while North America had climbed to 65. Overall, ANSYS SSI score increased 14.1 points, a 30.7% change, during that short amount of time.

Strong marketing/sales alignment paves the way for success

A strong partnership between sales and marketing has made it possible for ANSYS to realize these results. Leaders from social media marketing, sales, and sales operations work hand in hand to ensure successful onboarding of reps and effective ongoing use of Sales Navigator.

Marketing also supplies the VP of Sales with content and metrics to include in the regularly published newsletter, maintains leaderboards, and runs contests that motivate reps to participate in social selling. It also uses third-party software tools to push content to sales reps, and encourages

them to make sure 80% of the content they share with prospects and customers is high-level, industry-focused. The goal is to help salespeople build their reputations as thought leaders.

The Global Social Media Marketing Manager also maintains her own Sales Navigator account and monitors each sales team member as if they were a lead. She monitors the content they share and how often they sharing, and reaches out when activity drops to offer tips and tricks and encourage better practices.

The company's enterprise relationship manager hosts a monthly office hour on WebEx. During this monthly session, sales reps can pop in at any time to ask a question. The social media marketing team also publishes a quarterly newsletter featuring tips and tricks and highlighting reps' success with social selling. In addition, this team hosts regular training sessions on topics such as how to better connect with prospects and reviews of InMail templates. It also produces tips-and-tricks videos when it sees the same questions arise, such as what is the difference between sharing an update and publishing a post.

