Dennis & Co.

SALES NAVIGATOR

ESTAP Final Presentation

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Executive Summary

- LinkedIn Sales Navigator is a tool that leverages the LinkedIn platform to find **high quality, targeted sales leads**.
- Although a very effective tool, it loses out in terms of inefficiencies such as limited outreach potential, scalability, and difficulty in finding contact information.
- Our analysis shows that we should improve on the **outreach potential and performance analysis** of the sales reps using the tool.
- With social selling and effectiveness in mind, we devised two improvements:
  - **InMeeting:** ability to call leads without needing contact information
  - **Sales Rep Dashboard:** providing outreach analytics to sales managers
- The reputation and quality of the LinkedIn platform makes the implementation of our improvements **highly defensible and hard to emulate**.

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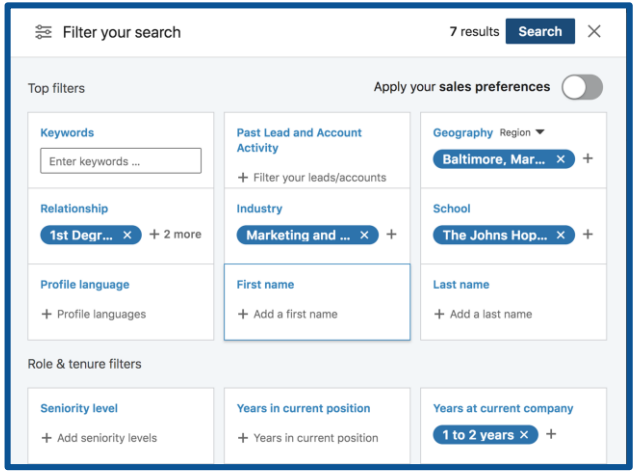
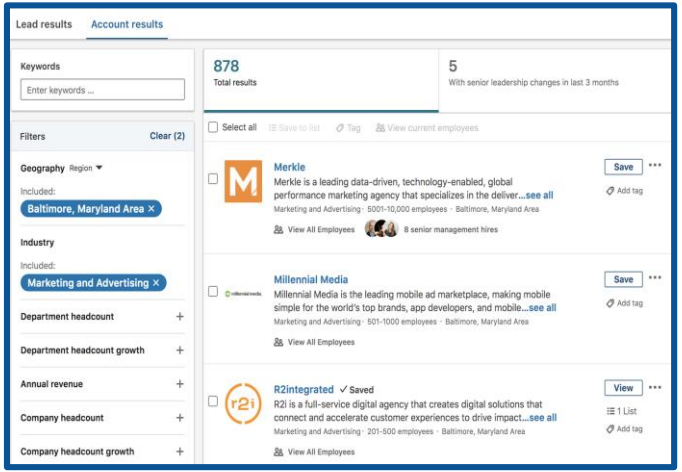
LinkedIn Sales Navigator: Introduction

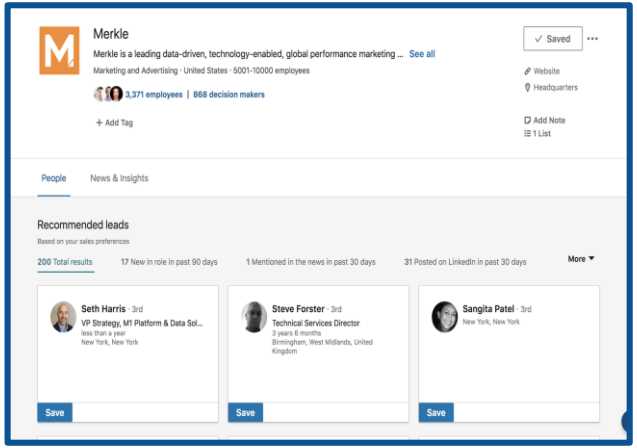
Target right Accounts & Leads (contact generation)

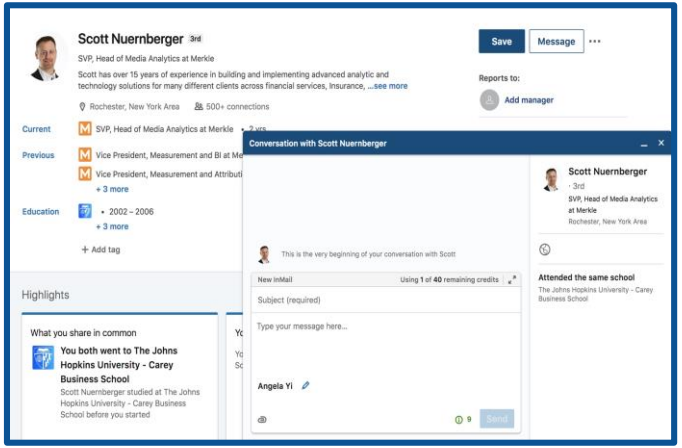
Understand what buyers value

Engage with buyers with personalized outreach

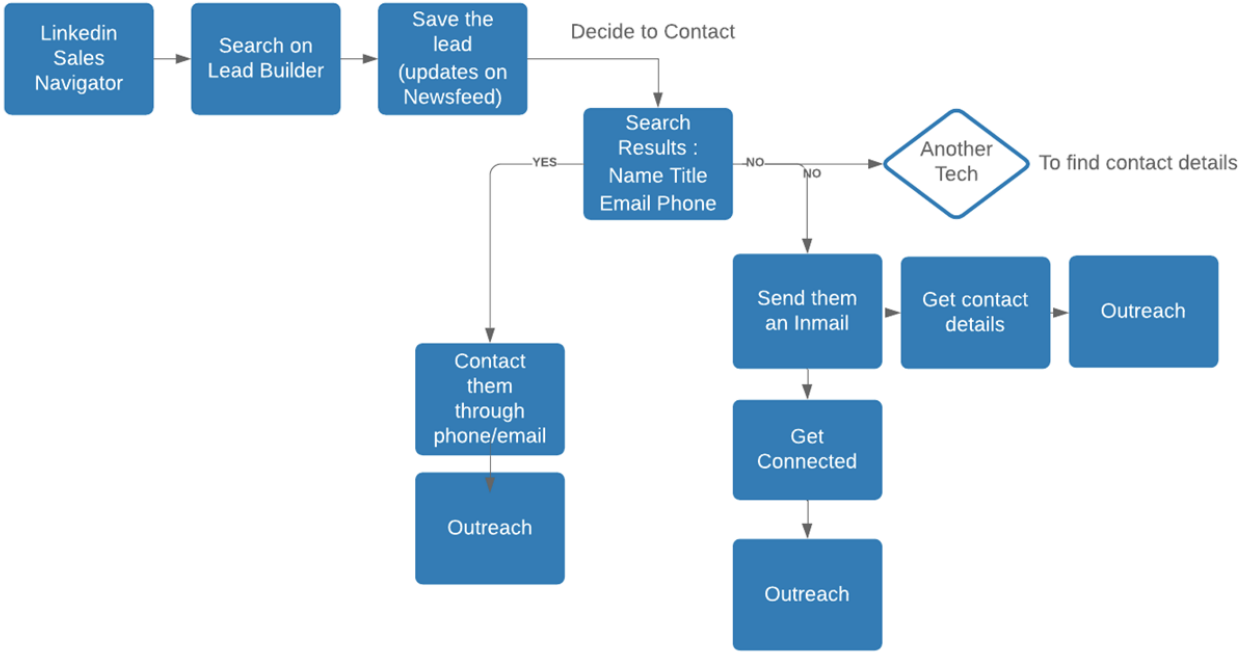

Filter your search
7 results
Search
Top filters
Apply your sales preferences
Keywords
Enter keywords ...
Past Lead and Account Activity
+ Filter your leads/accounts
Geography Region
Baltimore, Mar...
Relationship
1st Degr...
+ 2 more
Industry
Marketing and ...
School
The Johns Hop...
Profile language
+ Profile languages
First name
+ Add a first name
Last name
+ Add a last name
Role & tenure filters
Seniority level
+ Add seniority levels
Years in current position
+ Years in current position
Years at current company
1 to 2 years


Lead results
Account results
Keywords
Enter keywords ...
878
Total results
5
With senior leadership changes in last 3 months
Filters
Clear (2)
Select all
Save to list
Tag
View current employees
Geography Region
Included:
Baltimore, Maryland Area
Industry
Included:
Marketing and Advertising
Department headcount
Department headcount growth
Annual revenue
Company headcount
Company headcount growth
Merkle
Merkle is a leading data-driven, technology-enabled, global performance marketing agency that specializes in the deliver...see all
Marketing and Advertising · 5001-10,000 employees · Baltimore, Maryland Area
View All Employees
8 senior management hires
Save
Add tag
Millennial Media
Millennial Media is the leading mobile ad marketplace, making mobile simple for the world's top brands, app developers, and mobile...see all
Marketing and Advertising · 501-1000 employees · Baltimore, Maryland Area
View All Employees
Save
Add tag
R2integrated
Saved
R2i is a full-service digital agency that creates digital solutions that connect and accelerate customer experiences to drive impact...see all
Marketing and Advertising · 201-500 employees · Baltimore, Maryland Area
View All Employees
View
1 List
Add tag

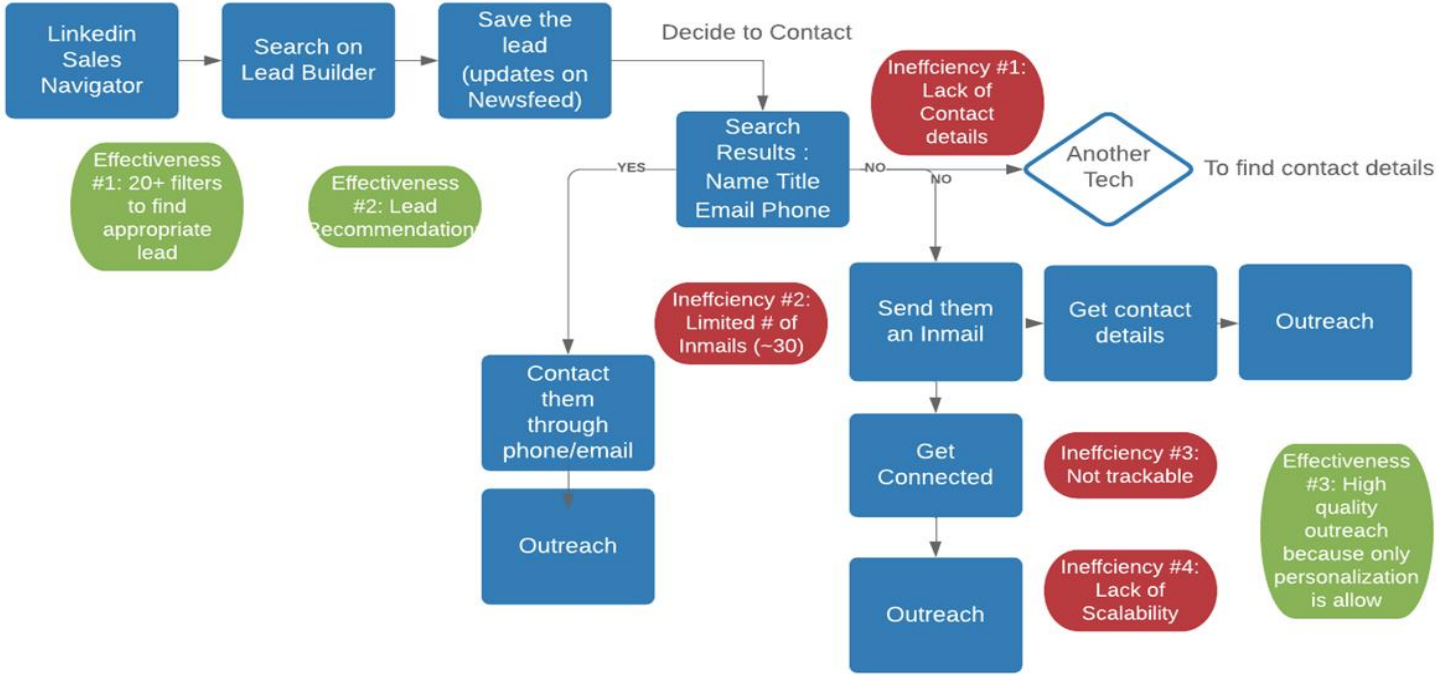

Merkle
Merkle is a leading data-driven, technology-enabled, global performance marketing ... See all
Marketing and Advertising · United States · 5001-10000 employees
3,371 employees | 868 decision makers
Saved
Website
Headquarters
+ Add Tag
Add Note
1 List
People
News & Insights
Recommended leads
Based on your sales preferences
200 Total results
17 New in role in past 90 days
1 Mentioned in the news in past 30 days
31 Posted on LinkedIn in past 30 days
More
Seth Harris · 3rd
VP Strategy, M1 Platform & Data Sol...
less than a year
New York, New York
Save
Steve Forster · 3rd
Technical Services Director
3 years 6 months
Birmingham, West Midlands, United Kingdom
Save
Sangita Patel · 3rd
New York, New York
Save


Scott Nuernberger 3rd
SVP, Head of Media Analytics at Merkle
Scott has over 15 years of experience in building and implementing advanced analytic and technology solutions for many different clients across financial services, insurance, ...see more
Rochester, New York Area
500+ connections
Save
Message
Reports to:
Add manager
Current
SVP, Head of Media Analytics at Merkle
Previous
Vice President, Measurement and BI at Me
Vice President, Measurement and Attributi
+ 3 more
Education
2002 – 2006
+ 3 more
+ Add tag
Conversation with Scott Nuernberger
This is the very beginning of your conversation with Scott
New InMail
Using 1 of 40 remaining credits
Subject (required)
Type your message here...
Angela Yi
Send
Scott Nuernberger
· 3rd
SVP, Head of Media Analytics at Merkle
Rochester, New York Area
Attended the same school
The Johns Hopkins University - Carey Business School
Highlights
What you share in common
You both went to The Johns Hopkins University - Carey Business School
Scott Nuernberger studied at The Johns Hopkins University - Carey Business School before you started

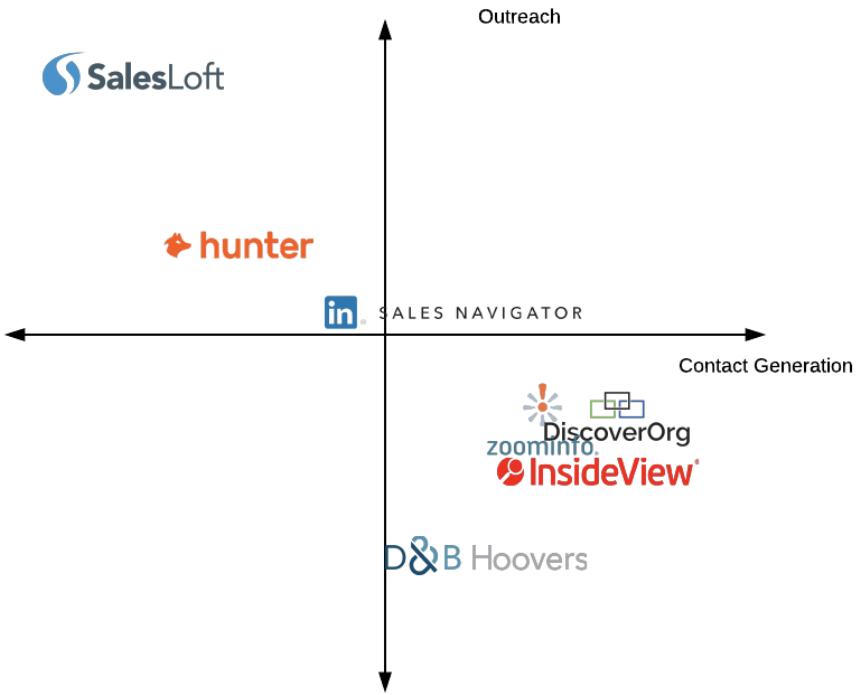
Customer Needs & Expectations



Effectiveness & Inefficiencies



Main Competitors Analysis



SWOT Analysis

S

Social selling
Contact accuracy
Company industry profile
Data filter
CRM integration

W

Data export/import
Outreach
Performance analysis

O

AI Technologies
Relationship development in sales process
Increasing mobile presence

T

AI Technologies
Intense Competition
Privacy regulation

Digital sales transformation pillars/levels

The Technology Embedded Sales 3.0 Organization		Technology-Guided Sales Organizations			
		People	**Structure**	**Process**	
				Sales Engagement	**Customer Engagement**
Technology-Guided Salespeople	**Augmentation**	Sales 3.0 (e.g., AI, ML)	Sales 3.0 (e.g., Account Based Marketing)	Sales 3.0 (e.g., Social Selling)	Sales 3.0 (e.g., Sales Dialer)
	Animation	Sales 3.0 (e.g., Gamification)	Sales 3.0 (e.g., Sales Enablement)	Sales 3.0 (e.g., Coaching)	Sales 3.0 (e.g., Social Listening)
	Assistance	Sales 3.0 (e.g., Chatbot)	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)
	Automation	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)

Source: © Joël Le Bon, 2018

Vendor Neutral frameworks

	White Belt	Blue Belt	Purple	Brown Belt	Black Belt
Develop, Coach, Onboard & Motivate	Face-to-face Training	Sales Training Portal	Skills Development & Reinforcement, Gamification,	Video Role Play, Sales Call Recording	Training integrated into workflow
Manage, Forecast & Analyze	Spreadsheets	CRM	Sales Compensation Planning & Admin'	Forecast Analysis Reporting (AI)	Territory Management
Sell More & Again	Spreadsheets	CRM	Customer Experience & Success	Customer Engagement	Revenue Management Renewal Management
How to Close	Spreadsheets Documents Email	Typical Maturity levels in Yellow (lots of room for improvement)			
Why Buy & From You	PowerPoint®				
When & How to Engage	Phone & Email Online Meeting	Meeting Schedulers PowerPoint® Outreach Email Workflow	Sales Prospecting & Engagement Presentation Builders	Sales Enablement Video Selling Personalization/Social Tactile Selling	AI Email Outreach Buyer Portals AI Mtg Note Taking
Who to Sell to & Why	Internet Search Lead Clipping	Lead List Building Web Visitor Tracking	Call-Back Lead Capture Email Auto-Reply Mining	Account Targeting Predictive Lead Scoring	Data Cleanse/Append

Importance, Difference and Relevance Analysis

	Sales Navigator	DiscoverOrg	ZoomInfo	Salesloft	D&B Hoovers	InsideView	Hunter
Contact generation	7	8	8	1	6	8	4
Contact validation/ Accuracy	9	8	8	1	8	8	8
AI data filling/scraping	1	8	8	6	8	9	8
Company/industry profile	9	8	8	1	9	8	1
Recommendation	8	8	8	1	2	8	1
CRM integration	8	8	8	8	8	9	7
Lead management/tagging	9	9	9	9	9	9	9
Social Selling	10	6	6	1	6	7	1
Outreach(email, Inmail)	6	4	4	8	2	4	7
Performance Analysis (metrics)	4	4	4	9	2	4	7
Data export / import	2	9	9	8	3	7	9

Importance, Difference and Relevance Analysis

	Offered by / 7	Difference Score	Importance Score / 7	Difference Score / 7	Relevance Score	Differentiating Attributes	Sales Navigator
Contact generation	6	1	7	1	7	No	
Contact validation/ Accuracy	6	1	4	1	4	No	
AI data filling/scraping	6	1	4	1	4	No	
Company/industry profile	5	2	6	2	12	Yes	**
Recommendation	4	3	6	3	18	Yes	*
CRM integration	7	0	7	0	0	No	
Lead management/tagging	7	0	7	0	0	No	
Social Selling	5	2	5	2	10	No	
Outreach (email, Inmail)	3	4	7	4	28	Yes	***
Performance Analysis (metrics)	2	5	7	5	35	Yes	***
Data export / import	5	2	5	2	10	No	

Effectiveness vs Efficiency

In the end, it is still better to **push effectiveness** rather than efficiency

For example, why is it not a good idea to just increase the quota of InMails for each Sales Rep?

- Nature of Social Selling: establish rapport through personalized means
- Maintain the quality of the social platform: no spam
- Find more meaningful ways to achieve sales goals: our improvements

LinkedIn Sales Navigator **Premium**

Making Your Outreach on LinkedIn Even More Effective

InMeeting
Sales Reps Dashboard

Potential Improvement: InMeeting

LinkedIn InMeeting

Ability to call leads without needing contact information and solidifying social selling advantage

Three Key Functionalities:

Calendar

Having the opportunity for the user to choose their most preferred time conveniently

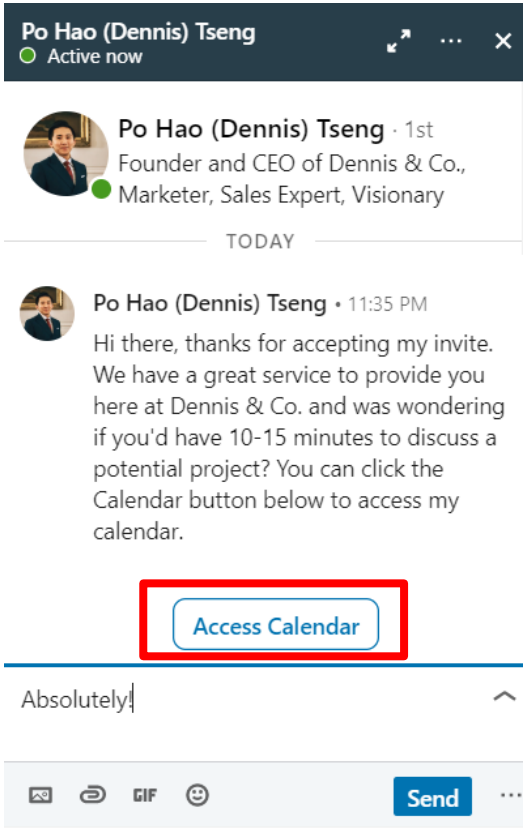
Call Without Contact Info

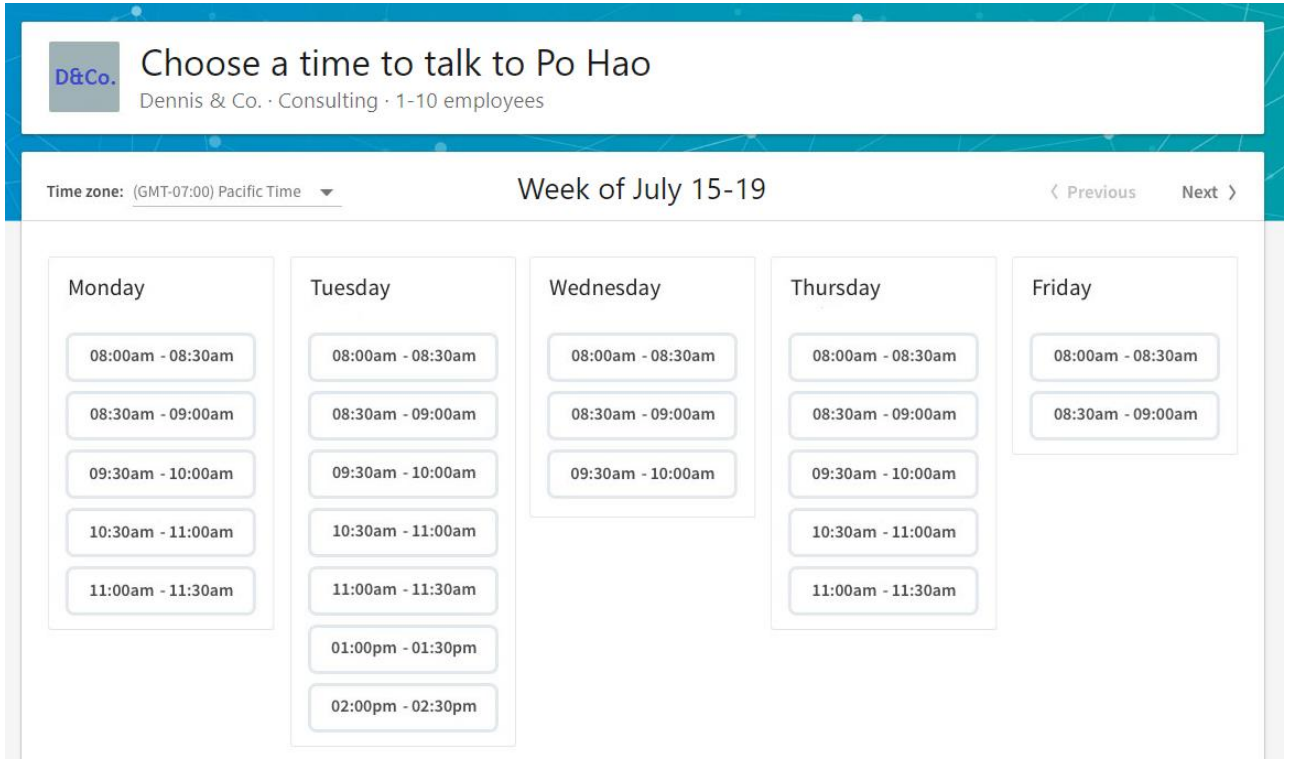
Set-up a call using InMeeting to have a hassle-free video or voice call

No Intrusion

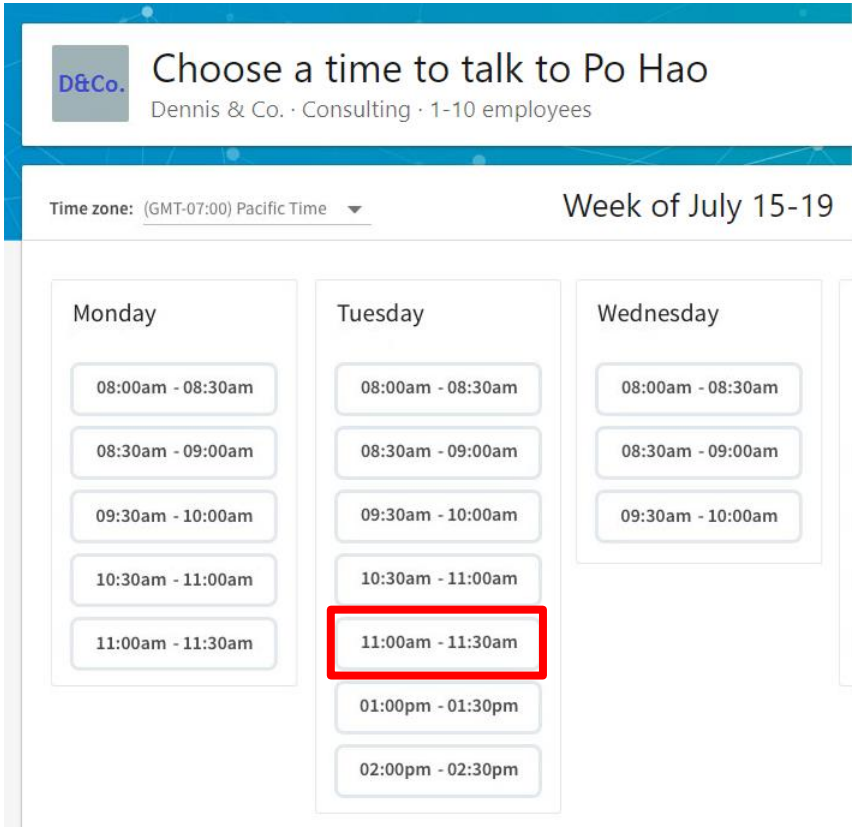
Users need to click to approve for both the Calendar request and joining the call

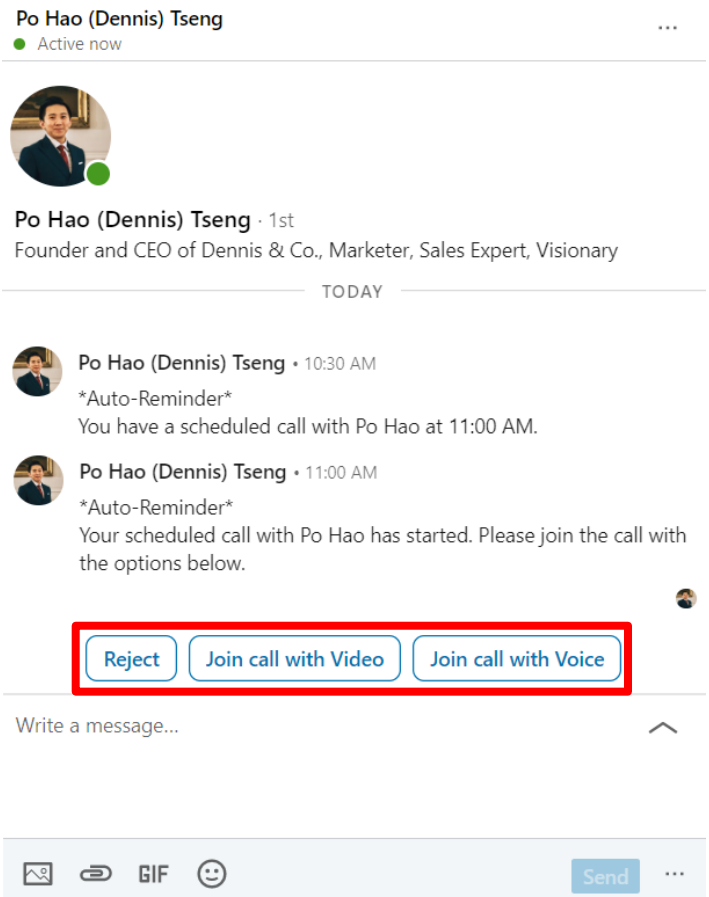
Potential Improvement: InMeeting



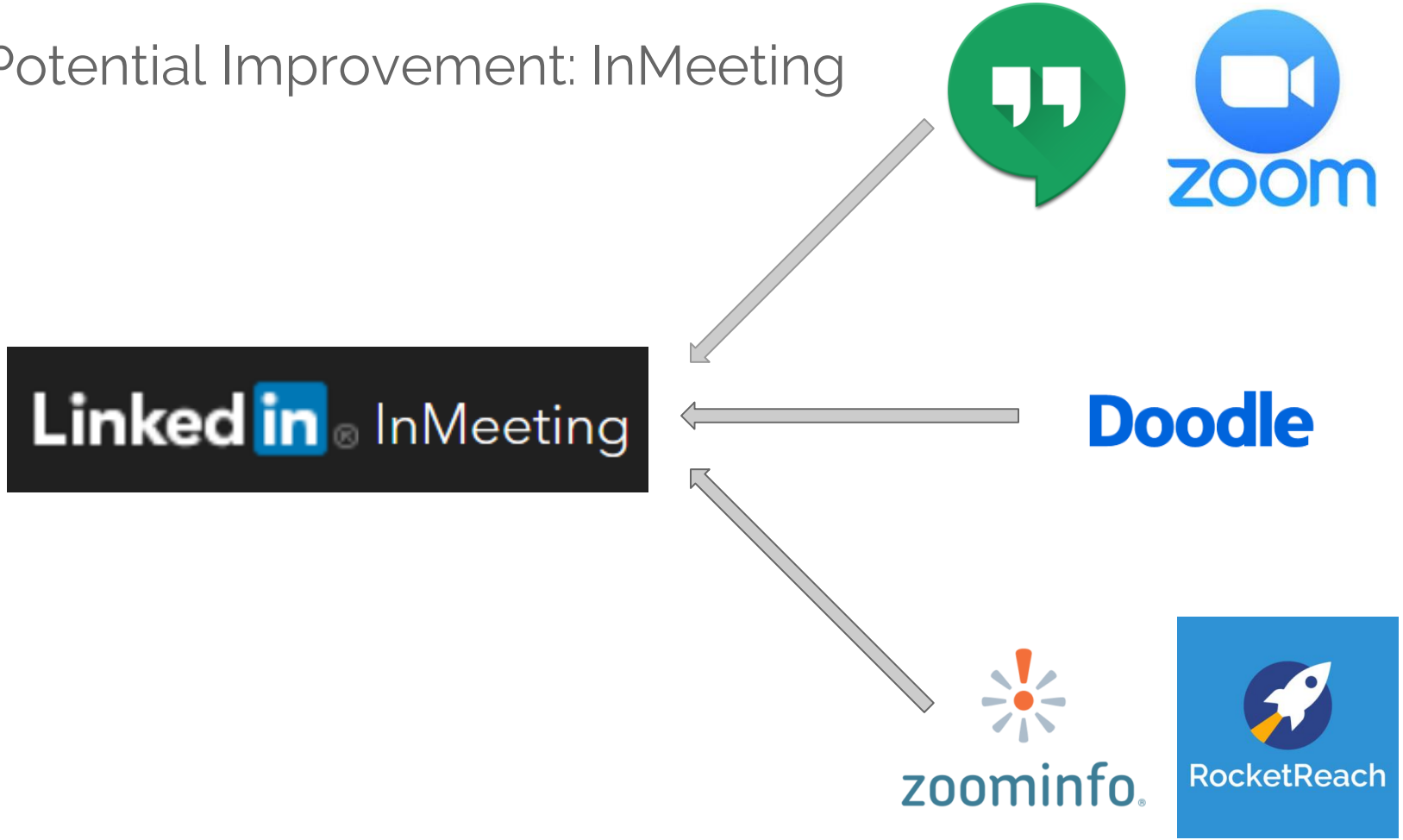


Potential Improvement: InMeeting





Potential Improvement: InMeeting

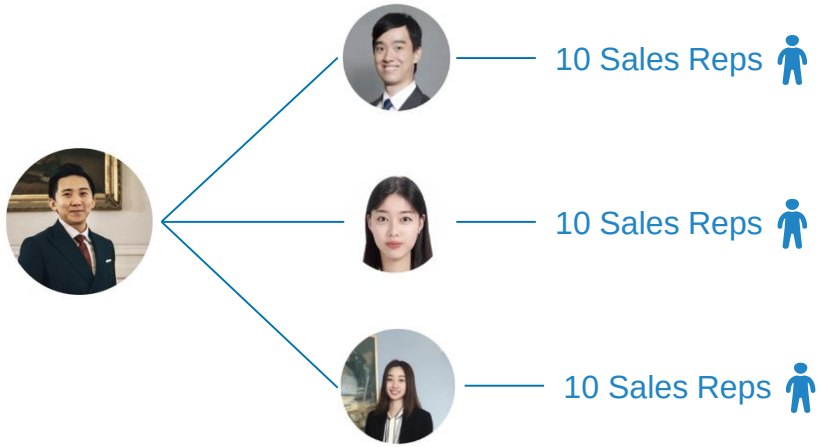


Potential Improvement: **Sales Reps Dashboard**

Each Sales Rep can only send around **30 InMails a Month**…

Providing outreach analytics to each individual sale rep make little sense

But it is a different story <u>for Sales Directors and Managers</u>



Sales Director Sales Managers Sales Representatives

34 Sales People

1,020 InMails

Potential Improvement: Sales Reps Dashboard

Dashboard for Sales Managers and Directors to evaluate Sales Reps' performance on LSN

Three Main Tabs/Function:

Overview

Overall performance in specific time range

Sales Reps Dashboard

Multiple metrics to evaluate a sales rep's outreach performance

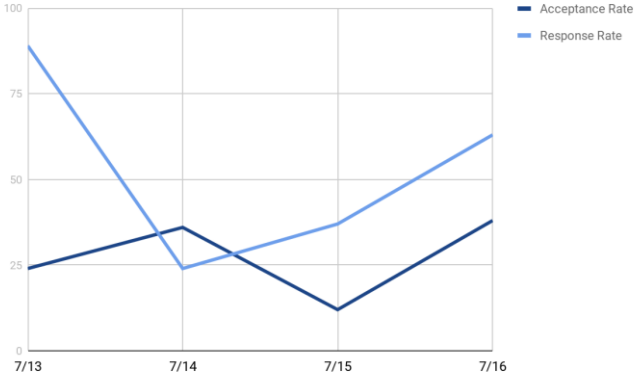
Industry & Accounts reports

Performance based on industries and accounts to refine GTM strategy

Potential Improvement: Sales Reps Dashboard

Overview: Overall performance in specific time range

Data Selected: **7/13/2019 – 7/16/2019**



52 InMail sent

26 Opened

18 Responses

9 Accepted

3 Declined

12 Connections

5 InMeetings

Potential Improvement: Sales Reps Dashboard

Sales Reps Dashboard: Multiple metrics to evaluate a sales rep's outreach performance

Data Selected: **7/1/2019 – 7/16/2019**

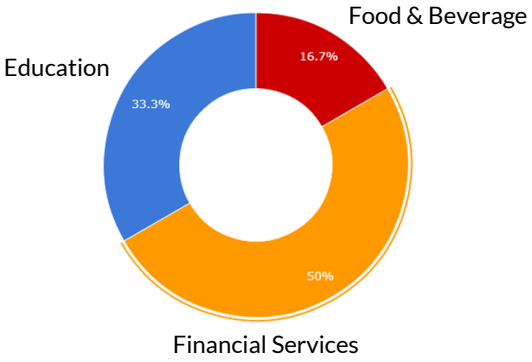
Sales Reps	InMail Send	Response Rate	New Connection	InMeeting
Vincent Mang	26	5%	1	1
Angela Yi	15	75%	4	0
Cara Shi	5	50%	7	4

Potential Improvement: Sales Reps Dashboard

Industry & Accounts Report: Performance on industries & accounts to refine GTM strategy

Data Selected: **6/16/2019 – 7/16/2019**

Industry Focus:
(by InMail Send)



Top Engaging Industry
(by response rate):

Food & Beverage	54%
Financial Service	29%
Education	13%

Top Engaging Accounts
(by New connection):

The Coca-Cola Company	5
The Johns Hopkins University	3
PepsiCo	2

Barriers to Entry and Switching Cost

	Barriers to Entry for Competitors	Switching Cost for Users
InMeeting	**HIGH** Other Sales Technologies don't have app on mobile devices that is popularly installed by leads, making such call/meeting hard to achieve	**MEDIUM-HIGH** Making users switch from calling phone # or other online meeting software to InMeeting might require some education. However, once they notice the benefit of calling without knowing the phone # and the seamless experience, they are likely to switch.
Sales Reps Dashboard	**MEDIUM** Although outreach performance analysis is widely used, few focus on analyzing and managing lead generation effectiveness. Besides, these data are owned by LinkedIn.	**LOW** Since they are already using LSN, viewing the organized analytics page should not be high effort. It is also more well-visualized and less manual than Excel.

Thanks!

Any questions?

Dennis & Co. feat. LinkedIn Sales Navigator

Making Your Outreach on LinkedIn Even More Effective

Presented by: Dennis, Vincent, Angela, and Cara