LinkedIn Sales Navigator

Empowering sales teams with Sales Navigator positively impacts Coface revenue

ABOUT COFACE

Global player in trade credit risk management for 100,000 companies across 200 countries | Supports clients in managing trade risk through an ecosystem of services comprising of trade credit insurance, financial & risk data, and debt collection services | 75 years of expertise

coface FOR TRADE

Challenge

- Build a modern selling organization to accelerate growth with optimized costs
- Unlock the value of Coface's trade credit insurance and debt collection service, as well as its unique financial and risk data through expert, modern selling
- Streamline and optimize a sales tech stack originally consisting of 18 separate disjointed platforms
- Drive engagement with a social selling approach across a global sales organization across 7 regions

Solution

- Deploying Sales Navigator across Coface's international sales operations
- Integrated Sales Navigator with Coface's CRM system
- Informed outreach through features like InMail and Relationship Explorer, with in-depth research delivered in seconds through Account IQ and Lead IQ
- Country-by-country deployment led by local market Product Owners, with a global training roadmap and performance dashboard to support them
- Senior leaders acting as executive sponsors and emphasizing the centrality of Sales Navigator to business strategy

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Results

- Coface revenue directly influenced by Sales Navigator has doubled every year since adoption
- Sales Navigator generated ROI of 6x annually
- 89% of Coface LinkedIn Sales Navigator users would recommend it to other sales professionals
- The average Coface users spends between 23 and 26 days on Sales Navigator each month
- The sales transformation program powered by Sales Navigator won the Gold Award for Client Acquisition Strategy from ActionCo, France's leading media group catering to sales organizations across industries.

Building a sales organization of experts using AI and Sales Navigator

There are many different dimensions involved in enabling businesses to trade with confidence. Over its 75 years as a key player in credit risk management, Coface has developed an ecosystem of solutions. Its services include credit risk insurance to protect businesses against unpaid invoices, business information platforms to guide decisions about which clients to take on and which suppliers to choose, and debt recovery services – among others. Through its long history taking on credit risk on behalf of clients, Coface has amassed a unique data resource that represents a valuable asset for any business making trade decisions. However, leveraging this resource to drive global growth requires a modern selling organization, equipped with real-time information on prospects' activity and requirements.

"A while ago, Coface was owned by the French government and was very much a traditional company in how it approached the market," explains Commercial and Operations Director Bernard Nassiri. "We have been a listed company for quite some time and now we need to streamline our approach so that we can accelerate growth with streamlined costs and continue to grow even in a challenging environment. We launched our 'Power the Core' strategy, which focuses on our mid-market segment and supports our sales organization in their modern selling approach ."

Streamlining technology has played a key role in this transformation. Three years ago, Coface had over 18 different platforms , with salespeople's time soaked up by juggling across all. Today, the Coface tech stack is focused around LinkedIn Sales Navigator and its close integration with the business's CRM . "The difference in productivity through the way these tools connect has had a real impact," says Bernard. "It used to take us hours to put a proposal together for a client, and now it takes about eight minutes."

Real-time LinkedIn data, synchronized with the CRM, also provides Coface with a powerful foundation for integrating AI into its sales strategy. AI-powered Sales Navigator features provide teams with the insight they need to match customers' needs to Coface solutions.

"Successful cross-selling really depends on a deep understanding of your customer," explains Noé Robin, Digital Acquisition Analyst and leader of Coface's Sales Navigator program. "With Account IQ and Lead IQ, we can tell which solutions a prospect or lead is likely to be interested in, and with features like Relationship Map, you get a view of all the functions that are involved in those decisions. Above all, LinkedIn provides our teams with new ways to reach out, and secure meetings. We get a lot of feedback from the teams about the importance of InMail and the value of being able to find warm paths in."

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Inspiring adoption through global leadership and in-country activation

The impact of any sales technology depends on the enthusiasm with which sales teams adopt it. Coface took a multi-dimensional approach to deploying Sales Navigator that empowered in-market teams to deploy its features in the way that best suited them. Noe and the LinkedIn team supported local Sales Navigator product owners with a global dashboard to help monitor performance, and digestible, agile training modules that made it easy to adopt best practice.

"We empowered our in-country product owners to develop their own strategies for integrating Sales Navigator into how their teams operate, which meant we were responding to what each team needed," explains Noe. "We then supported them with data, best practices and training, and we got great support from LinkedIn on that. It's been one of the biggest reasons for the success of our program."

A key element in the training program involved using Sales Navigator to align sales teams with the wider go-to-market strategy led by Coface's Global Head of Digital Lead Generation, Cristina Bugnaru. "It's really helped us to bridge the gap between sales and marketing," explains Cristina. "We're able to bring content from our campaigns to the training workshops and showcase how it can be used in emails and LinkedIn posts. It helps us to connect the different elements of our strategy, and multiply their effectiveness , while building the profile of our salespeople as expert advisors."

Supported by high-profile executive sponsors such as Bernard Nassiri, the deployment of Sales Navigator has accelerated across Coface. The number of users grew almost fourfold since the deployment of the program three years ago. Throughout this period, the revenue directly attributed to Sales Navigator has doubled annually, and Sales Navigator has delivered ROI of 6x.

"We wanted to create believers, and that's exactly what we've done," says Bernard Nassiri. "It's true at every level of our organization. The data we have available through synchronizing Sales Navigator with our CRM makes a huge difference. When you invest 1 euro and get 6 euros back, nobody challenges your strategy."

"If we want to be inventive and innovative and keep growing, then AI is absolutely crucial. With LinkedIn Sales Navigator, we can just plug and connect and leverage this technology without needing to reinvent the wheel. It has an instant impact, giving our people the commercial information that they need in just a few clicks, and helping them show up in exactly the way they need to."

Bernard Nassiri
Group Director Commercial, Lead Generation & Mid-Market

Learn more at business.linkedin.com/sales-solutions