



Why modern selling is the future



The State of Sales Today

Adam Maine, Head of LinkedIn's Sales Navigator in Asia, discussed the past, present and future state of the industry with Singapore's sales leaders.

- 1 Cold techniques don't work
- 2 The buying process is more complex
- 3 Sales productivity is stagnating

A new innovation cycle has begun.

	Why?
Your grandfather did face-to-face sales.	It's personal
Your dad relied on automation.	It's scalable
In today's world, you need to build relationships at scale.	It's BOTH.

The State of Sales in the Future

Sales Navigator builds relationships at scale by:

- 1 Creating a digital map of potential clients around the world
- 2 Finding a path to learn about & connect with these clients
- 3 Forming relationships by understanding & adding value to them

Does Sales Navigator really work?*



* LinkedIn assessment of 1,300 global clients that synced Sales Navigator with their CRMs.

But what do local business leaders say?

Samantha Garrad (Enterprise Sales, LinkedIn Asia) moderated a discussion amongst three industry leaders.



Pat Stobbs, Regional Manager
Nestlé Professional
(Asia, Oceania, Africa)



Chadwick Kinlay, Director
Marketing & Communications,
Epsilon



Carla Atienza, Director
Sales - Singapore,
BCD Travel

On why they use Sales Navigator:

"It's a tool for outreach and to bring depth to our business development outside traditional tradeshows and existing customer relations. It allows us to scale, and more importantly, to add value to our customers." – **Chadwick**

Fifteen years ago, you needed someone to introduce you to a decision-maker. Sales Navigator lets us bypass that and go directly to the decision-maker." – **Carla**

It allows us to break into new business markets and understand and serve large, complex clients better." – **Pat**

On resistance to implementation:

"We had an internal champion who led the change. Some countries automatically used it; others, particularly China, pushed back. There's a mindset that only local tools work there. When our top performers were consistently also our top Sales Navigator users, minds shifted." – **Carla**

"In food and beverage, people like to do things the old-fashioned way. We were resistant to new tools and processes such as LinkedIn. But the old way of doing things became extremely difficult as we broke into new channels. We knew we had to transition. And LinkedIn was our opportunity." – **Pat**

"Adoption has not been a problem. Three months before we unleashed the platform, we taught our sales people how to use it to engage and understand the people and organizations they were targeting – the art of modern selling. That was crucial to the success we are seeing today." – **Chadwick**

On LinkedIn assistance:

"Our LinkedIn team helped us structure emails that would get responses. And we do get responses – more than we ever expected!" – **Carla**

On the 'nitty gritty' topic of success rates:

We have an average ROI of 8 to 15. Our average close rate is around 55%. We are very pleased. LinkedIn is a very small cost to us. We closed one deal for \$2.5 million. It pays for a lot of LinkedIn licenses, and it's sustainable going forward. I went from being not really interested in Sales Navigator to a raving fan." – **Pat**

We've generated 8% opportunities based on outbound activities. From a desk-bound outreach perspective, that's high. We don't see this from meetings or traditional trade shows. The difference is because we're creating a relationship before we get to an appointment or a call." – **Chadwick**

On the tool's unexpected benefits:

"We initially got Sales Navigator for lead generation. We found it increased the quality of our presentations, too. We can't do without it now. We're able to stakeholder map and profile very, very effectively. It adds so much value to how we design our presentations." – **Carla**

"Sales Navigator adds a visibility layer we never had before. We can see those who are actively using the tool are the ones with more opportunities in the hopper. And they're using it the right way – by saving leads, watching prospects, engaging with content and being thought leaders." – **Chadwick**

On modern selling's growth potential:

"Customer experience is the new battleground, and modern selling is the weapon for success." – **Chadwick**

"New hires, as well as buyers, are younger. This is how they communicate. When we call clients, they ask us to send them an InMail. It's the standard now." – **Carla**

"Today we treat modern selling as a new initiative, but in the next five years it will be a requirement." – **Pat**

