

The LinkedIn Sales Navigator Impact On Sales Organizations In North America

[LinkedIn Sales Navigator Advanced Plus](#) is a B2B deep sales platform that offers features for lead generation, account prioritization, customer engagement, and more. It enables sales teams to prospect and cultivate relationships with high-value customers by leveraging integrated, accurate, and first-party professional data.

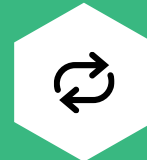
LinkedIn commissioned Forrester Consulting to interview nine representatives and conduct a global Total Economic Impact™ (TEI) study to better understand the benefits, costs, and risks associated with LinkedIn Sales Navigator and to better understand the return on investment (ROI).¹

This abstract is a regional spotlight of the full, global TEI study, focusing on the use of Sales Navigator in North America and its value to sales organizations. Decision-makers at three North American software organizations were interviewed for the study:

- A senior manager of global GTM and sales enablement at a software organization with 1,500 Sales Navigator users.
- A director of sales development at a software organization with 110 Sales Navigator users.
- A senior revenue operations manager at a software organization with 110 Sales Navigator users.

CHALLENGES FACED BY NORTH AMERICAN SALES ORGANIZATIONS

The three interviewees in the North American sales organizations reported that prior to adopting Sales Navigator, the ability to prospect, identify, and reach out to quality leads using existing third-party data



Percent of revenue growth attributed to Sales Navigator:
30%



Percent efficiencies gained across sales teams:
15%

sources, such as lists, and outdated sales tools was a notable challenge. Additionally, the lack of CRM integration with the sales tech stack created significant inefficiencies for the sales team.

Without automation, data living in disparate sources required team members to manually locate, cross-reference, deduplicate, and update accounts when prospects changed jobs or updated their professional profiles, which naturally is subject to human error and inaccuracies. This reliance on inadequate, siloed data — combined with the expense of third-party lists and unsuccessful cold calling — posed significant obstacles to sales management. It hindered their productivity and their ability to identify, create, and maintain reliable lists of high-quality leads and effectively engage with them.

Sales Navigator helped the organizations address these challenges by enabling their sales teams to prospect and cultivate relationships with high-value



[Read the full study](#)

target customers and leverage integrated, accurate, first-party professional data, leading to team efficiencies and revenue growth.

While these North American software organizations presented different use cases, they shared similar challenges and pain points, including inefficiencies related to unreliable customer data, fragmented and inconsistent workflows across sales teams, and a strong need for CRM integration.

“LinkedIn Sales Navigator is a table-stakes tool for any modern sales team in any modern industry. I simply can’t imagine running my team without it.”

Director of sales development, software

INVESTMENT DRIVERS FOR NORTH AMERICAN SALES ORGANIZATIONS

The three interviewees’ organizations adopted Sales Navigator to enhance their prospecting capabilities, increase their sales pipelines, and improve productivity across their sales teams. To accomplish this, they sought to overcome challenges in their legacy environments, including:

- **Limited visibility into the sales process.** The interviewees reported that in their legacy environment, they experienced insufficient visibility into sales pipelines and performance metrics. This lack of visibility made it challenging to track progress, identify bottlenecks, and optimize sales strategies. They also found that limited visibility could hamper strategic decision-making, impede growth, and result in missed opportunities.
- **Inefficient prospecting and lack of buyer intent signals.** Before adopting Sales Navigator,

the interviewees’ sales teams struggled with accurately identifying and engaging high-quality prospects who showed buyer intent. Their existing tools were limited and lacked essential features, such as filter and search capabilities, insights, and reporting functionalities, and the ability to create targeted lists. Without these automated functions, teams had to invest excessive time and effort performing manual, sales-related tasks. And they incurred the costly expense of purchasing data lists.

- **Poor data quality and accuracy.** With inconsistent customer data scattered across multiple sources, the sales teams could not rely on existing lead information and had to direct excessive resources to manually merge, deduplicate, and correct the siloed data, which resulted in missed sales opportunities, lost revenue, and diminished growth potential.
- **Inability to integrate with the CRM.** The interviewees expressed frustration over the lack of integration between their existing tools with their CRMs. The absence of integration, automation, and sync functionality resulted in manual work processes and inconsistent data management. As a consequence, they were unable to effectively combine and analyze data, leading to a lack of insights into prospects’ behaviors and an inability to make data-driven, strategic adjustments when necessary.

SALES NAVIGATOR FEATURES

The interviewees’ organizations chose to invest in Sales Navigator for the following reasons:

- **Automation and integration.** With its automated features and integration with the CRM, the organizations could nearly eliminate the manual tasks associated with customer prospecting and engagement, decrease redundancies and duplication of effort, and enable real-time, seamless data sharing. And with improved data

accuracy, sales teams experienced increased efficiency, while sales leadership could make better and more strategic decisions.

- **Access to accurate intent data.** The interviewees reported that the population of intent data through automated tracking of prospect activities such as engagement with LinkedIn posts allowed sales teams to determine a prospect's genuine interest in their offerings. This valuable information helped sales teams identify potential prospects who were more likely to convert into customers.
- **Enhanced sales team collaboration.** The interviewees noted that consolidating and centralizing customer data promoted knowledge sharing, collaboration, and account information exchange across teams. This subsequently translated into increased productivity, response rates, meeting rates, and ultimately, closed/won opportunities.

KEY RESULTS FOR SALES NAVIGATOR USERS IN NORTH AMERICA

The results of the investment for the interviewees' organizations include:

Quantified benefits. Quantified benefits that provide financial improvement for the North American organizations include:

- **A gain in net operating profit due to the increase in sales opportunities.** By leveraging more accurate data, higher-quality leads, and improved messaging, the sales organizations experienced an increase in qualified sales opportunities, leading to more closed/won deals and ultimately generating additional revenue.

The director of sales development at a software firm noted: "We have seen a significant increase in revenue since implementing [Sales Navigator]. I would attribute at least 40% of our revenue growth to the use of the tool. It has helped us

identify high-quality accounts, shorten the sales cycle, and ultimately close more deals."

- **Efficiencies gained in sales research efforts.** By leveraging accurate and detailed professional data, automated capabilities, and seamless CRM integration, the organizations' sales teams more efficiently identified qualified leads who were ready to buy and engaged prospects with more effective messaging, resulting in increased opportunities and a positive impact on the bottom line.

The senior revenue operations manager at a software company noted: "Sales Navigator enables our teams to better understand and connect with potential buyers, resulting in more effective prospecting and higher-value opportunities. Additionally, the collaboration and efficiency features of the tool have accelerated our sales cycle, allowing us to close deals faster."

Unquantified benefits. Benefits that provide value for the North American organizations but were not quantified in this abstract include:

- **Data accuracy and enrichment.** Since Sales Navigator is built on the established LinkedIn professional platform, the organizations' sales teams benefited from access to real-time, first-party professional data, as it ensured data accuracy and empowered the sales teams to approach the available information with confidence.

The director of sales development at a software company commented: "Having accurate and reliable data is crucial for our sales team. Sales Navigator has significantly improved our data accuracy, allowing us to make informed decisions, prioritize accounts, and target our messaging more effectively. It has been a game-changer in ensuring the quality and integrity of our data, ultimately leading to better outcomes and increased revenue."

- **Hidden allies resulting in warm leads.** Sales Navigator revealed colleague relationships at a prospect's company. Current and former coworkers could provide insights, reach out to their connections, and make warm introductions.

A senior manager of global GTM and sales enablement at a software company shared: "Sales Navigator uncovers warm leads for us. We find great value in that, and an ideal user would find value in that."

- **Identification of high-value leads with intent to buy.** Sales Navigator incorporates a feature that identifies and reports buyer intent, enabling the organizations' sales teams to track a prospect's journey and prioritize those most likely to engage based on intent signals such as responding to an InMail, visiting the organizations' LinkedIn pages, and interacting with its posts. This functionality empowered the sales teams to efficiently prioritize their efforts and concentrate on high-value prospects who are more likely to make a purchase.

The senior manager of global GTM and sales enablement continued: "With the intent-to-buy dashboard, you can see detailed account activity, the people looking at your profile, account milestones, and contact information. You can bring in all of that to build out lists on a granular level in order to reflect personas. The ability to combine all that data allows you to define your addressable market, see the intelligence behind leads, and prioritize those accounts."

- **Employee collaboration and engagement.** Sales Navigator promoted sales team collaboration by allowing the interviewees' team members to share accounts, leads, lists, and best practices to unlock efficiencies.

To highlight the improved employee experience, the director of sales development at a software organization mentioned, "With the LinkedIn CRM

integration and data source consolidation, we spend significantly less time clicking between systems, enhancing employee satisfaction and promoting cross-team communication."

"I think for a lot of salespeople, your tech stack is a direct indication of your investment in your people and your team, and I just don't think you can be a good salesperson without this tool — their job would be five times more difficult."

Director of sales development, software

TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: “The Total Economic Impact™ Of LinkedIn Sales Navigator,” a commissioned study conducted by Forrester Consulting on behalf of LinkedIn, October 2023.

STUDY FINDINGS

While the value story of this abstract is based on three interviews, Forrester interviewed nine total representatives at organizations with experience using Sales Navigator and combined the results into a three-year financial analysis for a composite organization. Risk-adjusted present value (PV) quantified benefits for the composite organization include:

- A gain in net operating profit due to the increase in sales opportunities totaling \$1.3 million over three years.
- Efficiencies gained in sales research efforts totaling \$2.6 million over three years.
- Productivity gains and the elimination of legacy tools contributing to cost savings of \$2.4 million over three years.



Return on investment (ROI)

312%



Net present value (NPV)

\$4.7M

Appendix A: Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

DISCLOSURES

The reader should be aware of the following:

- The study is commissioned by LinkedIn and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in LinkedIn Sales Navigator.
- LinkedIn reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.
- LinkedIn provided the customer names for the interviews but did not participate in the interviews.

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