

The LinkedIn Sales Navigator Impact On Sales Organizations In Latin 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.

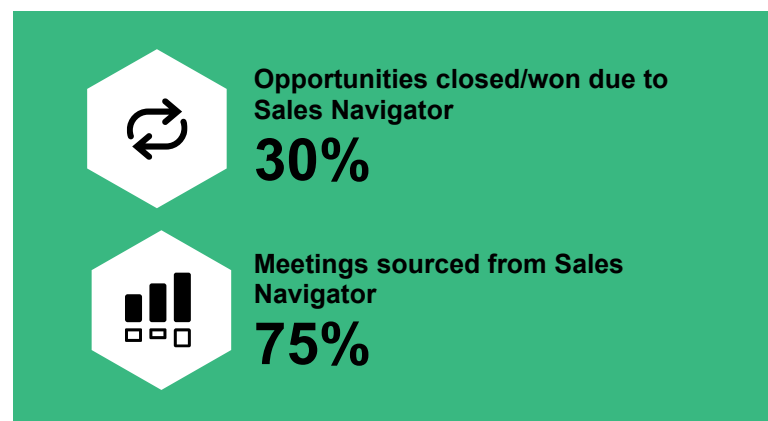
LinkedIn commissioned Forrester Consulting to interview nine representatives and conduct a global Total Economic Impact™ (TEI) study to better understand the benefits, costs, and risks associated with LinkedIn Sales Navigator, and to better understand the return on investment (ROI) enterprises may realize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

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

- A head of B2B digital marketing at a telecommunications organization with 42 Sales Navigator users.
- An executive director of GTM strategy at a software organization with 59 Sales Navigator users.

CHALLENGES FACED BY LATIN AMERICAN SALES ORGANIZATIONS

The two interviewed representatives in the Latin American sales organizations reported that prior to adopting Sales Navigator, they lacked the ability to prospect, identify, and reach out to quality leads



using existing, third-party data sources, such as lists, and outdated sales tools. 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 was subject to human error and inaccuracies. This reliance on inadequate, siloed data — combined with the expense of third-party prospect 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 interviewees' organizations address these challenges by enabling their sales teams to prospect and cultivate relationships with high-value target customers and leverage integrated, accurate, first-party professional data, leading to team efficiencies and revenue growth.

“[Prior to using Sales Navigator,] we were working in a very manual environment with no CRM integration and with outdated data living in multiple data sources.”

Head of B2B digital marketing, telecommunications

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

INVESTMENT DRIVERS FOR LATIN AMERICAN SALES ORGANIZATIONS

The two interviewees' organizations adopted Sales Navigator to enhance their prospecting and demand-generation capabilities, increase their sales pipelines, improve productivity, and integrate with CRMs. To accomplish this, they sought to overcome challenges in their legacy environments, including:

- **Poor data quality and accuracy.** Interviewees reported that inaccurate, inconsistent data scattered across multiple sources resulted in email bounce rates of up to 20% and correlatedly, poor conversion rates. With data capacity limitations and the inability to rely on existing lead information, sales teams had to direct excessive resources to manually merge, deduplicate, and correct the siloed data, which led to missed sales opportunities, lost revenue, and diminished growth potential.
- **Inefficient prospecting and lack of buyer intent signals.** Before adopting Sales Navigator,



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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 incurred the costly expense of purchasing data lists.

- **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 CRM integration.** With its automated features and integration with the CRM, the interviewees from Latin America noted their organizations could nearly eliminate the manual tasks associated with customer prospecting and engagement. They were also able to decrease redundancies, reduce duplication of effort, and enable real-time, seamless data sharing, which allowed sales leadership to make better and more strategic decisions.
- **Access to accurate intent data.** The interviewees reported that access to buyer 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 information was valuable for their sales teams as it helped them 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 exchanged across teams. This subsequently translated into increased productivity, response rates, meetings rates, and ultimately more closed/won opportunities.

KEY RESULTS FOR SALES NAVIGATOR USERS IN LATIN AMERICA

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

Quantified benefits. Benefits that provide financial improvement for the Latin 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 Latin American interviewees noted their sales organizations experienced an increase in qualified sales opportunities, leading to more closed/won deals and ultimately generating additional revenue.

An executive director for go-to-market (GTM) strategy at a software company shared, "More than 75% of our meetings are sourced from Sales Navigator and have an improved 40% conversion rate of meetings to opportunities — that's powerful."

- **Efficiencies gained in sales research efforts.** By leveraging accurate and detailed professional data, automated capabilities, and seamless CRM integration, the interviewees' organizations' sales

teams more efficiently identified qualified leads ready to buy and engaged prospects with more effective messaging, resulting in increased opportunities and a positive impact on the bottom line.

The executive director from the Latin American software company stated, "Sales Navigator has helped us gain efficiencies by easily building territories and prospect lists, improving the accuracy of our customer data, and providing insights and intelligence on accounts and leads to help us prioritize our sales efforts." The head of B2B marketing at a telecommunications organization added, "We have seen a 30% increase in closed/won opportunities."

Unquantified benefits. Benefits that provide value for the Latin 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, interviewees noted that 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 head of B2B digital marketing at a telecommunications company commented: "With LinkedIn Sales Navigator, we were able to overcome the challenges of inaccurate and outdated data that we experienced with traditional methods. It provided us with an environment to identify the right people and companies to generate opportunities. With Sales Navigator, we were able to improve the accuracy and usefulness of our data without the need for manual data entry into our CRM."

- **Identification of high-value leads with intent to buy.** Sales Navigator incorporates a feature that identifies and reports buyer intent, enabling

the interviewees' organizations' sales teams to track a prospect's journey and prioritizing 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 prioritize their efforts efficiently and concentrate on high-value prospects who are more likely to make a purchase.

The head of B2B digital marketing at the telecommunications enterprise reported: "Good efficiency can be observed in our interactions with large customers. For instance, we utilize LinkedIn Sales Navigator within our core team to establish strong contacts through LinkedIn, ultimately enhancing our ability to identify opportunities and arrange outreach more effectively."

- **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 executive director of GTM strategy at a Latin American software organization commented: "The sales team appreciates the ability to use Sales Navigator research and connect with key personas within their target accounts. The overall experience with Sales Navigator has been positive and has contributed to success in driving revenue."

"Sales Navigator provides accurate data and has enabled us to tap into our executive team's network for warm introductions and new relationship building. It has helped us streamline territory mapping and prospecting processes."

Executive director of GTM strategy, 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 two 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 contribute to cost savings of \$2.4 million over three years.



Return on investment (ROI)

312%



Net present value (NPV)

\$4.73M

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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