

Clozd Improves Data Accuracy with LinkedIn Sales Navigator and SFDC Integration



Location: Lehi, Utah | No. of Employees: 150
Industry: Business Consulting and Services



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Nate Gardner

Head of Strategy and Business Operations at Clozd



Challenge

Seeking Data Accuracy

- Clozd offers B2B solution providers win/loss analysis. As a business consulting service, they rely on accurate company and persona data to identify prospective customers within their ICP.
- Traditional sales intelligence tools were not meeting the expectations and needs of the Clozd sales team.
- Nate Gardner, Head of Strategy and Business Operations at Clozd, shares his insights into this issue. “A problem most people deal with when they’re prospecting is data accuracy. It’s hard to get a good sense for how big companies are, what industries they’re in, and if contacts are in the right role.”



Solution

Tapping into Real-Time Data

- Self-reported and up-to-date data for both companies and users has made LinkedIn Sales Navigator an invaluable tool for Clozd’s sales team.
- “LinkedIn is the most accurate place to find personas,” says John Hanks, Head of Sales at Clozd. “Users self-select and update their profiles to where they’re currently working. Most of my reps start on LinkedIn and use it as a jumping-off point.”
- The quality of self-reported data is unsurpassed, allowing team members to do outreach with speed and accuracy. Hanks discusses, “Right when someone gets a promotion, that’s reflected in their profile, so a big benefit of LinkedIn is the hygiene of outreach.”



Results

Personalized First Point of Contact

- At Clozd, sales is a person-first endeavor. The entire LinkedIn ecosystem creates user-supplied information, from business pursuits to life events to conversational moments.
- By strategically engaging with LinkedIn, the Clozd team has been able to make deep connections with prospective customers.
- “LinkedIn enables our reps to engage with more people in a much more effective way,” says Gardner. “Getting people to respond is hard. If you can connect with them – comment on their posts, follow them on LinkedIn, gain insight into their company, and send them an InMail. You can reference all this information and you can personalize your outreach.”

The Power of CRM Sync

- One of the winning Sales Navigator features for Clozd is CRM Sync, which enables the Sales Navigator platform to match members and companies to profiles within user CRMs, in this case Salesforce.
- This feature allows sales team members to stay current with the career and life changes of contacts already in their CRM. Hanks explains, “I might have an individual who was a customer at a company that’s currently a client. If that individual moves companies, I can now engage with them at their new company as a warm contact.”
- Hanks praises how CRM Sync offers visibility and enables creative ways to add new accounts. “Another great use of CRM Sync is if I have an account book, I can upload my accounts, and it becomes a lot easier to prospect that way. If I see a contact move to a company that’s not in our CRM, I can now add that account to my account book and start working on that.”

A strong tech stack with both Sales Navigator and SalesLoft

- Since adopting Sales Navigator, LinkedIn has become an integral part of Clozd's prospecting and sales processes, integrating with key platforms like SalesLoft.
- Clozd was able to use LinkedIn's data to develop custom cadences for prospecting and building pipeline. They also increased efficiencies by utilizing LinkedIn's outreach functionality from within the SalesLoft platform.

85%

of deals sourced by LinkedIn Sales Navigator

90%

of deals influenced by LinkedIn Sales Navigator

1.8x

higher win rate for deals influenced by LinkedIn Sales Navigator

Empowering Sales Enablement

- Much of the success Clozd has experienced is thanks to a purposeful and robust onboarding process for new sales representatives including using LinkedIn Sales Navigator. "It's an integral part of our onboarding," offers Hanks.
- The personal data shared on LinkedIn drives the first point of contact. "All that information shapes the personalization narrative. To cut through the noise and get a response, you need to be outreaching and personalizing, and LinkedIn is the best place to do that."



"If you're not using a tool like LinkedIn, you're often relying on data that could easily be out of date."

John Hanks

Head of Sales at Clozd