

Manutan furnishes its sales organization with LinkedIn Sales Navigator and establishes all-in value with a six-month pilot



ABOUT MANUTAN

Family-run business, founded by André and Jean-Pierre Guichard in 1966 as a catalogue sales company for B2B equipment in France. The company is now run by grandson Xavier Guichard | Europe-wide 'Well-working' supplier offering more than 800,000 references and associated services | 2,500 employees working across 25 subsidiaries in 17 European countries | Headquartered in Gonesse, France | Recognized as a Great Place to Work® for eight consecutive years



All you need. **With love.**



“There is nothing better than running a pilot like this to help you decide whether to invest in a sales tool like LinkedIn Sales Navigator. It meant that we could move ahead with an all-in program and it’s helped us build the network of champions that we need to maintain momentum going forward.”

Florence Rocheteau
Sales Excellence Director, Manutan

Challenge

- Set a foundation for sales excellence across operations in 17 European countries
- Address inconsistent CRM adoption with a shared insights platform
- Secure more meetings with prospect accounts, more efficiently
- Explore new personas and discover warm routes into accounts

Solution

- Six-month pilot of All-in Sales Navigator deployment across the sales organization
- Bi-weekly meetings with LinkedIn pilot consultant
- LinkedIn support for behavior change program with workshops, manager training and group-wide competitions to drive adoption of new functionality
- LinkedIn dashboard to monitor adoption levels and address any barriers

Results

Manutan established clear metrics for measuring success, which tracked the value delivered by Sales Navigator over the six months of the pilot:

- **Over 130 new meetings and conversations enabled by Sales Navigator**
- **Average of 1 hour 10 minutes saved per salesperson, per week**
- **2.3x increase in decision-maker connections**
- **90% satisfaction rating across Manutan's sales team**

Based on these results, Manutan has rolled out LinkedIn Sales Navigator across its entire sales organization, with an All-in Enterprise Program of 106 seats for two years.



130+

new meetings and conversations enabled by Sales Navigator

1h 10m

saved on average per salesperson, per week



“After testing Sales Navigator, I discovered a huge range of solutions that were relevant to my day-to-day. I was able to find and reach out to interesting company contacts, and map over 30 accounts that I wouldn't have been able to identify using traditional sales techniques.”

Miguel Garcia

Key Account Manager Spain, Manutan