

LinkedIn Sales Navigator stacks up for Toyota Material Handling Italia, as it confirms its leadership through a smart selling approach



ABOUT TOYOTA MATERIAL HANDLING ITALIA

Part of Toyota Material Handling Europe, a world leader in goods handling and logistics, which serves every European market | Company culture committed to people, culture and quality | 700 direct employees working across four sales offices in Italy | Over 100 dealerships and other indirect sales organizations



“There are large businesses that our sales teams have been trying to contact for years. With LinkedIn Sales Navigator, they were able to reach them and open opportunities.”

Fabio Soffici

Digital Marketing Specialist, Toyota Material Handling Italia

Challenge

- Support a new, direct sales model for Toyota Material Handling, identifying and engaging high-value prospects through digital
- Build organic brand awareness through social selling and salesperson profiles
- Grow market share through direct prospecting and sales
- Strengthen pipeline

Solution

- Four-month pilot of LinkedIn Sales Navigator to establish value and secure sales team buy-in
- Expanding the number of licenses from four to 32 in response to sales team demand
- Social selling training to elevate sales profiles and build the Toyota Material Handling brand organically
- Mapping buying committee members within prospect accounts for a deeper understanding of the best routes in

Results

Toyota Material Handling worked with LinkedIn to develop customized reporting that tracked Sales Navigator adoption and cultural change while also capturing the impact on pipeline, conversion rates, revenue and ROI:

- The sales team rated the experience of onboarding onto Sales Navigator as 4.8 out of 5
- Intelligent prospecting through Sales Navigator saved each rep an average of 3.5 hours per week
- High adoption levels saw an average 24 days of Sales Navigator activity and 25 accounts saved per user, per month
- Activity around vertical events delivered a conversion rate from prospecting InMails to meetings of 8%
- During the four-month pilot, Sales Navigator generated 40 opportunities and delivered an ROI of 65%



3.5h

saved on average per week by each rep with intelligent prospecting through Sales Navigator

40

opportunities generated by Sales Navigator during a four-month pilot, while delivering an ROI of 65%

Building a prospecting muscle with LinkedIn Sales Navigator

Historically, Toyota Material Handling Italia has landed most of its new business through dealerships, with its direct salesforce focused on reinforcing existing customer relationships. Digital Marketing Specialist Fabio Soffici and Marketing Director Stefano Zaccaria adopted an ambassador-led strategy for rolling out Sales Navigator and building a new prospecting culture.

“For our pilot deployment, we allocated licenses to those salespeople with the right attitude to trying new tools, and inspiring their colleagues,” says Fabio. “That momentum has really carried through for us. The salespeople talk to each other, and so within a few months, more and more of our team wanted the licenses.”

“We’ve found that mapping accounts with Sales Navigator has helped our people to find bigger and more sophisticated opportunities within accounts, and it’s given them the confidence to reach out to people at a more senior level,” adds Stefano. “We are no longer just a supplier of forklifts. We supply a wider range of solutions, and the way that our Sales Navigator users position themselves as consultants reinforces that brand positioning.”



“We’re looking at rolling out Sales Navigator licenses to our entire team, and our other country operations are interested in following our program. The results we’re seeing show that Sales Navigator is helping to improve both awareness and market share, and this justifies a wider adoption as soon as possible.”

Stefano Zaccaria

Marketing Director, Toyota Material Handling Italia

Hybrid selling secures more of the meetings that matter

Using Sales Navigator to generate account insights and map influencers and decision-makers dramatically improved the rate at which the sales team could secure meetings and move opportunities forward. This was dramatically illustrated through the impact of Toyota Material Handling Europe’s presence at exhibitions and events. Reaching out on InMail ahead of these events converted leads to meetings at a rate of 8%.

“Traditionally, our salespeople have just gone to conferences and reached out to prospects who they find there,” says Fabio. “With LinkedIn Sales Navigator, we’re able to identify the most important prospects who are attending, reach out to them in advance and book time for coffee and a chat. At one show we were able to secure 20 meetings that way, all through prospecting on LinkedIn Sales Navigator.”

For Stefano, this fusion of the digital and physical is helping to align Toyota Material Handling’s sales approach with wider cultural changes. “With LinkedIn, we’re starting to embody the ambitious vision for Society 5.0,” he says. “It’s a dynamic ecosystem that’s moving us towards a super-smart society that seamlessly integrates cyberspace and physical space. It shows how digital technologies can drive innovation and social progress.”