LinkedIn Sales Navigator

Pocket Guide Series: Selling to Technology Buyers in APAC

Part 1 of 2: Engaging the Lead Technology Buyer – the CIO

Engaging the Lead Technology Buyer – the CIO

Contents

Executive summary 3

1. Introduction 6

2. Why engaging the CIO is vital for your tech selling efforts 7

CIOs: One of the highest sought-after decision makers in APAC 11

The intensifying competition to reach CIOs 12

3. How you can effectively engage CIOs with LinkedIn 14

Find CIOs through Advanced Lead and Company Search 15

Understand what matters to CIOs 16

Engage CIOs with customised insights and mutual connections 17

Sales Navigator Tech Success Stories 18

APAC Case Study: Infosys 19

Executive summary

To zoom ahead to the upcoming sections of this pocket guide, click the arrows throughout.

1. **Who** you should be engaging

Today, **modern IT infrastructure** plays an essential role in **driving smart and effective business**

Less than 22%
of companies have completed their digital transformation journey

31% of current revenue
is at risk if companies take no action to respond to digitisation

Keeping up with the latest technology and digital trends is fast becoming a **corporate priority**

Technology buying committee
Business technology investments now touch 80% of the enterprise

IT
plays a leadership role in almost 50% of technology investments in APAC

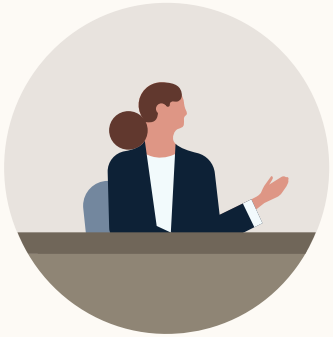
CIO
is the key decision maker in a typical technology buying committee

2. **Why** you should focus on the CIO

The rise of **the CIO**

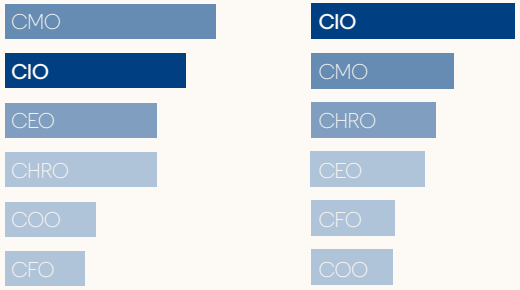
More than 80%
of CIOs believe their role has become more important in their companies

70% of CIOs
believe that tech trends are increasing their chance of becoming the CEO



CIOs are trying to increase their chances of **leadership success** and **build others' trust** in their competence

CIOs are highly **sought-after** by salespeople, **especially in APAC**



The **competition** to reach CIOs in APAC **is intensifying**

Tech sellers compete with sales teams not only based in APAC, but **across the globe** as well

Sellers from **non-tech industries** also compete for CIOs' attention

3. **How** to effectively engage the CIO

Understand what they value and **reach out in a personalised way**

1. Demonstrate that you understand the buyers' business needs
2. Share relevant, value-added and customised content with buyers
3. Understand what matters to buyers to reach out in a personalised way

Engage tech buying committee with **LinkedIn Sales Navigator**

1. Find CIOs through Advanced Lead and Company Search
2. Understand what matters to CIOs
3. Engage CIOs with customised insights and mutual connections

Tech customers see **improved business outcomes** on influenced accounts using Sales Navigator

18%
more pipeline from opportunities sourced through Sales Navigator

9%
lift in win-rates from modern selling activities

36%
larger deal sizes from modern selling activities

Pocket Guide Series: Part 1 of 2

Engaging the Lead Technology Buyer – the CIO

Selling to Technology Buyers in APAC: Part 1 of 2

1. Introduction

In today's dynamic world of work, an agile, flexible and modern IT infrastructure plays an essential role in driving smart business and enables faster progress towards a company's goals. However, **less than 20%** of organisations have completed their digital transformation journey.[1] On average, **31% of current revenue** is at risk if companies take no action to respond to digitisation in the coming years.[2]

Because of this, keeping up with the latest technology and digital trends is fast becoming a corporate priority. This presents an excellent opportunity for B2B technology sellers to venture into various markets and grow their business. The next questions are, who, what, how and when?

At LinkedIn, we found out that in this climate, what has emerged is a savvy and enlightened technology buying committee.[3]

With business technology investments touching **80% of the enterprise,** technology buyers are increasingly seeking input and advice from an ever-growing community of peers and experts, such as end-users, external influencers and cross-functional stakeholders.

However, **IT** remains the driving force — playing a consultative, leadership role throughout the purchase cycle.

In **Part 1** of this pocket guide series, we'll be sharing some insights about the rise of the **Chief Information Officer (CIO) in Asia Pacific,** whom we found is still the key decision maker in a typical technology buying committee. We'll also explore how competitive it is to reach out to the CIO and share some tips on how you can effectively engage the CIO through LinkedIn.

Stay tuned for **Part 2** where we will explore the other key decision makers in the tech buying committee and how to engage them.

Source: [1]McKinsey & Company, Can IT Rise to the Digital Challenge?, October 2018.
[2]McKinsey & Company. [3]LinkedIn, The Enlightened Tech Buyer: 2019 Global Report

2. Why engaging the CIO is vital for your tech selling efforts

The rise of the **Chief Information Officer (CIO)**

LinkedIn data reveals that IT plays a leadership role in almost **50%** of technology investments in APAC.[4] What this means – you should continually build favorability with and educate the IT audience. Their opinion of your products and services will have double - sometimes triple - the impact during decision-making conversations.

Source: [4]LinkedIn, The Enlightened Tech Buyer: 2019 Global Report (APAC Data)

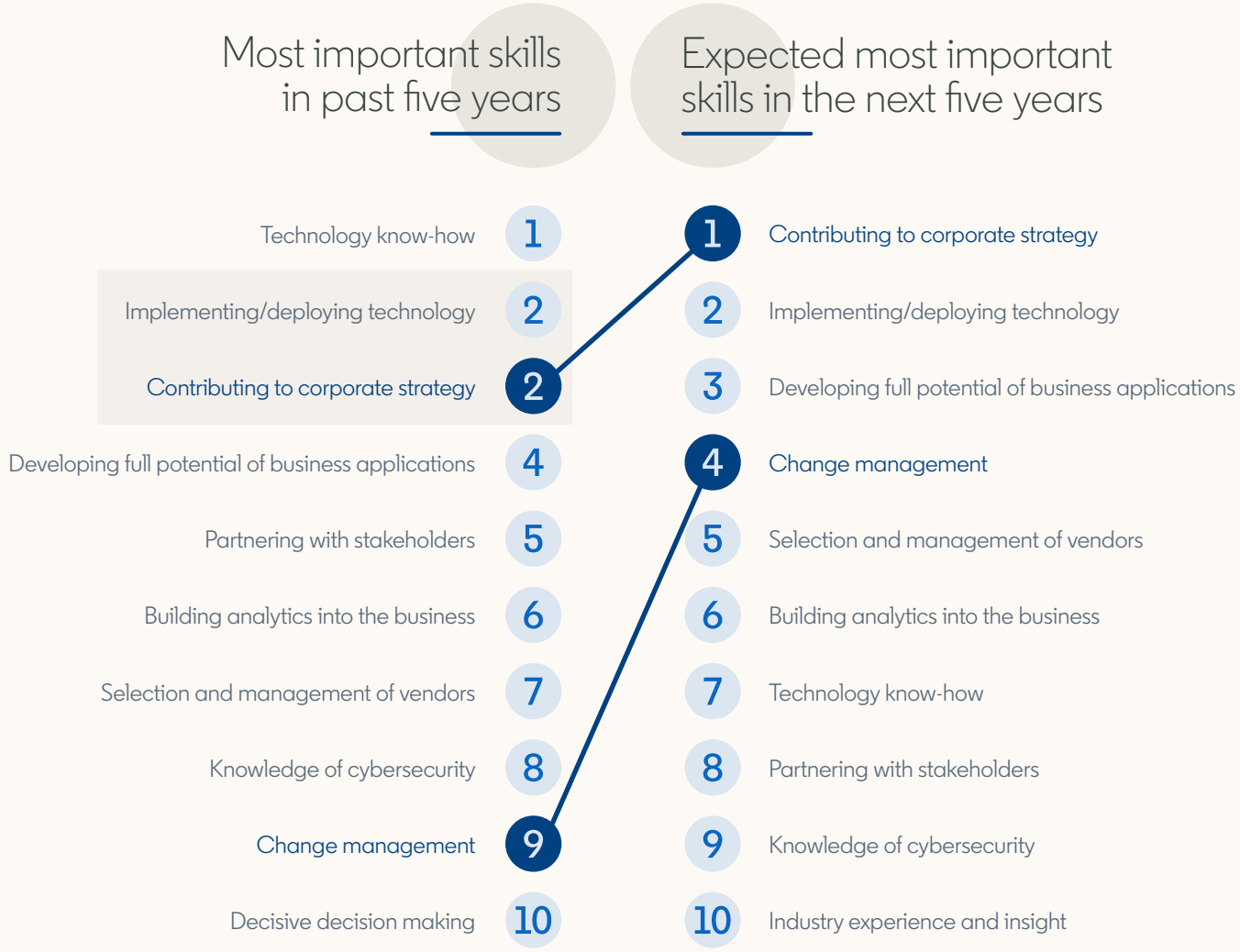
If there is one decision-maker you should focus your selling efforts on in the buying committee, there is increasing evidence that you should be looking at engaging the **Chief Information Officer.** CIOs have risen in importance when it comes to technology buying - **over 80%** of CIOs believe their role has become more important in their companies. In fact, **70% of CIOs** believe that technology trends are increasing their chances of becoming the CEO.

There are now greater expectations of CIOs to contribute to corporate strategy and lead teams through change by adopting the latest technologies. In a survey conducted by Forbes Insights, CIOs chose **"Contributing to corporate strategy"** and **"Change management"** as 2 of the top 10 professional skills that were most important to their success over the past five years.

> "The significant rise of change management (from **ninth to fourth** on the list of most important skills) is worth noting and expanding on. CIOs are expected to define company strategy, implement technology and lead their team in times of change.[5]"

Source: [5]The Ascent of The CIO, Forbes Insights, 2017

When asked which skills CIOs view to be the most important to them in the next five years, contributing to corporate strategy and change management have gone up in priority.[6]



Source: "The Ascent of The CIO, Forbes Insights, 2017

Our data shows that the top 3 most popular LinkedIn Learning courses among CIOs include "Developing Executive Presence", "Creating Your IT Strategy" and "Body Language for Leaders".[7]

To increase their chances of leadership success in their organisations and build others' trust in their competence, CIOs are looking to develop their executive presence and positive influence the organisation by adopting new technology.

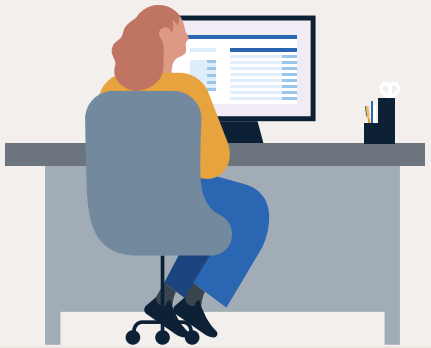
It's increasingly difficult to ignore the CIOs when selling into an organisation.

Source: [7]LinkedIn Internal Data, Jul 2016 – Jun 2019 (excluding sole proprietors)

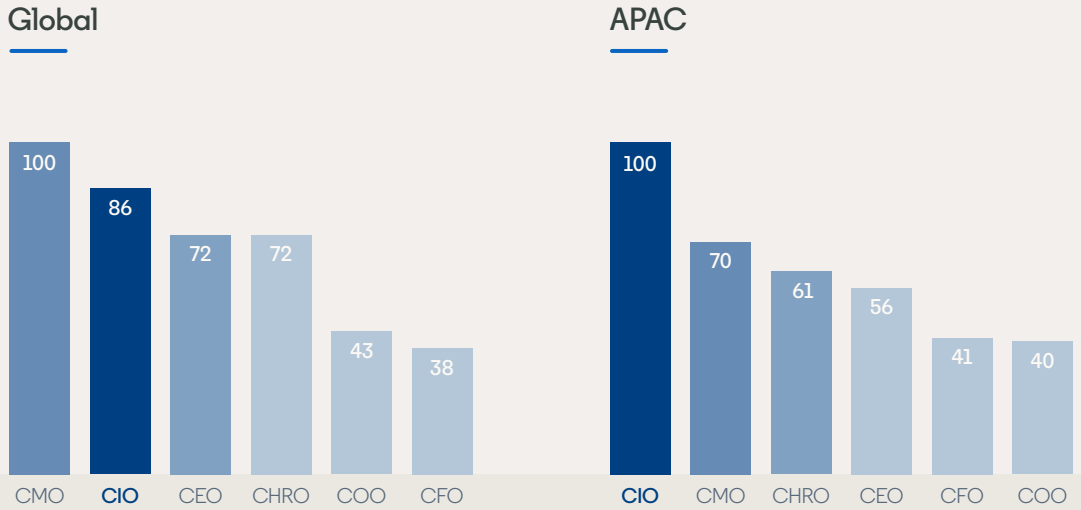
Due to the rise in importance, **CIOs have become highly sought-after**

CIOs are one of the most sought-after decision-makers by sales professionals, both globally and in APAC. When it comes to C-suite executives, LinkedIn data shows that the CIO receives the **most number of InMails on average**, from salespeople in APAC, compared to their peers from other functions.

What's interesting is that the CIOs are more sought-after in APAC than globally, where they are ranked 2nd.



Average InMail received from Salespeople (Index)[8]



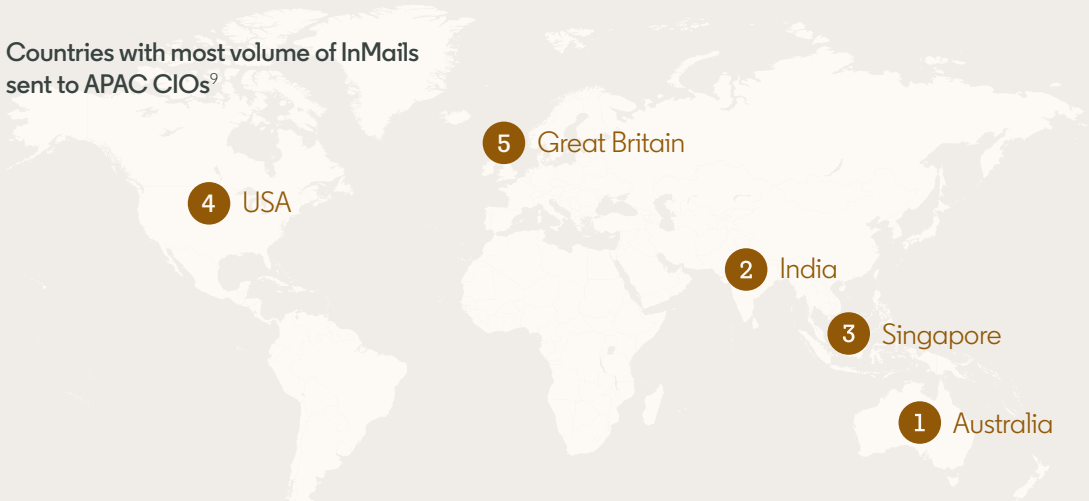
Source: [8]LinkedIn Internal Data, Jul 2016 – Jun 2019 (excluding sole proprietors) APAC countries included in analysis are Australia, Bangladesh, Bhutan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Macau, Malaysia, Mongolia, Myanmar, New Zealand, Philippines, Singapore, Taiwan, Thailand, Vietnam

The competition to reach CIOs is **intensifying**

Our data shows that tech sellers in APAC not only compete with sales teams based in APAC, but also teams outside of the region.

CIOs in APAC typically receive the most InMails from sellers in Australia, Singapore and India, however, they are also getting contacted by tech sellers from Great Britain and the USA (ranked fourth and fifth respectively, in terms of volume of InMails sent to APAC CIOs). This intensifies the competition even more, with sellers from other regions also trying hard to get a slice of the pie by selling remotely.

Countries with most volume of InMails sent to APAC CIOs[9]



Source: [9]LinkedIn Internal Data, Jul 2016 – Jun 2019 (excluding sole proprietors) APAC countries included in analysis are Australia, Bangladesh, Bhutan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Macau, Malaysia, Mongolia, Myanmar, New Zealand, Philippines, Singapore, Taiwan, Thailand, Vietnam

Although the predominant volume of outreach comes from other tech sellers, sales professionals from non-tech industries are also starting to engage the CIOs.

You'll have to pit yourself against other sellers from industries such as **Telecommunications, Events Services, Management Consulting, Financial Services and Marketing & Advertising.**

Industry ranking by volume of InMails sent to CIOs[9]

1. Information Technology & Services
2. Computer Software
3. Telecommunications
4. Internet
5. Computer & Network Security
6. Information Services
7. Events Services
8. Management Consulting
9. Financial Services
10. Marketing & Advertising

Tech Non-Tech

What does this mean **for you?**

Being able to cut through the clutter and effectively engage the CIO will be tough, but there are advanced tools available to help you engage the buying committee and build favorability.

To successfully engage CIOs in today's competitive landscape - survey results show that sales professionals need to:

1. Demonstrate that they understand the buyers' business needs
2. Share relevant, value-added and customised content with buyers
3. Understand what matters to buyers before reaching out in a personalised way

This will help sales professionals position themselves as experts and valuable partners to CIOs.

"I am more likely to consider a technology brand's products or services if their sales rep(s)..."[10]

Demonstrate clear understanding of our business needs

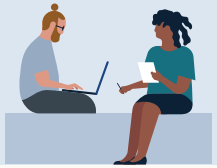
90%

Share content applicable to my role in the decision-making process

78%

Provide personalised communication

71%



Relevance and personalisation to tech buyers is key.

Source: [10]The Future Tech Buying Committee. LinkedIn survey of 5,000+ global professionals who had influenced, made decisions about, or implemented one or more technology purchases for their company

3. How you can effectively engage CIOs with LinkedIn

LinkedIn has unlocked a world of possibilities for sales teams that are trying to engage B2B technology buyers. It is the world's largest professional network with more than **660M members around the globe (175M+ in APAC)** and growing at 2 new members per second – so you can find the right person, or people, to focus on.

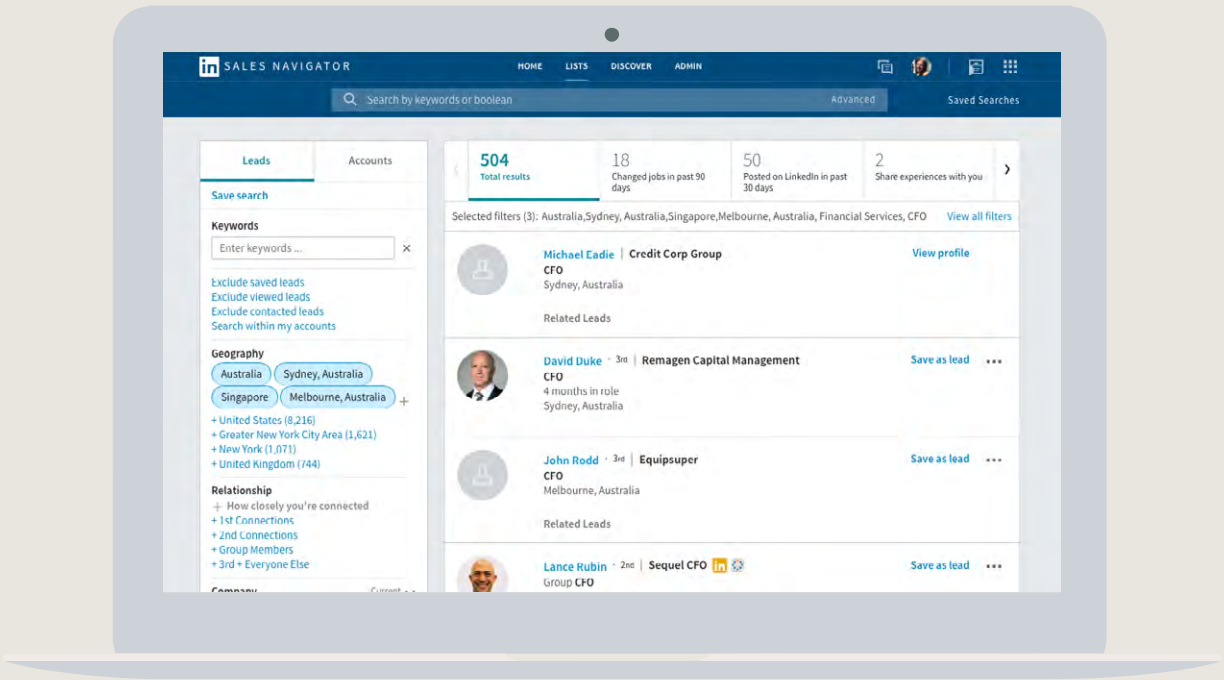
Sales Navigator is a powerful sales tool that harnesses the power of LinkedIn, helping sales professionals acquire new business, expand existing customer relationships and maximise productivity.

Here are 3 main ways LinkedIn Sales Navigator can help you effectively engage the CIOs:

1. Finding CIOs through Advanced Lead and Company Search
2. Understand what matters to CIOs
3. Engage CIOs with customised insights and mutual connections

Finding CIOs
through Advanced Lead and Company Search

- To find the CIOs in your target accounts, use the Lead Search and build your lead list, using **25+ filters,** including Seniority, Function, Company Size and more. You can even search by what content keywords your lead has posted, or by which group(s) they have joined. Once you've zeroed in, you can save these CIOs as Leads.
- You can also identify the right companies by Name, Geography, Industry and more with Company Search. With over **11 million Company Pages on LinkedIn**, you can find the right companies you want to save as a target account.



Understand **what matters to CIOs**

As we've seen earlier, CIOs in APAC are constantly inundated by tech sellers around the world.

Sales Navigator is designed to keep you effortlessly in the loop and working productively so you can engage your leads in a way that stands out.

Specifically, it helps you make the detailed buyer knowledge on LinkedIn actionable:

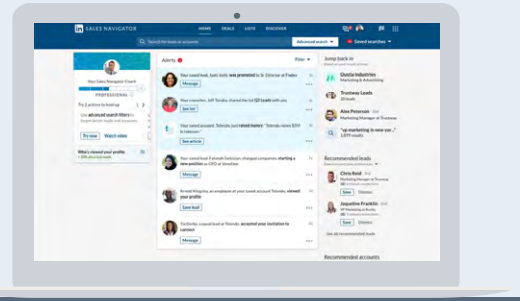
- Keep track of leads and existing relationships
- Stay up-to-date on contacts and accounts
- Research prospects wherever you work

Real-time sales updates

Connecting at just the right time can mean the difference between moving an opportunity forward and losing out to the competition. With Sales Navigator, you can get all updates on your saved leads and accounts automatically on a **dedicated Alert feed** customised for sales professionals and via email. This way, you won't miss out on any important updates that might get lost in your basic LinkedIn feed.

Five types of Alerts notify you about your saved leads' activities & help you understand their priorities better, giving you a reminder and reason to reach out.

1. **Lead Updates**
   Be one of the first to know when your leads change roles, have an anniversary or when a lead connects with someone in your network.
2. **Shares**
   Understand what your leads care about by seeing their professional shares on LinkedIn.
3. **Company Updates**
   Receive key information about your accounts that is posted to their Linkedin.com Company Page.
4. **In the News**
   See when people or companies get mentioned in the news, sourced from sites across the web.
5. **Potential Leads**
   Identify new potential contacts or decision makers when accounts make new key hires.



Engage CIOs with **customised insights and mutual connections**

After you've identified your target CIOs on Sales Navigator and have a greater understanding of them, it's time for outreach.

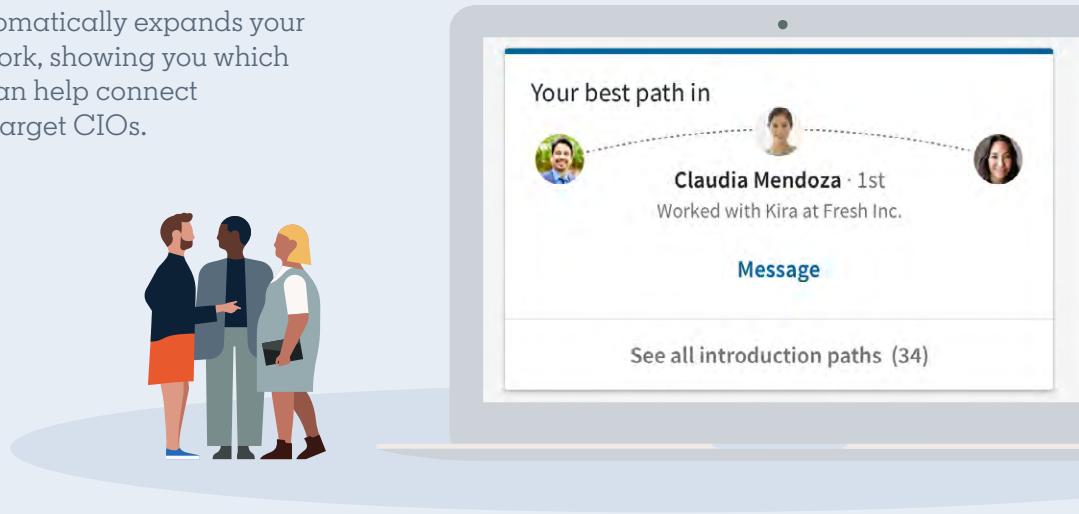
"Before reaching out, many of our successful customers use Advanced Lead Search to prioritise leads who share common work/education experiences, posted certain content keywords, recently changed jobs, joined a particular LinkedIn group(s), or are following their company pages."

TeamLink

Sellers who reach out to buyers through their mutual connection are more successful than those who just reach out cold. The TeamLink feature in Sales Navigator feature lets you tap into the networks of all your sales colleagues with a Sales Navigator licence or have accepted TeamLink Extend, even if you're not directly connected with them on LinkedIn.

TeamLink automatically expands your LinkedIn network, showing you which colleague(s) can help connect you with your target CIOs.

- Search your TeamLink network to find the most promising CIOs or tech buyers.
- Tap your newly extended network for introductions and insights.
- Grow your network automatically as your sales team grows.

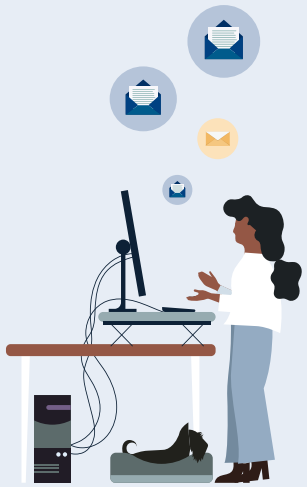


InMail Messages

InMail messages are one of the most credible (and successful) channels for sales professionals to directly contact prospects and customers, even if you don't have their email address. InMail has also proven to get **3x higher response rates** than email.

Here are some of the proven ways to use InMail and stand out from other B2B vendors:

- Start meaningful conversations with insights from extended profiles.
- Use icebreakers like shared education, experience or connections to build credibility and increase response rates. Our data found that sales professionals saw a **46% lift in InMail acceptance rates** when having at least one commonality with a prospect versus having no commonalities.
- Better understand your prospects by staying informed on their LinkedIn activity or recent job changes.
- Easily tailor your message based on unique company growth and insights.
- Attach relevant documents (and receive buyer intent through attachment analytics) to move prospects along the sales cycle.



An average of **64%** of tech customers' revenue is influenced by Sales Navigator

Sales Navigator drives improved business outcomes for technology companies:[11]

18% more pipeline
from opportunities sourced through Sales Navigator

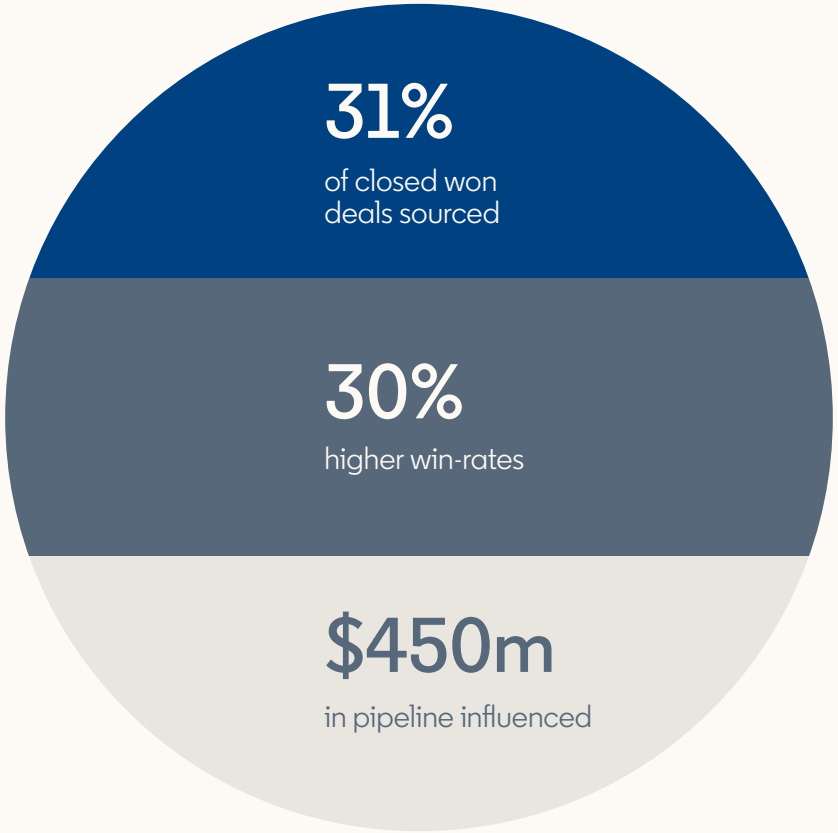
9% lift in win-rates
from modern selling activities

36% larger deal
sizes from modern selling activities

Source: [11]Study on 821 CRM-synced customers on outcomes of Sales Navigator influenced opportunities

Case Study: **Infosys**

Results driven by Sales Navigator



The key features of LinkedIn Navigator for Infosys:

"Sales Navigator helps us connect with and engage prospects at different phases throughout the sales cycle."

Nitesh Aggarwal
AVP, Sales Effectiveness

"I live on Sales Navigator, because it gives me unprecedented information about my prospects and accounts. Ultimately, the more time I spend on it, the more it enriches my network and relationships."

Sanjeev Bode
AVP, New Business Development

"At the end of the day, people buy from people they like and trust. And that's what Sales Navigator does for us; it helps us make those connections."

Jagjit Singh
Manager, Sales Strategy and Transformation

See full report here

In Part 2 of this series, we will explore how to identify and engage the other key decision makers in the tech buying committee.

Stay tuned!

Ready to speak to our experts?

If you're keen to learn more about how Sales Navigator can help you easily attain your sales goals, **click here to request for a free demo.**

LinkedIn Sales Navigator

Designed for sales professionals, LinkedIn Sales Navigator combines LinkedIn's network data, relevant news sources, and your accounts, leads, and preferences to produce customised recommendations and insights. With LinkedIn Sales Navigator, you can focus on the right people and companies, stay up-to-date on what's happening with your accounts, and build trust with your prospects and customers.