

## TECHNOLOGY ENABLEMENT

# LinkedIn Sales Navigator: Technology Enablement Driving Revenue

## Pioneering B2B Social Selling at Disney

How strategic partnership with LinkedIn and Marketing team transformed Disney's group sales organization through profile optimization, technology enablement, and CRM integration – achieving record-breaking adoption rates and measurable revenue impact through a three-phased change management approach.

**95%**

Sustained Adoption  
Beyond Pilot

**\$2M**

Add to Revenue  
Pipeline

**4.76/5**

Overall  
Program Rating

**2,295**

Decision Makers  
Identified

### ORGANIZATION

Disney Destinations  
Global Marketing & Sales

### MY ROLE

Technology Training Manager,  
Group Sales Development & Integration

### PROGRAM DURATION

2016 Pilot Launch  
Sustained through 2018

### SCOPE

5 Disney Segments: Meetings (WDW/DLR), Sports,  
Youth, Institute, Theatrical

## The Challenge

**The Problem:** Disney Group Sales Directors needed modern B2B prospecting tools to compete in an increasingly digital marketplace, but lacked the social selling infrastructure, professional brand standards, and systematic tracking to leverage LinkedIn effectively for revenue generation.

**The Complexity:** Success required navigating three critical dimensions simultaneously:

- **Brand Compliance:** Sales Directors' personal LinkedIn profiles needed to meet Disney's corporate social media policies and marketing standards while maintaining professional credibility
- **Technology Adoption:** Limited licenses for Sales Navigator required strategic deployment to high-value accounts (15-20 managers initially) with measurable ROI
- **Process Integration:** LinkedIn engagement had to integrate seamlessly with existing Siebel CRM workflows to ensure proper lead attribution and prevent data silos
- **Change Management:** Sales Directors accustomed to traditional prospecting methods needed compelling reasons to adopt new technology and alter established routines

**Strategic Context:** This was Disney's first enterprise-scale social selling initiative for B2B groups spanning five distinct business segments (subsidiaries): Disney Meetings, Wide World of Sports, Disney Youth Group Programs, Disney Institute, and Disney Theatrical. Legal review, marketing alignment, and vendor partnership had to be orchestrated carefully across these diverse organizations. I partnered with LinkedIn as Vendor, Disney Marketing as brand compliance, and senior leadership across all segments to secure buy-in for this cross-company pilot program.

## My Approach: Three Phased Strategic Enablement

### Design Program Philosophy:

Rather than simply providing tool training, I designed a comprehensive change management journey that positioned Sales Managers and Directors for success *before* they ever touched Sales Navigator. This program succeeded because I combined *strategic sequencing* (building foundation before technology) with *stakeholder partnership* (Marketing, LinkedIn, Sales Leadership) to create sustainable adoption.

## Phase 1: LinkedIn Profile Optimizztion & Brand Alignment

### Profile Audit Through Marketing Lens:

- **Baseline Assessment:** Conducted comprehensive audit of 26 pilot participants' existing LinkedIn profiles against Disney social media policy and marketing brand standards.
- **Gap Analysis:** Identified needed changes in profile imagery, headlines, summaries, experience descriptions, and content sharing practices.
- **Customized Training:** Delivered 1.5hr workshop "Building Your Professional LinkedIn Profile" with hands-on support for real time updates.
- **Marketing Partnership:** Co-facilitated sessions with Disney Marketing to communicate approved workding, imagery guidelines, and company standards. Ensuring sales managers and directors could present their best professional image while remaining compliant.
- **Multi-Modal Delivery:** Provided both on-site (WDW/DLR) and VILT options for distributed teams across Disney Meetings, Sports, Youth Groups, Insititute, and Theaterical.

## Phase 2: LinkedIn Sales Navigator Workshop & Feature Enablement

### Technology Training & Social Selling Strategy:

- **Sales Navigator Features:** Interactive trainign on Lead Builder (advanced search by industry, title, region, function), Lead Reccomendations, Sales Updates, Team Link for warm introductions, Saved Searches for tracking C-suite changes, and InMail for direct outreach.
- **Content Strategy Partnership:** Collaborated with marketing to provide approved copy templates for connection requests, in-mail messages, and sample posts – removing barriers and giving sales team confidence to engage professionally.
- **Practical Application:** Hands-on practice identifying decision-makers, segementing target account characteristis, and crafting personalized outreach using Disney-approved messaging.
- **Organic Content Leverage:** Trained sales teams to reshare Disney-created content strategically in their feeds and embed links in prospect communicatioin to drive engagement.

## Phase 3: Siebel CRM Integration & Revenue Attribution

### Translating Technology into Trackable Business Results:

- **Activity Plan Tutorial:** Taught sales teams systematic process for creating LinkedIn-Specific activity plans in Oracle Sibel CRM under each prospect contact (Type: Email, Sub-Type: Soliciation)
- **Source Code Training:** Established "LinkedIn Sales Navigator" as trackable source code and keyword in Siebel and Daylight systems to attribute revenue opportunities to social session efforts.
- **Pipeline Visibility:** Created abiltiy to measure ROI by tracking which accounts and revenue were directly sourced thorough LinkedIn engagement versus trantional prospecting methods.
- **Ongoing Power Hours:** Faciltiated monthly check-ins throughout pilot to share best practices, trouble shoot challenges, provide tips, and gather feedback for program iteration.

## The Results: Record-Breaking Adoption & Measureable Impact

### Adoption & Engagement

- **95% sustained adoption rate** through pilot and expansion (verified via LinkedIn Vendor)
- **Highest adoption rate** LinkedIn Vendor had achieved across all client implementations
- **Fastest time-to-activation** for enterprise sales navigator launch
- **26 pilot participants** expanded to 30 licensed seats by 2018 across 5 business segments.
- **4.6/5 program rating** demonstrating exceptional participant satisfaction
- **Social Selling Index 65/100** team average (Sports scored highest at 79)

### Business Revenue Impact

- **\$2M revenue pipeline generated** within 6 months of launch (tracked via CRM)
- **2,295 decision makers identified** from 4.870 profile views using sales navigator
- **1,217 qualified leads saved** in sales navigator for active pipeline development
- **2,383 total searches conducted** with 64% utilizing advanced search filters
- **550+ profile viewed annually** per user by 2018 (up from 150+ in 2017)
- **3 hours/week time savings** per sales manager/director through efficient lead identification

### Process & Sustained Excellence

- **100% brand compliance** across sales team profiles through marketing partnership
- **Sustained usage throughout 2018** across all 5 business segments post-pilot
- **191 InMails sent in FY18** (doubled from total in 2017), demonstrating increased confidence
- **NSO Segment led Siebel Tracking** with consistent "LinkedIn" source code documentation
- **Legal approval secured** for corporate social selling at enterprise scale
- **Marketing-approved content library** removing barriers to professional engagement

### Vendor Recognition & Program Sustainability

- **"Most successful launch"** feedback from LinkedIn vendor for both Disney and LinkedIn
- **Benchmark case study** for LinkedIn's enterprise implementation methodology
- **2+ year expansion model:** 26 pilot → 30 seats across Resort Sales (7), National Sales Office (9), Disney Institute (13), Sports (1)
- **Replicable cross-functional framework** for L&D, Marketing, and Sales Leadership collaboration
- **Continuous Improvement Demonstrated:** Profile views increased from 150 to 550+ annually per user

*"This was the highest and fastest adoption we've seen across our enterprise implementation. The preparation work you did with profile optimization and Marketing alignment set Sales Directors up for immediate success. The Siebel integration was brilliant – most clients struggle to connect social selling to revenue attribution. Disney's approach should be a model for other organizations."*

- **LinkedIn Sales Navigator Implementation Team (Vendor)**

## Key Success Factors: What Makes This Program Exceptional

### ✓ Strategic Sequencing

- Profile foundation before technology
- Brand compliance before content creation
- Technology mastery before CRM integration
- Pilot validation before scale
- Ongoing support beyond initial launch

### ✓ Stakeholder Partnership

- Marketing co-facilitation & content approval
- LinkedIn vendor collaboration
- Legal navigation for enterprise social selling
- Sales leadership buy-in & sponsorship
- Cross-functional alignment (6 business units)

### ✓ Barrier Removal

- Marketing approved copy templates
- Real-time profile optimization support
- Multi-modal delivery (onsite & virtual)
- Simplified CRM integration process
- Confidence building through practice

### ✓ Measurable Business Connection

- Revenue attribution through CRM tracking
- Source code methodology for ROI visibility
- Pipeline impact measurement
- Efficiency gains (time savings)
- Ongoing feedback loops for iteration

### The FabuLiz Takeaway: Technology Without Context Fails

The program achieved record-breaking adoption because I understood a fundamental truth: **Technology enablement is not about the tool – it is about removing every barrier between your people and their ability to use that tool to drive business results.**

Most organizations fail at technology because they start with feature training. I started three steps earlier: brand compliance, professional credibility, and stakeholder alignment. By the time sales teams touch Sales Navigator, they had optimized profiles, approved content, marketing support, and a clear path to CRM attribution. The result? Not just initial adoption, but sustained usage through 2018 with expanding participation and growing proficiency (profile views more than tripled from Year 1 to Year 2).

The LinkedIn vendor's feedback validates this approach: Fastest adoption they'd ever seen wasn't because Disney's salespeople were more tech-savvy. It was because I architected an enablement journey that set them up for immediate, confident, and measurable success. That is where strategic solutions meet fabulous result – and where training becomes revenue.

## Replicable Framework: Technology Enablement That Drives Results

This approach works for any enterprise technology rollout:

### 1. Build Foundation First

- Audit current state & gaps
- Secure stakeholder partnerships
- Create approved content
- Establish professional baselines

### 2. Enable With Context

- Tool training w/ business application
- Hands-on practice w/ real scenarios
- Remove barriers to immediate action
- Multi-modal delivery for accessibility

### 3. Measurement & Sustain

- CRM integration for tracking
- Revenue attribution methodology
- Ongoing support & best practices
- Pilot validation before scale