



CASE STUDY

Leading Business Social Media Platform

Account Executive Selling to HR Executives

Customer Use Case

Leading Business Social Media Platform Talent Solutions sales team was looking for a unique way to connect with their target customer (human resources executives) in order to increase sales of their Career platform.

The Problem

Lead generation is easy; relationship building is hard.



CONTEXT

This platform sales reps allocate a portion of their budgets to “relationship building,” classically in the form of mailing branded swag. However, this process is costly and time consuming and offers limited attribution to the sales team.

The account executive recognized the ability of Thnks to build relationships faster and nurture more leads – resulting in a more effective sales process. They have been leveraging the power of Thnks for 6 months.

SOLUTION

Thnks has provided their sales team with a scalable tool to connect with decision makers, develop relationships and advance their sales funnel. Thnks allows users to break through the clutter and build stronger relationships with an intuitive, easy-to-use tool that seamlessly augments their existing sales process.

The gifts are small gestures of appreciation that signal an emotion and solicit actions from prospects.

Here are some recent examples from the Account Executive:

- Sent chicken soup to a prospect who said they had a bad cold
- Sent Starbucks coffee for the week to a potential client who indicated she was stressed over crazy deadlines
- Leveraged a gift to help move up a DocuSign contract email to the top of the queue

RESULTS

Credits Thnks for the following:



Achieving **150%** of sales quota for the month of September



Shortened sales **over 30%** from 45-60 days to 30-45 days



Reduced **an hour** of time each week on administrative tasks, which were then put to selling time

The AE was curious so ran his own internal test, monitoring prospects he sent Thnks to against those he didn't and discovered that he received significantly more responses from the group that received Thnks than those who did not.

SUMMARY

AE says "I will keep using Thnks as my go to relationship-building platform as it has helped open doors, saved me time on administrative tasks, and get more deals across the finish line. In a time where there is so much email clutter, Thnks has helped me break-through. Building relationships is all about making connections on a personal level. Thnks has made this happen seamlessly and effortlessly."

GROWING BUSINESS WITH GRATITUDE

Let's chat, visit thnks.com to learn more.