

Case Study - FrenchFounders

Learn how FrenchFounders connects Salesforce with Sales Navigator and helps clients accelerate businesses

FrenchFounders unites over 4,000 French-speaking executives, CEOs, entrepreneurs, and investors across the world. Members of the community come from many different backgrounds such as retail, finance, tech, marketing, luxury, and fashion.

The Club facilitates networking with a personalized digital platform, powered by a predictive algorithm and a team of dedicated Relationship Managers. To foster business connections, FrenchFounders organizes events in various locations. The team takes pride in helping decision makers build global relationships while networking locally, aiding their companies' business growth, expansion, fundraising, and innovation.

Alexandre Bejaoui shared how Surfe helps FrenchFounders to prospect efficiently on LinkedIn Sales Navigator.

Challenge 1

Prospecting on LinkedIn Sales Navigator is time consuming as there is an apparent gap between LinkedIn and Salesforce

FrenchFounders aspires to grow their communities so that members can fully leverage the network's potential and benefit from a global impact. As a Business Operations manager, Alexandre used to manage one of the Silicon Valley based communities. He was responsible for bringing in valuable members for local communities while the dedicated sales team would target prospects globally.

FrenchFounders is slowly transitioning to a multiple business line company and targeting several different personas but primarily focusing on french-speaking executives and founders. Sales representatives leverage LinkedIn, Salesforce, and Sales Navigator as acquisition channels for sourcing new leads as well as a number of sales engagement, data enrichment, and emailing tools. In order to strengthen relationships

with their personas, FrenchFounders sought out a method to reduce the time that was being spent switching between tools and softwares.

Company overview

- Founded in 2014.
- The team is based in 12 locations: New York, Miami, San Francisco, Los Angeles, Montreal, Paris, London, Madrid, Shanghai, Hong Kong and Singapore.
- It's an innovative business club that connects french-speaking decision makers - top executives, CEOs, entrepreneurs and investors.
- Clients include decision makers from companies like BlaBlaCar, Criteo, Van Cleef & Arpels, Ladurée, Salesforce, Gucci and more.



Alexandre Bejaoui,
Business Operations
at FrenchFounders

“Surfe helps with sourcing, optimization and being more efficient as a team.”

Solution 1

Surfe bridges Salesforce and Sales Navigator to eliminate any back-n-forth

This is when Alexandre introduced Surfe to his salesflow. The tool seamlessly connects Salesforce with LinkedIn, allowing FrenchFounders to bridge the gap between their CRM and prospecting tool - Sales Navigator.

Surfe conveniently overlays all contact details on the top of each prospect's LinkedIn profile allowing FrenchFounders to easily add leads as contacts. They can also use the contact enrichment feature without leaving Sales Navigator thanks to Surfe's synchronization with Salesforce.

Challenge 2

Sales reps waste time going back and forth between LinkedIn and Salesforce to verify whether someone already exists in the CRM

When using Sales Navigator to prospect for new community members, sales reps found the process to be lengthy and cumbersome. They would often stumble upon people who appeared to be great candidates, but actually already existed inside of the CRM. This resulted in time lost when switching between interfaces and unprofessional double contacts in the case that sales reps failed to communicate properly about the prospect's status.

Solution 2

FrenchFounders utilizes Surfe to increase work efficiency by identifying who is already in the CRM directly from LinkedIn

With Surfe, FrenchFounders can detect prospects that already exist in Salesforce, track leads and clients, and view targeted companies directly from LinkedIn. Alexandre reported that these features have eliminated confusion within the team and expedited the prospecting process.

By leveraging what Surfe has to offer, FrenchFounders can better execute their ABM approach, sourcing valuable platform members to accelerate their clients' businesses.

hello@surfe.com

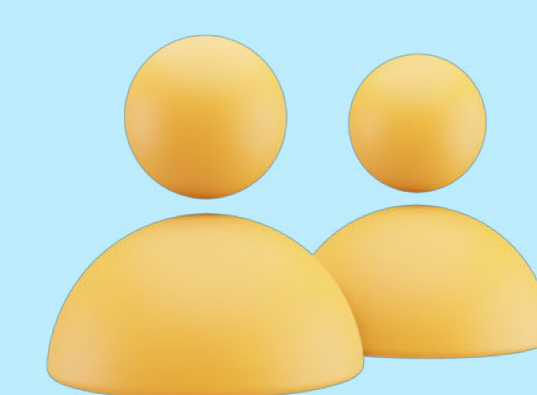
Statistic from May-December 2021 (in just 7 months)



saves

33h+

from switching tabs per month



more than

10,400

leads retrieved from LinkedIn to Salesforce via Surfe



more than

1,300

companies/accounts retrieved from LinkedIn to Salesforce via Surfe

Want to become a member of the global entrepreneur networking platform for french speakers?

Reach out to Alexandre at alexandre@frenchfounders.com.

Looking to connect Salesforce to SalesNavigator and stop switching tabs? Talk to one of our experts to discover Surfe at hello@surfe.com.