

“Using Sales Navigator’s advanced search doesn’t just save me a lot of time when prospecting, it also helps me find conversation starters so I can strike up a dialogue.”



**Giacomo Viscardi**  
Account Manager – Global Sales  
Smart EP Solutions, LANXESS



# LANXESS Global Sales Uses Sales Navigator to Target the Right People & Connect

## Challenge:

- In the past, Account Manager Giacomo Viscardi had to trawl Google to find new companies. If he was targeting a new company, it was very difficult—if not impossible—to find the name of the right person to contact. In fact, it was the classic cold-calling dilemma.

## New Approach:

- Using Sales Navigator’s Advanced Search, Giacomo can find new companies in a matter of minutes. With the relevant filters, Sales Navigator takes him straight to the right people to contact.
- He uses the information on the lead page to find conversation starters and shared experiences for the first touch. A unique advantage to Sales Navigator is that he can then reach out directly via LinkedIn InMail if he’s not connected with the prospect.

## Results:

- In one memorable instance for Giacomo, he was able to find an interesting new company through Sales Navigator. Using the Function and Geography filters, it only took a couple of minutes to discover the right contact person, the Head of Material Purchasing for Plastics.
- He sent her a direct InMail, and was able to introduce LANXESS to her over the phone. She then gave the contact details of the person replacing her, and Giacomo secured a personal appointment as a result. While still in the sales cycle, this deal now has enormous upside for the LANXESS team.