



Challenge

- Worldwide Business Research helps drive growth and innovation by bringing the right professionals together, through focused events and conferences aimed at business leaders. This model is reliant on networking and relationship-building.



Solution

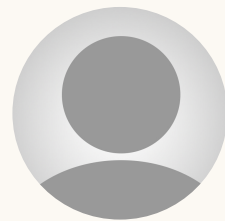
- Seeking greater insight around prospects, WBR equipped its production, sponsorship sales, and delegate sales teams with Sales Navigator.
- Armed with better insight, company reps are able to spark warmer introductions and hit the ground running.



Results

- Sales Navigator has enabled WBR to better nurture key customer relationships on LinkedIn. “This has in turn helped us connect with and confirm key speakers, sponsors and attendees at our conferences, contributing to their overall success,” says Ashaa Karia, Head of Production.

Worldwide Business Research reinforces relationship-building with Sales Navigator



“Sales Navigator has helped us increase our insights, connections, and relationships in the industry.”

Ashaa Karia | Head of Production for Worldwide Business Research