

“The time of buying incorrect lead lists is over! The Lead Builder tool in LinkedIn’s Sales Navigator helps us easily create a list of relevant, up-to-date leads. Lead Builder provides us with great insight into who the decision makers are within our target companies.”



- Noël Brouwers,  
Account Manager B2B,  
ARP Nederland

# ARP

## ARP Nederland Leverages Lead Builder To Start Personalized Conversations with Decision Makers

### CHALLENGES:

In the past, ARP Nederland had been expending valuable resources on lists of inaccurate, outdated leads. To improve sales results, they needed to gain access to key decision makers within their targeted accounts.

### NEW APPROACH:

After using Lead Builder to determine the right people to contact, the team at ARP Nederland focused on sending personalized InMail messages. “Especially when you are not connected to your prospects yet,” says Brouwers, “this is a great way to start a conversation and book meetings.”

### RESULTS:

The Lead Builder tool within Sales Navigator allowed ARP Nederland to identify quality leads and connect with them through tailored outreach. Brouwers believes this provides “the best way to find and get to know your prospects, and it offers valuable insights that we leverage to expand our business network.”