

“Now I can focus on having really personalized conversations, because I can quickly and accurately pinpoint the right person to speak to at the company I’m reaching out to — it only takes seconds.”



Chris Coggin

Business Development
Executive, Akkroo



Location

London, UK

No. of Employees

11-50

Industry

Computer Software

Akkroo Practices What it Preaches with Personalization Through Sales Navigator

CHALLENGES

Despite recognizing LinkedIn as an important business development resource, the Akkroo sales team didn’t have a cohesive structure around using the platform for prospecting and outreach.

NEW APPROACH

Akkroo specializes in helping businesses capture leads at events and follow up with personalized engagement. Adopting Sales Navigator helped the company apply these same principles to its own sales strategy, identifying and engaging qualified leads with customized, value-driven outreach.

RESULTS

Using Sales Navigator, Akkroo’s reps have been able to spend less time searching for prospects, and more time holding meaningful conversations. “Sales Navigator is a really powerful tool that’s made a huge difference to our SDRs, sales team and customer success managers,” said Ben Hartley, Head of Sales.