



"Sales Navigator opens doors and creates opportunities for us. It makes life easier in so many ways—it's a no-brainer."

Ryan Harrivan
Director of Marketing, Cint

📍 LOCATION:	Stockholm, Sweden
👤 NO. OF EMPLOYEES:	200
💼 INDUSTRY:	Software, Market Research

Building Relationships with Social Selling Insights

Thanks to Sales Navigator,
Ryan achieved:

Since adopting Sales Navigator, Cint's reps have raised
their average Social Selling Index (SSI):



155% of his
sales goal



28.3% SSI Increase from
44.2 to 54.7



60% increase in
InMail responses



57.7% higher than
competitors (34.7)

About Cint

A platform and technology firm, Cint powers the first global insights marketplace, empowering market researchers and online insights seekers to tap into the opinions and data of over 19 million consumers across 70 countries. Founded in 1998 in Stockholm, Sweden, the company's platform allows market research panels, online publishers, and online community owners to more efficiently monetize their audiences with market researchers, public opinion pollsters, UX testers, online survey tool providers and all other online insight seekers.

With Cint's diverse supply of audience members and unrivaled access, the platform appeals to a broad

range of market researchers, brands, agencies, consultants, and organizations, including Survey Monkey, Pew Research and Princeton University. "We can help anyone that needs to talk to an audience for insights to make smarter decisions," says Director of Marketing Ryan Harrivan.

The challenge of opening doors and engaging

Cint is disrupting the consumer insights industry: instead of maintaining a large staff to manually connect researchers with online audiences, Cint's platform and SaaS solutions serve as an exchange market where both parties can more efficiently engage each other directly. Like many disruptive technologies, some prospects need to be educated on the business model before adopting it.

"Getting people to understand a new way of doing things is the hardest part," says Ryan. "Once we overcome misconceptions that we're like our competitors and show them how we fit into what they're doing, it's a relatively easy sale."

Realizing how important these conversations were, the company launched a social selling initiative for its 50 sales reps around the world. Cint secured a Sales Navigator license for each salesperson and formed a social selling committee led by Ryan. "For us, it's all about just opening the door," he says. "That's why I love Sales Navigator—it helps me open doors in so many ways."

Sales Navigator as the solution

In recognition of the social selling program's success, Ryan was recently promoted from a sales position to Director of Marketing. Sales Navigator is now a daily habit for Cint's team, who have integrated the platform into their day-to-day routines for prospecting, account management, and account growth. When the company decided to engage an entirely new vertical, there was initially uncertainty over who to target. "I immediately went into Sales Navigator, entered the industry, and searched for C-suite executives in the greater New York area with 100 employees or more," shares Ryan. "There was our prospecting list."

Insights to build meaningful relationships

Beyond identifying prospects, the tool helps Cint's reps engage and relate to them. Ryan uses Sales Navigator to research prospects so he can send personalized InMail messages—and has seen his response rate soar from 10% to 70%. He also uses it to prepare for meetings and establish deeper relationships. "As a salesperson, you're taught to find common ground to talk about something besides business," Ryan explains. "With Sales Navigator, I can get all of that information, understand my audience, tailor my pitch, and go in with confidence."

Before his promotion from a sales role, Ryan exceeded his monthly quota by 155%, a feat he attributes to Sales Navigator. "I do my homework on Sales Navigator first," he says. "I find the people with the most influence, learn as much as I can about them and their needs, and engage them in a way that feels personal and informed."

Reminiscing about one of his first sales jobs in the 1990s, before voicemail was in widespread use, Ryan reflected on how much sales had changed: "I was walking past the buildings in Manhattan yesterday, my old territory, and thought 'My god, what I could have done with Navigator back then.' I had no idea who was in those buildings—today, I have all that information in my hands."



In their own words

The key benefits of LinkedIn Sales Navigator for CINT

Strengthening Relationships with Clients

"I had a meeting with a client who hadn't been engaging us. I looked her up through Sales Navigator and saw she knew the organizer of a charity I'm very involved with—turns out they're best friends. We had an immediate rapport—it totally changed the dynamics."



Ryan Harrivan
Director of Marketing,
Cint

Attracting Prospects with Insights

"I'll follow leads to understand what they care about, do some research, and then post relevant thought leadership pieces on LinkedIn. I've had people reach out to me, out of the blue, based on my expertise in the industry. Driving people to me instead of the other way around? That's social selling 101."



Ryan Harrivan
Director of Marketing,
Cint

Gain the insights to prospect, connect, and close with Sales Navigator

Cint uses Sales Navigator to identify prospects, strengthen relationships, and grow accounts.

Check out lnkd.in/sales-navigator to learn more about Sales Navigator