

“It’s rewarding and encouraging to see connections like, share, and comment on my posts since using Sales Navigator. This has spread the word and made us more visible to our audience.”

Ellie Di Fiore

Senior New Business Executive,
First Copy Corporation

first:copy

Location

Cambridge, UK

No. of Employees

11-50

Industry

Information Technology and Services

First Copy Corporation Kicks Cold Calling to the Curb with Sales Navigator

CHALLENGES

Senior New Business Executive Ellie Di Fiore was making speculative calls and emails based on an out-of-date CRM database, which she deemed 99% inaccurate. “I would often be calling people that no longer worked in the business, retired, or on one occasion had passed away,” she said. “Very embarrassing and unprofessional.”

NEW APPROACH

Based on a peer recommendation, Di Fiore tried out Sales Navigator, enabling her to ditch the old-fashioned cold calling approach and better leverage her contacts to generate leads and warm intros.

RESULTS

With powerful social selling tools at her disposal, Di Fiore was able to enhance her approach, developing a process that better suits First Copy Corporation’s extended sales cycle:

- Quickly identifying relevant leads
- Sparking conversations early and building relationships
- Improving trust and credibility with deeper understanding of prospects
- This has led to more face-to-face meetings