

“LinkedIn Sales Navigator gives us access to information that we cannot get anywhere else. The team has Sales Navigator open all day, every day.”



- Harry Chapman-Walker,
Head of New Business,
Kallidus



KALLIDUS

LOCATION

Cirencester, Gloucestershire

NO. OF EMPLOYEES

51-200

INDUSTRY

Computer Software

Kallidus Ups Its Business Development Game with LinkedIn Sales Navigator

CHALLENGES:

Kallidus was looking for a new way to reach leads and cultivate contacts that match their ideal customer profile. Finding a platform that allowed for a targeted approach to prospecting was at the top of their wish list.

NEW APPROACH:

Kallidus started off using LinkedIn Sales Navigator for insights and targeting to support their business development team’s phone and email tactics. Now, the company also uses the robust tool for researching, creating lists, and contacting prospects through InMail. The Recent Mover filter and the automatic updates were integral in identifying contacts with great potential. Kallidus has also made use of a gamification software to encourage adoption across the organization and create friendly competition to meet team objectives.

RESULTS:

Kallidus leveraged LinkedIn Sales Navigator for insights and targeting, to build on their social selling, and to gain access to information on companies and contacts that they never had before. The computer software company has integrated the use of InMail as a key part of their outgoing strategy, and, as a result, has engaged with previously inaccessible large companies listed on the FTSE and NASDAQ. “We’ve seen some fantastic results,” says Chapman-Walker.