

“Using LinkedIn Sales Navigator enhances our team’s ability to identify, communicate with, and engage with key individuals, while the underpinning technology platforms ensure we remain updated on news about people and organizations.”



Keith Ricketts

VP of Marketing at
Sword Active Risk



Location

Maidenhead, Berks, England

No. of Employees

50+

Industry

Computer Software

Sword Active Risk Engages Prospects More Efficiently with LinkedIn Sales Navigator

CHALLENGES

Prior to using LinkedIn Sales Navigator, prospecting was costly and time-consuming for Sword Active Risk, a provider of enterprise risk management solutions. It was difficult for the company to keep up with updates and timing triggers for individuals and organizations, including whether a prospect had changed roles or companies.

SOLUTION

Once Sword Active Risk began using Sales Navigator, they were able to more effectively identify and engage their most valuable prospects and leads. Data quality is of fundamental importance to Sword Active Risk’s success, and Sales Navigator allows them to ensure they are accessing accurate and timely information.