

“Sales Navigator is an exceptional tool that has really enhanced our results as a business and created many more new opportunities.”



Gary Archbold

Business Manager at
Baltic Training



Location

Newton Aycliffe, Co. Durham, England

No. of Employees

150+

Industry

Education Management

Baltic Training Boosts Prospecting Prowess with LinkedIn Sales Navigator

CHALLENGES

Prospecting has always been key for Baltic Training, a provider of tech-focused apprenticeship experiences. The company had been already using LinkedIn prior to upgrading to Sales Navigator, but were held back by the limited features of the free product, specifically the cap on number of searches, profile views, and messages.

NEW APPROACH

Through Sales Navigator, Baltic Training was able to:

- Identify diverse professionals, including IT managers, directors, HR, marketing and more
- Connect and engage with a lengthy list of companies
- Reach out to more prospects through messaging and InMail
- Save searches and organize data to track prospects and customers

RESULTS

Baltic Training has improved its prospecting through Sales Navigator. The organization can now target more relevant people and companies, unlock private profiles, and contact customers even if they aren't already connected on LinkedIn, leading to an increase in fruitful conversations.