

# maihiro Drives Insightful Engagements with ‘Indispensable’ Support from Sales Navigator

“Without Sales Navigator, the vendor in the digital age lacks access to important, sales-relevant data and the opportunity to easily get into conversations with prospects.”

## **Martina Saller**

Demand Generation Manager,  
maihiro

**maihiro** 

## CHALLENGES

CRM provider maihiro was finding the traditional prospecting method of relying on purchased data and contact lists to be expensive, complex, and less accurate than desired. The company sought a more direct link to director-level decision-makers, and more insight around the interests and needs of these individuals.

## NEW APPROACH

The team at maihiro enlisted Sales Navigator to obtain a 360-degree view of customers in real-time. Using the depth of insights available through the tool, reps started refining the scope of their outreach, and entering engagements with clearer information about the pain points of prospective customers.

## RESULTS

Sales Navigator added tremendous efficiency to maihiro’s sales prospecting and engagements. “With features like Lead Builder and the ability to save search results, we can turn insights into prospects and prospects into leads,” says Saller. “The support is indispensable.”