

“Sales Navigator has been a real cultural change in PQE. We were used to classic selling tools, but now thanks to LinkedIn our potential has increased enormously. Building a pipeline of target leads is easy, fast and fun!”



Thomas Carganico

Marketing and Communications
Manager, PQE Group



Location

Reggello, Italy

No. of Employees

201-500

Industry

IT & Services

PQE Group Brings Clarity to Prospecting Complexity with Sales Navigator

CHALLENGES

- PQE Group is a leading global quality provider for life sciences. The process of researching and compiling information for effective prospect targeting and outreach was proving time-consuming, especially with so much available data outdated.
- “The pharmaceutical world is extremely challenging and people change positions way more often than in other markets,” says Thomas Carganico, Marketing and Communications Manager.

NEW APPROACH

- Seeking to access better intel about potential buyers — especially in terms of visibility around career changes within their contact lists — PQE equipped its sellers with Sales Navigator.
- This enabled reps to gain a clearer view of the leads they were interested in pursuing, with superior insights leading to stronger engagements.
- “Since our job is based on relationships, this tool has developed into a crucial part of the process,” Carganico explains.

RESULTS

- Sales Navigator has made a big impact — leading to a “real cultural change” in the sales force, as Carganico puts it. Powered by this technology, PQE’s team has quickly incorporated the fundamentals of modern selling, with outstanding results.
- Reps who were not using social media at all as a selling tool now lean on LinkedIn, where they are opening new doors while streamlining previously cumbersome research and outreach.