



**LOCATION**

North Vancouver, BC

**NO. OF EMPLOYEES**

75+

**INDUSTRY**

Events Services

## Outback Uncovers Opportunities and Unlocks Insights with Sales Navigator

### Challenge:

As its name suggests, **Outback Team Building & Training** helps other companies with team-based professional development efforts, producing more than 1,200 programs annually across all of North America and offering additional coaching and consulting services. Because Outback's sales reps do a vast majority of their business over the phone, they sought a solution that would better prep them for engagements and help build deeper connections. They also needed a better way to track role changes and career moves, because these can be key triggers for their services.

*“Over the phone, you don’t have the benefit of seeing somebody face-to-face and picking up on body language or other cues. So just those small bits of information on LinkedIn, I find, make the conversation a little more human and a little more connected.”*



**Bryan McWilliams**

Employee Engagement Consultant, Outback Team Building & Training

