

“The sales team quickly got into a habit of checking Sales Navigator before each call or appointment.”



David Benguigui
Director of Marketing, Prodware



Location

Paris, France

No. of Employees

1300

Industry

Information Technology and Services

Sales Navigator Propels Prodware’s Pipeline with Insight and Intelligence

CHALLENGE

- Prodware, a leader in digital transformation and provider of tech IT solutions, wanted to expand its digital strategy and diversify its lead generation techniques.
- In efforts to take advantage of its team’s expansive networks, the organization sought to make social media and employee advocacy integral aspects of its growth efforts.

SOLUTION

- Setting reps up on Sales Navigator helped raise awareness around social networking and modern selling principles. The platform’s implementation helped spur critical behavioral change on Prodware’s sales team.
- “Sales Navigator enablement was vital as the reps needed to improve their professional brands and have content to share,” says David Benguigui, Director of Marketing.

RESULTS

- Access to quality prospect data — illuminating key details like company information, job changes, and purchase signals — helps Prodware reps enter calls and appointments with the right insights to build momentum.
- Using Sales Navigator in conjunction with Prodware’s CRM to track ROI has been a big driver for the program.
- With support from Sales Navigator, Benguigui says Prodware has been able to “sign two great opportunities and generate additional pipeline.”