

“So you think modern selling can’t be applied to wealth management and life assurance? Well, think twice! 30% of our assets within Europe come from leads sourced with Sales Navigator. If you apply that to the rest of our territories, it has quite the impact!”



- Christophe Regnault,
Digital Marketing
Manager from OneLife



The OneLife Company Succeeds at Sourcing Leads with LinkedIn Sales Navigator

CHALLENGES:

The OneLife Company was spending too many resources on traditional methods of sourcing prospects. Looking to cut down on the time spent on the phone or at events going after leads from personal and local networks, the company needed a faster, more cost-efficient way to identify quality leads for their business.

NEW APPROACH:

The sales team at OneLife calls Sales Navigator “an amazing professional contacts database.” With the LinkedIn tool, they were able to quickly reach prospects, then focus on working as a team to qualify the leads and build new relationships.

RESULTS:

Overall, The OneLife Company became more cost- and time-efficient in their sales process. In the 2017 fiscal year, 30% of OneLife customers (“Assets Under Management”) were collected using Sales Navigator to source leads.