

“Because InMail gets more attention than a cold email, the response rate was much higher, which made it easier to move prospects along and schedule meetings. In the end we managed to close a deal with the help of Sales Navigator tools.”



**Jorge Carvalho**

Business Development Manager -  
EMEA at Papersoft

**PAPERSOFT**///

**Location**

Lisbon, Portugal

**No. of Employees**

50+

**Industry**

Information Technology and Services

## Papersoft Expands Global Reach and Closes a Key Deal with LinkedIn Sales Navigator

### CHALLENGES

Papersoft provides capture solutions as a trigger for process automation in countries around the globe. The company's account-based strategy for Africa was created around Sales Navigator, which helped Papersoft identify and qualify opportunities, and proactively go after them.

### NEW APPROACH

By engaging leads through InMail instead of cold emails, Papersoft saw much higher response rates. They also used PointDrive presentations to share valuable content with prospects, allowing them to track views and engagement.

### RESULTS

Through Sales Navigator, Papersoft received more accurate data on who was engaging with their content and which of their proposals were most effective. They could also search for, and connect with, prospects worldwide. Combined, these features led to uncovering new prospects and closing a key deal.