

“Sales Navigator has now become an essential part of our sales process. It helps us to identify central contacts in each of the specialist areas, ensuring increased market penetration.”



Andreas Rietz,
Sales Manager for the
Bechtle IT system house in
Aachen

The Bechtle logo consists of a green parallelogram shape. Inside the parallelogram, the word "BECHTLE" is written in white, bold, uppercase letters.

BECHTLE

Bechtle Aachen Strategically Deploys Sales Navigator for Its Target Client Development Plan

Challenges:

We are predominantly concerned with increasing penetration into our target markets. Above all, this means taking the focus away from IT and placing it on specialist areas. We want to move away from our image as a supplier and more towards a long-term partnership, where we deliver IT solutions that are developed in collaboration with the client.

New Approach:

Thanks to Sales Navigator, here in Aachen we can now easily identify new and innovative decision-makers in other specialist areas and then engage with them through existing contacts in IT. This helps us to connect better with our clients and to build strategic partnerships.

Together with Thilo Huys, I have also developed a LinkedIn communication plan that allows for one or two posts per week on LinkedIn. Communicating insights into the industry also serves to strengthen relationships — whether existing or new.

Results:

Specifically, Sales Navigator has helped me to identify a number of new contacts at a prospective company, to whom I have showcased the Microsoft HoloLens and other products.