



RUSSELLTOBIN

Russell Tobin reimagines sales prospecting.

SUCCESS STORY

The sales prospecting process at **Russell Tobin** typically involved hours of research that often yielded more open questions than answers. With access to real-time data using LinkedIn Talent Insights, Account Executive Trevor Cobain can now quickly qualify prospects and reach out to them armed with data that helps establish credibility.



Saves time

On average, Cobain saves 4 hours a week on gathering data that is now readily available in LinkedIn Talent Insights.



Removes guesswork

LinkedIn Talent Insights has taken the guesswork out of prospecting, so Cobain can reach out and close the deal.



Establishes credibility

Knowing attrition rates and needed skills of prospective clients allows for tailored outreach to immediately establish credibility.



THE CHALLENGE

Time-consuming sourcing process

Trevor Cobain was looking for a more strategic and efficient way to source new clients for recruiting and staffing firm Russell Tobin. The typical process involved hours researching prospects and collecting anecdotal feedback, resulting in a lot of open questions.

THE SOLUTION

Establishing credibility with data

Cobain can immediately assess workforce challenges and skills gaps at target companies with real-time data, using **LinkedIn Talent Insights**. He starts by searching for employees who possess a particular skill and identifying where they currently work. He then examines each company's growth rates, number of open jobs, and attrition rates. After qualifying prospects, he includes this data in his outreach, which adds credibility and demonstrates his understanding of the company's core hiring challenges.

[Learn more](#)

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I can use LinkedIn's data to show that I've done my homework and understand the challenges their company is facing. It sets me apart from other firms and adds a level of credibility to my approach.



Trevor Cobain

Account Executive
Russell Tobin