

## SUCCESS STORY

# RUSSELL TOBIN REINVENTS SALES PROSPECTING STRATEGY WITH LINKEDIN TALENT INSIGHTS

Recruiting and staffing firm Russell Tobin is always looking for strategic ways to source new clients and build its sales pipeline. In the absence of clear market data, account executives would spend hours investigating each prospect and collecting anecdotal feedback in the hopes of understanding a company's current hiring needs. Oftentimes, the information the team was able to retrieve was incomplete or inaccurate. Using LinkedIn Talent Insights, account executive Trevor Cobain can immediately assess workforce challenges and skills gaps at target companies with real-time data. 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.

## IMPACT

REDUCED WORKLOAD	On average, Trevor saves 4 hours a week on gathering data that is now readily available in LinkedIn Talent Insights.
GREATER CONFIDENCE	LinkedIn Talent Insights has removed the guesswork from Trevor's prospecting, giving him the confidence to reach out and close the deal.
ADDED CREDIBILITY	Knowing attrition rates and needed skills of prospective clients allows Trevor to tailor his outreach and immediately establish credibility.

*"Talent Insights has changed the way I approach conversations with prospects. 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."*



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