

Reimagining the Sales Prospecting Approach







Trevor's challenge

Account Executive, 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

Trevor used Talent Insights to quickly access job post and attrition data, helping him target potential accounts. He then leveraged unique company data to set himself apart in his outreach.

	Job Posts	Attrition
	49	4% 
	36	4% 
	12	3% 

“

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

The results

Talent Insights allowed Trevor to use real-time data to immediately assess workforce challenges and skills gaps at target companies. This drastically improved his conversations with new business prospects.

Saved four hours a week

In research time by using readily available data

Removed guesswork from results

increasing confidence in discussions with new prospects

Established credibility

with prospects by sharing insights personalized to their business