



About Akamai Technologies

If you've ever shopped online, downloaded music, watched a web video or connected to work remotely, you've probably used Akamai's cloud platform.

Akamai helps businesses connect the hyper-connected, empowering them to transform and reinvent their business online. They remove the complexities of technology so customers can embrace trends like cloud, mobile and media, while overcoming the challenges presented by security threats and the need to reach users globally.

What's their impact?

Akamai delivers 20-30% of the world's web traffic every day.

Who's their audience?

Information technology decision makers and executives.

What's the challenge?

The Akamai sales team's responsible for generating their own leads through prospecting. Because they sell to both large enterprises and rapidly growing start-up businesses, they need a way to accurately identify decision makers who aren't in the Fortune 2000. Plus, their target businesses evolve rapidly, so they need reliable ways to know when new decision makers emerge or companies get funding that would allow them to invest in a new cloud-based service solution.

Besides identifying the right person to contact, the team also needs a credible way to build relationships at those accounts. And since they often start their conversations with CEOs, they need ways to get the attention of busy, in-demand executives. With cold-call response rates declining, they were looking for ways to make their new business generation more efficient and successful. For all these reasons, Akamai turned to LinkedIn Sales Navigator.

So, how about those results?

Using Sales Navigator gives the Akamai team the ability to reach decision makers reliably, plus insights and information that help move the sales process forward. Through third-degree and TeamLink connections, they're able to get more warm introductions to the right C-level executives on LinkedIn. Plus, they're able to build credibility with prospects thanks to the insights gained from their sales updates.

Overall, Sales Navigator's helped Akamai's sales professionals cut their research time from an hour to mere minutes per account. And with more robust and relevant information at their fingertips, they're able to cut the sales cycle from six months to one month.

Akamai's sales cycle cut from 6 months to 1 month



"Before, our reps were doing an hour's worth of research to get the right ... information, to have that first touch with the customer. [They would contact] 8 or 9 [prospects on] any given day... LinkedIn Sales Navigator's helped us... take that hour down to just minutes."



Brad Rinklin
CMO

"I use the notifications to alert my team when important changes happen at new accounts. Especially for my newer reps, it helps to get them up and running more quickly."



Jay Schmidt
Inside Sales Manager

"A lot of these guys are really tech savvy. When they share content, and I reach out to comment... they notice... We also get notified [when our leads] go to another company. We use that to start a conversation about a new deal. "



Benjamin Libby
Account Executive

Check out lnkd.in/sales-navigator to learn more about Sales Navigator

