



## **Dux-Soup Supports Profitable Growth at Enterprise Sales Forum**

[The Enterprise Sales Forum](#) brings sales professionals together as a community across a global network of local chapters or branches. It has used [Dux-Soup](#) to help build a profitable local chapter in Austin, Texas.

The membership has rocketed to 1,200 members in half the time expected. Dux-Soup enables the company to work with quality data from LinkedIn which has helped to target relevant prospective members and accelerate the chapter's growth.



## Dux-Soup excels at automating the connection request process

### Leverage quality data on LinkedIn

Tudor Saitoc is the Cofounder and President of the Enterprise Sales Forum at Austin. It hosts monthly sales talks that provide opportunities to learn, collaborate, and connect with growth minded professionals seeking to achieve excellence in B2B sales.



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As an early adopter of the Chrome based extension for LinkedIn automation, Tudor had used Dux-Soup prior to setting up the Austin chapter, he says:

“I wanted a tool that could help me leverage the quality data on LinkedIn and augment what I could achieve with LinkedIn Sales Navigator. After searching online, I came across Dux-Soup. I was instantly impressed with its LinkedIn automation capabilities. I have used it successfully in all of the businesses that I have been involved in from startups to large enterprises. Most sales professionals are on LinkedIn so that’s where I started when it came to planning how to build and grow our local audience for the Enterprise Sales Forum.”

### Profiling and targeting a local audience

Building a new membership organization from the ground up is no easy task. Tudor adds, “Dux-Soup played an integral role in building the membership. Using it alongside LinkedIn Sales Navigator’s very strong search function, has enabled me to accurately identify, profile, and target the right audience.

We were able to find folks in any sales role and level, whether it was an individual contributor, manager, or executive. Dux-Soup excels at automating the connection request process. We can therefore quickly find people that align with our positioning and messaging.



**In 18 months, we have taken the Austin chapter from zero to 1,200 members**

To open a dialogue with prospective members, we send customized messages using Dux-Soup. This personal touch enables us to begin a conversation with our target audience as part of a tailored connection strategy.

What Dux-Soup does is give us the ability to scale up very rapidly and communicate more effectively with this target audience. It frees up our time to focus on building quality relationships and delivering valuable content.”



With Dux-Soup in our toolkit, we are continually growing our network

## Accelerating growth

The success of the Austin chapter can be seen in what has been achieved from a standing start, Tudor explains, “In 18 months, we have taken the Austin chapter from zero to 1,200 members, and Dux-Soup has been central to this. We have more than 10 internal team members and a thriving community of engaged sales professionals.

With a strong core membership, the local events attract upwards of 60 people. We have been able to generate more sponsorship which has helped the chapter achieve profitability in a relatively short period of time.

Dux-Soup has accelerated the growth and expansion of our networking group. Without Dux-Soup it would have taken us three years or more to get us to where we are today. It has absolutely played a key role in establishing a strong foundation for the Austin chapter of the Enterprise Sales Forum.

I cannot talk highly enough about LinkedIn. It puts high quality data at my fingertips and Dux-Soup helps us to maximize the use of that data by building our pipeline, freeing up time to close deals as well as reporting internally and externally against our campaigns.

Dux-Soup really excels at helping us to target a niche audience of enterprise sales professionals who live and breathe LinkedIn. That’s why the combination of LinkedIn Sales Navigator and Dux-Soup works so well. I’m not interested in just automating connection requests. It’s about starting a dialogue and adding value. With Dux-Soup in our toolkit, we are continually growing our network.”

## Maximizing value of LinkedIn

Tudor adds, “One of the advantages of Dux-Soup is the level of maturity it has as a LinkedIn automation tool. By following their best practice guidelines, I automatically keep within LinkedIn’s fair usage guidelines.

The support that we get from Dux-Soup is amazing which is quite handy as I like to push the product’s boundaries. It is really easy to use especially in comparison to other tools I have experienced.

I would recommend Dux-Soup without hesitation to anyone looking for a flexible and scalable LinkedIn tool. Whenever I am running a seminar about sales and growth hacking, I demonstrate Dux-Soup. I can see from the delegates reaction that it is a real eye opener for the modern-day sales professional. It has a massive role to play in prospecting, relationship building and brand building.”



Establishing yourself in the market by quickly growing your share is a critically important activity for many organisations. Growth hacking techniques meet this requirement to a ‘T’. Dux-Soup is proven to help in many scenarios, building audiences, accelerating sales cycles and helping to deliver profitability.

**Will van der Sanden**  
Founder, Dux-Soup

