



Entrust's Inside Sales Team Generates More Qualified Opportunities Using Priority Engine Insights

Reduced Time Prospecting – More Time Selling

“The old fashioned way of cold calling and asking someone ‘who takes care of this or that’ is gone. With the insights in Priority Engine I find the right person, and I know exactly what to say to them.”

Better Sales Intelligence to Open More Doors

“We were going to an event and I saw that one of the biggest auto manufacturers in the world was attending, but I didn’t know who from that company was going to be there. Instead of guessing, I used Priority Engine to search for that company, found the active contacts, and used the insights to book a meeting.”

Real Buyers Converting Into Real Deals

“During the meeting we were able to connect with 12 more people from the account and now we have a really promising opportunity there. Priority Engine gave me the absolute right person to talk to who was in charge of evaluating vendors. It’s magic”



Normand Charette
Enterprise Security
Sales Specialist

Norm is an experienced senior inside sales representative with over 13 years of selling experience in the B2B tech space.

Entrust Datacard offers the trusted identity and secure transaction technologies that make experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications.