

A large yellow arrow curves from the top left towards the bottom right. To its left, three thick yellow curved lines sweep across the page from the left edge towards the center, creating a sense of motion and direction.

Channel Sales
Database Building
Prospect Development



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INTELITARGET CASE STUDY

THE CLIENT IS FOCUSED ON REPOSITIONING THEMSELVES AS A PROVIDER OF ENTERPRISE LEVEL SOLUTIONS IN THE FEDERAL MARKET SPACE. IN THE PAST, THEY RELIED ON BEING CONTRACTED BY PRIME CONTRACTORS WITH WHOM THEY HAD A PREVIOUS RELATIONSHIP. THEY WANTED TO IDENTIFY AND BUILD RELATIONSHIPS WITHIN THE PRIME MARKET OF FEDERAL CONTRACTORS TO EXPAND THEIR PRESENCE AND GAIN NEW BUSINESS

- INDUSTRY – Federal Civilian and DoD Agencies
- PRODUCTS/SERVICES – Enterprise Level Storage and Integration Solutions
- LOCATION – Headquartered in Denver Colorado
- CHARACTERISTICS – HUB Zone, 8a company

The PROJECT

InteliTarget's task was to identify and map all divisions within each of the top ten Prime Contractors serving the Federal Government. Once accurately mapped, pipeline opportunities were qualified through prospecting efforts. The objective was to uncover potential near-term as well as long-range opportunities and engage the prime in discussions to generate using our client for upcoming initiatives. By engaging in a nurturing campaign within each division of each prime InteliTarget was instrumental in moving our client to the front of the list of preferred partners at 7 of the top 10 primes.

The project, which was initially started as a pure mapping initiative, quickly changed to include full blown prospecting and nurturing, which facilitated a better understanding of the Prime, the decision makers, influencers, and contracting contacts. Once the framework was complete, InteliTarget began to prospect and set qualified appointments. A qualified opportunity was defined as having a signed Federal Contract, (budget), a timeframe, and an appointment with a decision maker or influencer at the Prime. The database was refined and mapped with the organizational elements within the Prime as the prospecting continued.

The RESULT

InteliTarget and the client established a goal of mapping all divisions within all 10 primes and expanding new business to at least 1 new division within each of these Primes. By program end InteliTarget had succeeded in producing 42 prospects that had a budget, a timeframe, a need for a qualified sub-contractor. The client estimated that this could mean "multiple millions" added to their pipeline.

