



Channel Sales
Prospect Development



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INTELITARGET CASE STUDY

THE CLIENT HAS A STRONG SOLUTION, RECOGNIZED AS “BEST IN CLASS” BY USERS. THE COMMERCIAL CUSTOMER BASE READS LIKE THE WHO’S WHO IN BUSINESS WITH BOTH DOMESTIC AND INTERNATIONAL CUSTOMERS. THE STATE AND LOCAL CUSTOMER BASE WAS GROWING, HOWEVER THEY HAD NO PRESENCE IN THE FEDERAL GOVERNMENT.

- Industry – Enterprise Software
- Products/Services – Document Management
- Targets – Government
- Sales Channel – Resellers

The PROJECT

The client had tried partnering with leading systems integrators however that effort failed to produce a single client. Initially, the client had significant reservations about the value of outsourced business development, and our ability to communicate their message to decision makers in the Federal Government.

With no success in the Federal space, the client was looking for an expert in Federal business development. They needed help profiling their ideal prospect, mapping key agencies, and initiating the business development process. At launch, IntelliTarget built a Prospect Universe to be used for marketing purposes. By leveraging our proprietary database, we were able to quickly identify key decision makers and the appropriate contracting officers. Focusing on those agencies that we knew were extremely paper intensive and resellers that sold into this environment, we were able to develop Prospect Development campaign.

The RESULT

In six weeks of highly targeted prospecting, utilizing a variety of methods, more appointments were set than in the entire previous quarter. Several of those appointments turned into pilots. Six months later, one of those pilots resulted in the award of a contract for several million dollars, supporting over 30,000 users.

