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Commercial
Lead Generation



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INTELITARGET CASE STUDY

IF SALES PEOPLE ARE SPENDING TIME FINDING A PROSPECT THAT FITS THE BASIC QUALIFICATION CRITERIA IT HAMPERS OVERALL SALES PRODUCTION. CREATING A DATABASE THAT TARGETS THE RIGHT DECISION MAKERS INCREASES SALES PRODUCTIVITY – ULTIMATELY SALES.

- INDUSTRY – Software & Managed Services
- PRODUCTS/SERVICES – Enterprise level dealer management systems for automotive and truck dealers
- LOCATION – Headquartered in Mid West, national presence
- CHARACTERISTICS – Market leader with 38% market share.

The client's Account Executives were spending much of their time with prospects that were outside of the buying cycle and targeting accounts that were not well qualified. Management did not have an analytical way to measure territory opportunity and to coordinate strategic sales and marketing activities. The client knew the characteristics of the most likely buyers, but could not identify those buyers at the field level.

THE PROJECT

InteliTarget's task was to survey 28,000 dealerships, identify current vendor and key decision makers, and rate several key buying points, including: satisfaction with their current solution, business model, and technology outlook. Incorporating our experience, InteliTarget was able to make suggestions to the survey questionnaire and the dataset that would yield the maximum value from the information collected.

The project started with a substantial data integration process to consolidate the client's database, InteliTarget's systems, and the client's data analytics partner. Once the data set was prepared, we began to execute by surveying with a dedicated team of research analysts and close project management. At the end of each day, aggregate numbers of surveys were reported. On a weekly basis, InteliTarget and the client analyzed the results to date. As the project drew to completion, a high percentage of the surveys were checked for quality and another call was made to gather any incomplete or suspect information.

THE RESULT

The client expected a 70% completion rate – a good objective for this type of project. InteliTarget was able to attain a completion rate of over 80%; additionally the project was completed on time and under budget. At the individual dealer level, the client now knew which dealerships their reps should focus on based on potential volume, satisfaction with their current vendor, and installation date.

Good news for the client and InteliTarget.

