



Commercial Prospect
Development



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INTELITARGET CASE STUDY

THE COMPANY NEEDED TO REACH BEYOND THE REFERRALS THAT HAD SUSTAINED THEM FOR MOST OF THEIR HISTORY. THEIR OBJECTIVE WAS TO IDENTIFY DECISION MAKERS, UNCOVER NEED, SET UP MEETINGS, AND BUILD A PIPELINE OF OPPORTUNITY.

- INDUSTRY – Software Publisher
- PRODUCTS/SERVICES – Enterprise-Level Human Resource Benefits Administration Systems
- LOCATION – Headquartered in Southeast, National market presence
- CHARACTERISTICS – Fewer than 100 employees, less than \$25 million in revenue. The company, formed more than 15 years ago, has a very strong solution that is recognized as “best in class” by users. The customer base reads like the Who’s Who in business with both domestic and international customers. Growth has come from very strong referrals from customers and partners.

THE PROJECT

InteliTarget built a targeted prospect database to be used for marketing purposes. After the first three months, senior management expanded the program to include prospecting and pipeline development services. The objective was to create higher growth than previously experienced, and ultimately create a pipeline, which would contribute to doubling the Company’s revenue in a 24-month period.

During the early stages of the program, the client decided to expand its’ sales force to enhance the probability of success. InteliTarget was to work with the new sales organization, uncovering short-term opportunities, and setting appointments. InteliTarget worked collaboratively with the sales organization to continually “touch” longer-term opportunities that had been uncovered and try to turn them into more imminent opportunities.

When the effort started, it was built to complement other marketing activities and was event based. Because it was believed that there was seasonality in the market due to factors like open enrollment, prospecting was structured at different levels depending on specific marketing activity, market dynamics, and target customer schedules. Ultimately, the effort was tightly integrated, optimizing all prospecting, events, and marketing programs.

THE RESULT

In the first year, more than \$6 million worth of opportunity was identified. The program was so successful that our client worked with some of their partners to expand the program to include other types of solutions. InteliTarget continues to function as an extension of the sales and marketing staffs and today produces a sustainable and forecastable revenues stream.

