



Federal
Database Cleansing
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 PAST, THEY REACTIVED TO DEMAND IN MOSTLY TRANSACTIONAL SALES ENVIRONMENTS; THEY WANT TO BE POSITIONED AS MORE CONSULTATIVE IN NATURE AND MORE A PART OF STRATEGIC PROBLEM SOLVING IN THE FEDERAL GOVERNMENT. PROVIDING SOLUTIONS HAD NOT BEEN THEIR STRONG SUIT, BUT THIS PARADIGM SHIFT WAS INSTRUMENTAL TO GROWING THE BUSINESS.

- INDUSTRY – Enterprise Storage Solutions, Integrated Solutions Practice within Federal Agencies
- PRODUCTS/SERVICES – Enterprise Level Storage Solutions
- LOCATION – Headquartered in Northern Virginia
- CHARACTERISTICS – Market leader in transactional government sales working on evolving into an enterprise solutions provider

THE PROJECT

InteliTarget's task was to look for opportunity for network-attached storage sales. The objective was to uncover potential near-term opportunity and engage the client's solutions sales force in long-term projects where they could cultivate relationships and position themselves on the front end of large strategic buys. As the project was rolled out, Intelitarget discovered that the client database was approximately 60% inaccurate.

The project, which was initially started as a pure prospect development initiative, quickly changed to include the development of a more accurate database, and a Federal Agency mapping project, which facilitated a better understanding of the agency, 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 budget, a timeframe, and an appointment with a decision maker or influencer. The database was refined and mapped with the organizational elements within the agency as prospecting continued.

THE RESULT

InteliTarget and the client established a goal of producing 60 prospects that had a budget, a timeframe, was aware of the solution, and their expertise, and an appointment had been set with the decision maker. The client established that this could deliver as much as \$8.4 million in potential revenue added to the pipeline. During the program, there were 89 appointments produced with decision makers with an approximate value of over \$14,000,000 in revenue.

