



Federal
Prospect Development



IntelITarget
www.intelitarget.com
540.409.4800

INTELITARGET CASE STUDY

THE CLIENT WAS FOCUSED IN THE COMMERCIAL SPACE AND WAS SUCCESSFUL BUT LIMITED TO THAT MARKET SEGMENT. THEIR SOLUTION WAS IDEAL FOR GOVERNMENT AGENCIES - PROVIDING AGENCIES WITH THE ABILITY TO SEARCH TERABYTES OF DATA IN LESS THAN A SECOND AND FILTERING FRESH DYNAMIC DATA IN REAL TIME. A GOVERNMENT TEAM WAS ASSEMBLED TO SELL THIS ENTERPRISE SEARCH PLATFORM AND LOOKED TO INTELITARGET TO PROVIDE THEM WITH APPOINTMENTS WITH QUALIFIED PROSPECTS.

- INDUSTRY – Enterprise Search Solutions
- PRODUCTS/SERVICES – Single point of access high-speed search tools
- LOCATION – Corporate Headquarters: Seattle, Washington
- CHARACTERISTICS – Creates real-time search and filter technology solutions

THE PROJECT

InteliTarget's task was to map nine Federal Agencies, to facilitate a better understanding of the agency, the decision makers, influencers, committees, and contracting contacts. Once the initial calling universe was prepared, InteliTarget began to prospect and set appointments.

It was not uncommon to have 5-8 appointments within an agency and many times second and third appointments with the same person in order to further the sales cycle. These appointments ranged in title from Program Managers to CIOs and Chief Knowledge Officers (CKOs). As we prospected, we refined the database and mapped the organizational elements within the agency.

THE RESULT

InteliTarget started the initiative as a pilot. The agreement has been so successful it has been renewed twice and has evolved into an ongoing Prospect Development initiative.

