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State & Local Govt.
Pipeline Development



InteliTarget
www.intelitarget.com
540.409.4800

INTELITARGET CASE STUDY

THE CLIENT IS FOCUSING ON PROVIDING ENTERPRISE LEVEL VIDEO SURVEILLANCE SYSTEMS TO ENVIRONMENTS THAT REQUIRE HIGH LEVELS OF SECURITY. THEY HAVE BEEN EXTREMELY SUCCESSFUL IN THE COMMERCIAL, GOVERNMENT, AND EDUCATION MARKETS BECAUSE OF THE UNIQUENESS OF THE PLATFORM AND THE ABILITY TO PROVIDE TOTAL FACILITY SURVEILLANCE UTILIZING THEIR WEB BASED MANAGEMENT SYSTEM. THE SALES ORGANIZATION WAS GROWING AND THEY ENGAGED INTELITARGET TO UNCOVER FULLY QUALIFIED PROSPECTS AND ESTABLISH MEETINGS WITH THOSE WHO HAD A NEED A BUDGET, A TIMEFRAME (BANT) .

- INDUSTRY – Premise Based Security
- PRODUCTS/SERVICES – Sophisticated Surveillance and Alarm Systems for High Security Environments
- LOCATION – Headquartered in Houston, Texas with sales offices throughout the North America
- CHARACTERISTICS – Recognized as a Leader in Leading Edge Security and Surveillance

The PROJECT

The clients Business had experienced excellent growth during the last decade. Because of the heightened need for security the playing field was getting more and more crowded with would be competitors. The market was growing very quickly and the client engaged IntelliTarget to educate the market on the offerings and identify those organizations that had a need or were in the planning stages. IntelliTarget started in the commercial sector and the project has grown and expanded over twenty-four months to include State and Local Government. Today Education is the primary target.

The RESULT

From the inception of the relationship the program has been very successful. The IntelliTarget prospecting team is now linked directly to the field representatives and assigned by territory. IntelliTarget is focused on prospect identification, understanding the environment and the decision makers, and seamlessly transitioning the prospect to the client sales team. This is accomplished in such a way that the prospect does not know that IntelliTarget even exists.

