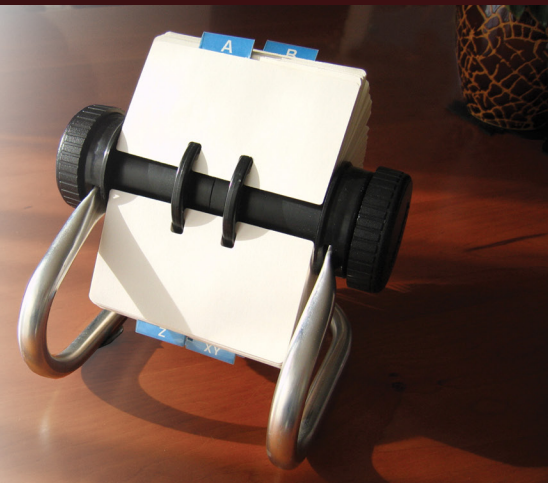


# Target Prospecting

*Comprehensive Demand Generation, Targeted at Your Desired Prospects*



## Overview

Every company wants to drive as many leads as possible to its sales force. Cold-calling is as standard in sales as death and taxes are to the rest of us. It is the least productive and the most time-consuming method of lead generation. Of course, general marketing efforts do what they can to help spur interest, but most marketing is aimed at boosting name and product recognition to the general populace, not targeting specific prospects.

Therefore, in addition to general marketing efforts, many companies are trying more direct approach with demand generation. In creating direct leads, companies hope to advance the sales process beyond the cold call and get sales professionals talking to interested parties as soon as possible. At Primary Intelligence, we take demand generation a step further by giving you the chance to target the companies you want to contact the most and evaluate their level of interest. You are aware of the companies within your target industry and understand the prime candidates for your products or services. Rather than using your sales force’s time to delve into those companies, let Primary Intelligence do the legwork.

## Target Prospecting

Target Prospecting takes a comprehensive approach to generating targeted leads. Primary Intelligence engages contacts with an in-depth discussion of their needs and purchase interests. Using this information, you will be well-prepared to contact those companies where you have a significant chance of winning. Not only that, but you will be armed with the knowledge of their future needs and intentions before the first call is made, giving you a significant advantage over the competition.

Features	PI Target Prospecting
Most important features/functions	✓
Purchase timeline	✓
Decision making processes	✓
Current and desired solutions	✓
Competitors’ history with company	✓
Current satisfaction level	✓
Vendor change factors	✓

## Benefits of Target Prospecting

- Provides clearer insight into both individual prospects and the marketplace as a whole
- Allows for a sales approach specifically targeted towards the prospect’s unique needs
- Complements customer satisfaction studies, win loss analysis, and account retention analysis to understand the entire customer life cycle
- Provides a “leg up” on the competition when entering an opportunity
- Increases efficiency of your sales team by identifying better qualified prospects

## Methodology

Target Prospecting starts with your “wish list” of potential prospects along with the job title that would most likely be the decision-maker(s) for each company. Primary Intelligence locates these individuals through our data-mining process and contacts them for a brief interview. With over 10 years in the competitive and sales intelligence fields, Primary Intelligence has fine-tuned the contact and interview process, resulting in high response rates with detailed findings.

## Online Delivery

Profiles for individual interviews are delivered as they are completed through Horizon, Primary Intelligence's online delivery application. Horizon allows you to sort profiles by company, contact, sales person, deal size, and publishing date. You also have the ability to tag profiles and filter according to those tags, making it easy to access the types of profiles you want to view. All individual profiles can be viewed online or downloaded in Word or PowerPoint format for easy distribution throughout your organization. This ease of access gives you freedom to use the information in whatever way you need.

Profile delivery is just one portion of Primary Intelligence's online application offering. Utilizing the Horizon dashboard, you can access a suite of programs that help you do the following:

- Oversee campaign operations for your entire research program
- Review individual questions and responses as well as run crosstabs on your data
- Review prospect feedback to compare your competitors' performance to your own
- Review and analyze the drivers and influencers that have had the greatest impact on purchase decisions
- Manage any aspect of your campaign, including contacts, interviews, and e-mail communication with respondents

**Deal Filter Options**

**Sales Explorer** Similar deals analyzed: 9 (3 wins/5 losses) Competitors analyzed: 7  
Active filters: --

Home Dashboard Differentiators Objections Features Mulligan Trigger Events Resources References

**Deal Difficulty: Normal**  
To improve the probability of winning this deal, you will need to understand the following data and make appropriate adjustments to your sales strategies:

**Deal Alerts**

- When you lose in deals like this your performance suffers most in [On-demand reporting \(solution\)](#) and [Policy management \(solution\)](#). Learn from the [6 past competitive losses](#) in similar deals and create a strategy to overcome your weaknesses.
- Your pricing in deals like this tends to be in line with customers' budgets and expectations 0.0% of the time.
- Deals with similar characteristics take an average of 10.1 months to close, but can take as long as 36 months.
- Other competitors that you may face in this opportunity include: [Andem](#) (55.6%), [Tenbit](#) (33.3%), and [Sistemic](#) (33.3%).

**Areas to Review**

- Review your [coach's role](#) with those likely to make the purchase decision and approve the expenditure. Develop relationships with the likely key roles/people within this account.
- There are 3 [differentiators](#) that you should review to help you win this opportunity.
- There are 5 [objections](#) that you should review to help you win this opportunity.
- Review the 9 [product features and functions](#) identified that will likely be of the most value to the prospect and best meet their business needs.
- When you lose in opportunities like this, prospects have provided 6 things that you could have [done differently](#) to win their business.
- Focus on what drives deals like this to [seek out your solution](#) so that you can understand the real business issues and focus your messaging on how to solve their problems.

**Toughest Competitor: Andem**

Criteria	Comparison
Key decision criteria	1.6% better than them
Product performance	3.5% better than them
Sales team performance	5.9% better than them
Company image	1.0% better than them
Primary weaknesses	<a href="#">Ease of use</a> and <a href="#">Understanding your business needs</a>

**Competitor Pricing (compared to you)**

Competitor	Likely Price	How Much?	Your Win Rate
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**Similar Deals to Review**

Deal Demographics	Win Rate
<a href="#">5 deals versus Andem</a>	20.0%
<a href="#">3 deals versus Sistemic</a>	33.3%
<a href="#">3 deals versus Tenbit</a>	33.3%

**Areas for Improvement**

Criteria	Improvement Targets
Relationship with sales	25.0%
Product knowledge	25.0%
Presentation and demonstration	23.0%