

Targeted Prospecting Case Study

Q1, 2019

This analysis is focusing on a 24 month period: Jan 2017 - Dec 2018.

The Agreement:

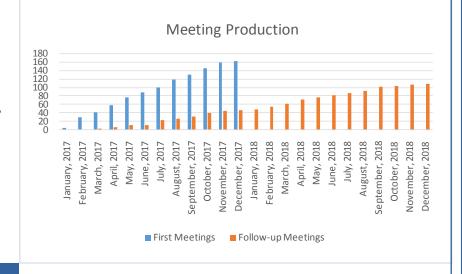
- ➤ Set initial teleconference appointments with interested prospects
- ► Work with client sales team to push prospects through sales pipeline
- ► Support revenue generation

- ► Multinational technology services and solutions provider required OnTarget support for their goto-market activities in U.S. marketplace, targeting enterprise companies:
 - Coordinated and hosted over 163 prospect Initial Relationship Development calls with interested technology prospects in 2017, resulting in:
 - -\$62 million in pipeline build
 - -\$39 million in closed business as of 12-31-18

OnTarget Partners marketing, sales and research solutions support B2B Executives and Marketers by offering "Intelligence for Business®" via specific lines of service, delivered primarily on an outsourced basis.

OnTarget Services:

- Tactical Research
- Digital Marketing
- Targeted Prospecting
- Lead Processing
- Marketing Analytics



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Revenue Generation

