

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 go-to-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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