

A New Era of Intelligent Prospecting

Leading organizations are making use of new services that quickly and cost-effectively capitalize on today's high volume of available business data to generate more demand, increase pipeline, and improve sales and marketing performance.

"Intelligent prospecting with TLE.market enabled new channel partnerships with \$12 million of qualified pipeline in 3 months. It was also used to successfully launch a new solution by engaging our sales team with 90% of the Fortune 1000 target companies and ending the year with \$5 million in bookings."

Rory King,
Director, Supply Chain Solutions

A Goldmine of Market Insight is Now Within Reach

Today's digitally-connected, socially-active and mobile workplace generates a lot of really useful market data. Information ranging from business journals, company reports, and websites to CRM systems, professional contact databases, and social media accounts is abundantly available, rapidly growing, and changing constantly. From a sales and marketing standpoint, this represents a gold mine of new insight into target markets, key accounts, and potential buyers. In fact, some of the largest and most successful sales opportunities have come as a result of acting upon information about new regulations, strategic partnerships, mergers and acquisitions, capital investments, growth strategies, or expanding operations that have driven companies to make new purchase decisions.

A Big Hurdle for Sales and Marketing

Unfortunately, the most insightful data is buried within dynamic and unstructured business journal, market intelligence, and online news sources. To be effective, these must be combined with CRM and contact data. Meanwhile, new contacts and relationships are forged online within social media networks. The challenge which organizations face is how to capitalize upon all of the available data and transform it into useful business insight in a timely manner that doesn't break that bank or burden resources. Sales and marketing professionals are overwhelmed and unequipped to handle an inordinate amount of data while carrying out their day-to-day responsibilities. Tapping into the apparent gold mine of information seems more like a fruitless search for needles in a haystack.

Intelligent Prospecting Solves This Challenge

Intelligent prospecting is a modernized prospecting approach that enables greater precision with demand generation programs and increases overall sales effectiveness. By making use of a low-cost, center of excellence model, it combines market research with data processing and telemarketing operations to perform integrated and cost-effective prospecting-as-a-service. Tasks generally dismissed as economically infeasible are now available to harness a high volume of dynamic market data. Intelligent prospecting is being used today by suppliers, service providers, and software vendors to identify and prioritize the right contacts within target markets to engage, at times when they are most-likely to be making purchase decisions.

Who Uses Intelligent Prospecting?

Industry professionals with unique needs

- VP of Sales to enable territories, grow pipeline, and improve sales effectiveness
- Sales Managers to penetrate more accounts, build pipeline, and nurture in-funnel opportunities
- Channel and Partner Managers to lower prospecting costs and grow business
- CMO & VP Marketing to improve marketing effectiveness and increase ROI
- Product Marketing to penetrate the right market segments, accounts, and buyer personas
- Demand Generation to increase demand generation and improve conversion rates
- Marketing Programs to improve campaign performance to key audiences
- Event Marketing to increase virtual and on premise event attendance and sales conversion

Small, medium, and large businesses

- VAR and Channel Partners
- IT and Technology Vendors
- Software Companies
- Service Providers
- Manufacturers
- Suppliers

“We engaged with TLE.market for 3 months and they were able to add over \$1 million dollars of active sales opportunities to our pipeline.”

David Schulze, Director of Sales,
Vertical Solutions, Inc .

Five Key Characteristics of Intelligent Prospecting

While small organizations have almost no resources to prospect for new business others have entire teams of telemarketers or third party services in use. A common denominator is that sales pipelines are soft, event attendance is down, marketing leads aren't converting, and requests for proposals aren't coming in. Here are five characteristics of intelligent prospecting that move the needle to higher sales and marketing performance.

- 1. Precision Targeting:** The universe of target accounts and contact personas in the buying process for any company are finite and definable -- by industry, geography, territory/location, job function, etcetera. Oddly enough, most organizations' demand generation efforts focus most attention on prospecting with broad cuts of general data, or, use approaches that produce generic leads. Leads produced from online ad traffic or search engine optimization are examples. Neither produces leads that specifically meet defined market criteria. Many sales and marketing professionals are misdirected by generic data and 'leads' that do not meet key buying criteria to begin with. Intelligent prospecting shifts the approach from a generic shot-gun approach to precision targeting of exact companies and exact personas (job titles) with meaningful seed data aligned to the target market. This produces higher-value demand that is created in the right markets so that resources aren't diverted to chasing bad 'leads'.
- 2. It Actively Alerts You To Company Spending Activity:** Each and every day, businesses are expanding operations, getting new venture funding, merging with other entities, making capital purchases, dealing with new regulations, acquiring other businesses, and so forth. These and other compelling events or business situations signal that the company is likely to procure hardware, buy software, expand license agreements, make new capital purchases, or otherwise invest in labor, materials, suppliers and services. Intelligent prospecting incorporates the rapid collection and synthesis of a high volume of company news and marketplace business activity to alert your organization to key buying signals that help identify immediate opportunities or prioritize account targeting and nurturing strategies.
- 3. Rich, Accurate Data is Created:** The majority of data used in sales, marketing, and related activity is a potpourri of databases, lists, and other sources mashed together and repeatedly used for various activities. Intelligent prospecting uses a precise targeting method to initiate prospecting. It starts with the right companies and the right contacts that meet the right criteria to create data for prospecting efforts that are much more effective. This produces a valuable byproduct as well. By design, intelligent prospecting creates a rich database of high quality contact data aligned to target markets, containing more accurate and useful fields such as email address or LinkedIn profile URL.
- 4. It Shifts the Burden to Third Parties:** The steps required to prospect for new business cut across several sales and marketing stages and require a variety of data, tools, and skills. Frankly, prospecting isn't easy. Nor is it what many working professionals like to do with their available time. Most resources tasked with getting attendees to events, working through contact lists, or cold-calling for new leads simply won't do it in practice. Even if they would, their time is better-spent qualifying opportunities, preparing account strategies, or performing other value-added activities that move deals to closure. Third party service providers can provide skills, tools, and techniques necessary to perform prospecting activities the right way and help overcome gaps or challenges with internal resources. This shifts the resource burden to a more cost-effective way of leveraging investments.
- 5. A Lower Cost Base Makes it Economically Viable:** It's not impossible for any company to use individual resources or an entire team to perform market research, data gathering, telemarketing, and prospecting activity. When the volume of data and necessary skills are added up, it's not a very cost effective or productive use of company investments. Third parties offer the benefit of performing this activity at a higher level of throughput at a lower cost. In fact, the sheer volume and time necessary to truly crunch the available data is simply not possible or economically feasible for most companies - even third parties themselves. These challenges are further complicated when organizations are looking to perform international prospecting in multiple languages. Intelligent prospecting takes advantage of low-cost global operations in order to make high volume market research, data processing, and telemarketing economically viable to deliver at cost-effective price points.

TLE.market is Your Solution

About TLE.market Inc.

Incorporated in November of 2000, TLE.market is an Out Bound Demand Generation, Lead Generation, Meeting Setting and Market Intelligence Service firm focused on the B2B Software, Professional Services and Technology markets. Founded by former ERP, Supply Chain & CRM sales executives, TLE.market provides services that help companies to increase the amount of active sales opportunities in their pipeline.

The Leading Provider of Intelligent Prospecting Service

TLE.market is the leading provider of intelligent prospecting services. We offer a low-cost center of excellence which performs data collection and market research services to cost-effectively capture the high volume of information available from digital and social media sources. This warmer, more-timely market insight is then combined with other contact lists or customer-provided data for use within core telemarketing services. This results in more precise targeting of the right contacts from the right target companies for our customers. By understanding the business situations influencing purchases made by these companies then customers have the insight necessary to prioritize which accounts to target, nurture, or engage in sales pursuits. They also receive a much more rich and accurate set of valuable data to drive sales and marketing performance.

Do You Have Similar Tools or Internal Teams Today?

No problem. Most organizations we work with already do have a variety of investments in sales and marketing tools, services, or databases. In fact, many also have internal resources or entire departments responsible for various database management, telemarketing, or appointment setting activities. The reality in almost all of these situations is the same – these organizations are unable to capitalize on market opportunities for growth that they know exists and the existing approaches they take are producing the results they are expected to deliver.

The TLE.market intelligent prospecting model is flexible and specifically designed to leverage, improve, or complement existing data, tools, and resources. The real issue for most organizations comes down to difficulties they have operating across the various departments, business processes, and information silos that exist. These present operational challenges that are often very difficult to overcome. In these situations they turn to TLE.market to adapt and customize our offering to deliver the results they need in a way that they can control and align to their business.

Call TLE.market today...

What Makes Us Unique?

Here's why our customers choose TLE.market to uniquely provide high-value intelligent prospecting services:

- **Experience and Expertise:** TLE.market was founded by executives who come from the same industries we serve. Our business model was specifically designed for success handling the unique nature of executive-level, business-to-business enterprise sales in software, technology, and manufacturing industries.
- **Low-Cost Multilanguage Services:** TLE.market has low-cost, company-owned international operations with professionals who fluently speak the multiple languages of our global customers. We deliver high volumes of service at a fraction of comparable internal or third party costs.
- **Flexible and Results-Oriented:** TLE.market does not impose a one-size-fits-all telemarketing model or appointment-setting service on our customers, or require them to change their business or success measures to accommodate us. Rather, TLE.market adapts and aligns our services to our customers' unique business goals and objectives.
- **Personalized and Trustworthy:** TLE.market seamlessly customizes our services to your existing business needs, processes, and personnel. Our colleagues are professionals who conduct themselves with integrity. You can feel confident entrusting TLE.market to serve as a professional extension of your organization.
- **No Upfront Cost or Commitment:** TLE.market is focused on providing our customers great results in the most cost-effective manner. We offer a zero-billable-cost analysis before entering into formal agreements to prove our service, set the right expectations, and optimize our operations for maximum efficiency.

Learn how we can help you drive greater prospecting results. Contact TLE.market today.

Testimonial

"We received 11 sales-leads (4 of which became near-term forecasted opportunities) and 11 additional warm leads 3.5 months after TLE.market started out-bound lead generation activities on behalf of BroadPoint Technologies (starting in May 2013). We are happy with the results thus far and attribute much of this success to the preparation done in TLE.market's no-cost/ no-commitment pilot-process."

- Don Carnevale, Director of Marketing at BroadPoint Technologies