



Case Study

Technology

Account intelligence helps IT firm develop a targeted sales strategy

Business challenge

The client, one of the world's largest IT equipment and services company headquartered in Japan, was looking for support in evaluating prospective clients for a specific set of products for the Indian market. Knowing that every company is different, it wanted to gain a deeper understanding about the target accounts to tailor sales pitches to their specific needs. This included analyzing the financial health of the target accounts, their strategic plans, details about their IT implementation, and the key decision makers.

Solution

The client partnered with Netscribes for a deep-dive analysis of the accounts it planned to target. Netscribes developed high-level account intelligence profiles for the client for the shortlisted companies it planned to target.

The research incorporated a mix of secondary and primary research to gather specific information about the target companies, including:

- A complete synopsis of business facts and details
- An exhaustive financial health analysis of the company
- Study of the strategic alignment and business goals
- End-to-end IT implementation analysis, including the IT budget, IT investment plans, IT pain points, with a focus on the company's IT infrastructure

- Insights on the organizational structure, the correct persons to contact, and how to best reach those individuals

Based on the strategic goals and current IT implementations of the company, a recommendation section was built, with insights into specific pain areas and requirements to be delivered. Netscribes provided insights and recommendations about the specific services or products it should pitch to the identified profiles.

Benefit

Netscribes delivered high-level profiles in a very short turn-around time, which helped the client in successfully implementing its strategies and acquiring new clients.

Achieve greater sales and marketing success by uncovering deep account insights

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