



# Identifying right targets at the right time for a coordinated, cross-divisional sales approach

## **Challenge**

A EUR 200m professional services company, that offered performance improvement services, had to identify potential companies in distress on the Austrian market. Yet, the market is too large to manually keep track of all relevant developments.

## **Solution**

We combined data from 3<sup>rd</sup> party databases with internal sales information to automatically and dynamically score companies against a scorecard and provide this in an easy-to-use self-service solution.

## **Benefit**

We were able to identify companies in potential need of the company's services earlier than before with less resources, outmaneuvering the competition and ensuring critical wins for the company. This directly improved revenues.