

CUSTOMER PROFILE | B2B SALES

CrossTech Media



“I consider ZoomInfo PowerSell to be my silent partner. I prospect new clients all day long – PowerSell connects me with the right people 90-plus percent of the time.”

- Richard Erb, VP, Business Development

Results

- Sales cycle time cut by half from 6-12 months for new events in cities across the U.S. and Europe.
- Reduced costs by eliminating other data providers and built high-level database for future growth.
- Identified significant revenue in new sales within three months.

Company: Event Planning Company Growing Internationally

CrossTech Media [www.crosstechmedia.com] builds communities in the information technology (IT) and education sectors by providing materials on emerging technology trends through online and print resources and in-person events. Each year, the company hosts thousands of IT executives at events for programs ranging from online marketing, content management, data center management to K-12 education. The Canton, Mass. company provides education and connects buyers and sellers at executive conferences and tradeshows across the United States. It reaches more than 250,000 people including executives from enterprise, mid-enterprise and medium size businesses, buyers and IT end users.

Situation: Find high-level Speakers, Sponsors, Topics Quickly

Creating executive-level conferences and programming about fast-moving technology requires equal parts trend-watching, technical expertise and personal attention to detail. The business relies on finding experts, assembling programs and marketing them to industry-leading companies that can benefit from sponsorship or participation. Then these programs are introduced to people looking for answers to complex questions or managing through emerging technology trends. Cross Tech Media hits these moving targets thanks to a combination of referrals from industry leaders and a robust technology of data and search capabilities to identify and target prospective clients.

Every Referral Counts

“I have built events using ZoomInfo PowerSell –these are executive conferences so I target Fortune 500 clients. I love the flexibility ZoomInfo offers,” says Richard Erb, vice president of business development at CrossTech Media. *“It may start with the director of marketing or someone else in the food chain before reaching the CEO. There’s so much change at large companies like IBM and HP that I start with putting some information in front of a person and the credibility of who referred me. I can’t tell you how many people have forwarded a message saying ‘I’m not the right person for this, but I can point you to the appropriate contact.’”*

ZoomInfo Impact

ZoomInfo PowerSell helps me develop new business and revenue streams. It has been instrumental in launching new conferences in on-line marketing and the future of data center operations. Within a few months, we had several world-class sponsors for these programs. PowerSell search capabilities enabled me to identify vertical segments of the data center industry as well as company size based on employees and revenue. PowerSell yielded an amazing ROI of 25:1 after a few short months of use.

“When prospecting is an option, most people don’t do it because it’s hard work,” Erb adds. *“But when it’s your only option, PowerSell is a ‘must have’ –I love the ability to target a community by title, revenue, geography. It’s truly able to deliver ‘target marketing.’”*