

CUSTOMER PROFILE | B2B SALES

# Tom James & Co.



“I can’t tell you how much PowerSell has opened up doors for me. Using ‘Web References’ I can look for board members, business school classmates, club member names and I don’t have to search. I can look for anyone who graduated from Princeton and lives in Portland – chances are they know each other.”

- Mark Cleve – Division VP

## Results

- Accelerated sales cycles and built client books more quickly in new territories and for new hires.
- 5x increase in referral pipeline.
- Created “client network” and found new connections.

## Company: Clothing for Executives Who Hate Shopping

Business professionals rely on the convenience and service of personal clothiers from Tom James & Co. [ [www.tomjames.com](http://www.tomjames.com) ] Since 1966, the Franklin, Tenn. company has delivered entire wardrobes with a direct sales model that gives each client custom-fit clothing and fashion advice. This has led to an 85 percent repeat customer rate and 2007 sales exceeding \$270 million. Privately-held, it has expanded into 45 U.S. states and Europe, Australia and Japan with double-digit annual sales growth – despite the ‘corporate casual’ trend and growth of discount retailers.

## Situation: Accelerating Sales in Brand-New Markets

Newly-hired sales people – or those entering a brand-new territory – need to build a network of prospects and referrals. Asking clients for names or contact information can be difficult when you’re new in town. But enterprising sales people at Tom James & Co. created their own referral pipeline by using the names of customers and searching for the clubs, non-profit organizations and other places where they cross paths with peers. Dealing one-on-one produces personal ties, so clients often refer friends and co-workers. But, technology-savvy sales people created a better solution that ramped up sales and eliminated cold calls by using a “Referral Engine” of ZoomInfo PowerSell and Salesforce to build a client network of college and business school alumni, clubs, and volunteer groups.

## Seeing How and Where People Connect

*“This is really for new business development – I can find people within a couple of minutes. When people change jobs it’s easy to find them. We recover a lot of customers,”* says Mark Cleve, division vice president in Portland, Ore. *“I don’t have to search and roam around an organization’s website. I can find trustees, directors and within a few minutes learn about someone’s business network.”*

Instead of starting alphabetically by name – the way a phone directory works – or doing random online searches, Cleve used ZoomInfo PowerSell to locate members of a high-profile executive club. He found 83 people in ‘Web References’ and many were already clients. *“I was finding companies I never knew existed,”* he adds. *“And I don’t have to search because results take me directly to the link with the article on the web.”*

## ZoomInfo Impact: Every Client Meeting More Productive

Smart business people ask satisfied clients for referrals. Even smarter is bringing dozens of potential connections and reviewing that list with clients to find their stories, personal ties or common interests.

*“Before ZoomInfo, our sales people would typically come to your office for a fitting or a sales presentation and ask who else in your office or network might be a prospect for our service. You might get two referrals for guys down the hall, but with ZoomInfo you can access the company’s top executives, or board of directors and have anywhere from 10 names to 200,”* says Michael Cotten, vice president/administration at Tom James & Co.