

CUSTOMER PROFILE | B2B SALES

# Widen Enterprises Inc.



“ZoomInfo PowerSell becomes the lifeblood of both your marketing and sales departments. Using those contacts, our sales team has closed so much business that it paid for itself.”

- Matthew Gonnering – Vice President of Sales and Marketing

## Results

- Quick ROI - New sales recovered the cost of PowerSell within months.
- Accelerated sales/marketing by 3x – cut average sales cycle from 10 months to 90 days.
- Supported a 75 percent increase in new customers.

## Company: Digital Delivery of Marketing

As a leader in graphic communications since 1948, Widen Enterprises Inc. [ [www.widen.com](http://www.widen.com) ] has kept up with the times and technology by offering web-based distribution of marketing materials. The Madison, Wisc. company supports Motorola, Trek Bicycles and other clients with digital asset management of collateral for remote sales and marketing channels. Providing infrastructure support for creating and storing postcards, photos, videos, brochures and other assets, mean that Widen manages a key back-office need so clients can pursue core business goals.

## Situation: Fast Moving Companies Need Faster Contacts

Widen’s marketing team has to deliver precise contact information to the outside sales team and ensure that interactive marketing campaigns reach target audiences. But while researching new markets in diverse fields such as colleges/universities, energy and healthcare, Widen was hindered by outdated or incomplete list information. That led to buying expensive marketing lists to supplement existing databases. Email bouncebacks and limited responses were frustrating. For a company that specializes in on-demand print and web resources, Widen’s team knew that old information spelled trouble.

## Putting Sales and Marketing on the Same Page

Creating lists of potential markets and then using shared data to find contacts inside companies, Widen streamlined both processes. Instead of outside sales people being stalled by gatekeepers at prospect companies, names on a targeted list can be imported directly into Salesforce. Both sales and marketing teams can track every “touch” with a target company throughout the sales pipeline. Before any call is made, Widen staff can review the ZoomInfo profile to learn more about that person’s professional background. *“ZoomInfo provides our marketing and sales departments with timely and accurate information. It helped us find the right champions and decision-makers in marketing, PR, creative and IT,”* says Matthew Gonnering, Vice President of Sales and Marketing.

## ZoomInfo Impact: New Sales in No Time

Combining PowerSell and Salesforce, Widen sped up its average sales cycle from 10 months to 90 days. For example, a search for marketing managers in the hospitality industry yielded names that were narrowed into a targeted list, and imported directly into Salesforce for the sales team. Another twist when a sale closed was using ZoomInfo to identify a new client’s competitors as likely prospects.

*“Rather than risk investing money into lists that may be outdated or inaccurate, our marketing department began building prospect lists using ZoomInfo PowerSell,”* Gonnering says. *“By leveraging the tool directly within Salesforce and our CRM workflow, it’s easy to find key contacts and build lists of prospects. Using those contacts, our sales team has closed so much business that it has paid for itself.”*