

Company: Griffon Partners

Industry: Management Consulting

ZoomInfo Service: ZoomInfo Pro

The Results

- Received 10x return on investment
- Built referral pipelines and rapport
- Saved time by being connected to the right people, fast

Griffon Partners Discover New Growth Opportunities by Using ZoomInfo

"I have used ZoomInfo for over three years. It's one of the highest value-producing tools we use. I would estimate that we consistently receive a 10x return on our investment in the ZoomInfo subscription."

- **Chris Hock**, President, Griffon Partners

The Company: Not Your Average Consulting Firm

Griffon Partners is a high-quality low-volume consulting firm who help their clients build world-class leadership teams and optimize their leadership, talent management and sales functions. Griffon Partners differentiates itself from traditional trainers by delivering highly effective, common sense but not always common practice advice rooted in their own extensive experience.

The Challenge: Finding Growth Opportunities

Griffon Partners' main focus was to identify high growth companies that are interested in procuring talented and emerging leaders that are performing in the top 20 percent of their peer groups.

The Solution: Use ZoomInfo Pro to Identify New Business in Growth Industries.

Griffon Partners uses ZoomInfo in their business development efforts to quickly and efficiently search for top performing companies in a broad range of industries, including growth markets like life sciences, medical technology and high-tech.

Griffon's client mix ranges from modest startups to Fortune 1000 firms. ZoomInfo has fresh contact info on execs at all types of companies — from hard-to-find SMBs to the Russell 3,000.

ZoomInfo Pro helped Griffon Partners build referral pipelines and rapport. The in-depth profiles from ZoomInfo contain detailed web references that provide valuable insights on people and companies — details that help consultants like Chris network and build rapport.

The Results: The Investment Paid for Itself 10 Times Over!

Using more than 20 different search criteria, Chris is able to find new contacts and companies in industries where his experience and expertise are in the greatest demand. ZoomInfo has paid for itself 10 times over by helping him find and sign new business.

As an experienced management consultant, Chris knows exactly to who he needs to talk to at a company to make things happen. ZoomInfo helps him find that person and make a connection — fast.

Using ZoomInfo, Chris has access to background info that helps him start a conversation that's both informed and relevant. He's able to approach business prospects with a solid understanding of who they are, what they need, and how he can help.

About ZoomInfo

ZoomInfo is the leading B2B directory and business information provider, offering real-time, in-depth profiles of millions of businesses and employees — as well as the market's most powerful tools for searching and targeting. Its products help businesses efficiently connect with each other and accelerate their growth. For more information, go to www.zoominfo.com or call 866-904-9666.



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