zoominfo™
Customer Case Study

Company: IEEE

Industry: Information Technology

ZoomInfo Service: ZoomInfo Pro

The Results

- Improved rapport with prospects by finding key information before placing phone calls.

- Reduced search time by quickly and easily identifying companies and contacts based on specific criteria.

- Improved business development process.

IEEE Finds and Targets Prospects Quickly with ZoomInfo Pro

"ZoomInfo Pro helps me be a better sales person because it makes it easy to research the companies I'm trying to reach. I pick up the phone knowing exactly what to say. I go to ZoomInfo before I go anywhere else."

– **Janet Lerch**, Senior Corporate Sales Representative, IEEE

The Company: World's Leading Professional Association for Technology Advancements

IEEE, a non-profit organization, is the world's leading professional association for the advancement of technology. IEEE is a leading authority on areas ranging from aerospace systems, computers and telecommunications, to biomedical engineering, electric power and consumer electronics. Through its global membership, IEEE is able to provide technical and professional information, resources and services to engineers, scientists and allied professionals.

The Challenge: Obtaining for Relavant Up-to-Date Business Contact Information

In addition to IEEE's global membership, the organization sells its products, which include journals, magazines, conference proceedings, books and standards, to corporations, universities and academic sites. In order to target these organizations, IEEE needed a tool that would allow searching and culling of relevant and up-to-date information on industries, companies and people.

The Solution: ZoomInfo Pro Proves to be Highly Effective

ZoomInfo Pro is an essential tool for IEEE sales reps because it allows them to very quickly and easily research potential corporate clients. Nearly 85% of IEEE's prospects were found on ZoomInfo.

ZoomInfo Pro has proven particularly effective in new business development by allowing IEEE to search for companies in its target industries and then identify the key decision makers within those

companies. For example, IEEE can conduct a search for all electrical engineering firms located in the Silicon Valley and sort the results by number of employees and annual revenue. Additionally, IEEE can research the competitive landscape for its target companies, by simply viewing the companies' ZoomInfo profiles, which include top competitors. This allows IEEE to reference whether their competitors are accessing IEEE products for industry insight and education.

In addition, ZoomInfo Pro provides detailed background information on the individual prospect, including job title, education, work history, and contact information – all of which make it easier to establish rapport and build a relationship with contacts.

The Results: ZoomInfo Pro's Quick, Easy-to-Use Interface Reduces Search Time

Janet Lerch, senior corporate sales representative at IEEE, notes: "ZoomInfo Pro lets me know if the person is still with the company, and gives me access to their email address, phone number and ice breaker info. I simply place the call and follow up with an email and get a lot more response because of the information I have."

IEEE found that ZoomInfo's intuitive user interface has made using the tool quick and easy. "It's not just about the content but also how ZoomInfo lays out the information. It's like I didn't even need training on it," said Lerch. Researching and digging into organizations and industries is made easier with ZoomInfo's workflow capabilities, including the ability to link to company websites directly from ZoomInfo Pro and the accessibility of viewing recent searches.

"ZoomInfo Pro helps me be a better sales person," said Lerch.

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