Growth Story

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The Challenge

Neustar's biggest challenge was finding a way to help its sales team be more efficient in sourcing IT sales leads, and more importantly sourcing the right kind of leads. The sales team was spending far too much time chasing down inaccurate leads, and not enough time closing sales generated from the right opportunities.

The Solution

With ZoomInfo, the Neustar sales team received access to the targeted leads that they were previously spending countless hours researching and sourcing online. "Our sales team would search various social media sites to find an account or a contact," said Simon Majak, Program Manager for Neustar's IT Sales Operations. "Now with ZoomInfo, it's right in front of their faces."

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SIMON MAJAK
Program Manager, IT Sales Operations, Neustar

The Customer

Neustar, www.neustar.biz is the first real-time, cloud-based information services and analytics provider enabling clients to effectively promote and protect their businesses.

Industry: Internet Communications

The Results

Neustar's sales team was now armed with the kind of actionable data it needed to aggressively and efficiently pursue the right decision makers with the right message at the right time. "Going through the prospecting activities is a time-consuming activity," Majak said. "ZoomInfo really shortens that sales cycle by getting the sales team connected directly to those with purchase authority."

Pursuing sales leads in the information technology industry can be challenging and require sales executives to be quick on their feet and ready for the unexpected. With IT departments growing, expanding, and restructuring on a daily basis, Neustar reps know they have to be available to them at a moment's notice.

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> **SIMON MAJAK**
> Program Manager, IT Sales Operations, Neustar