



Getting to the RIGHT People

"I can confidently recommend the services offered by Business Advantage. I have found the quality of their data to be high in comparison to other sources in the industry. I also find Business Advantage to be a highly professional organization that demonstrates a high degree of business integrity."

European Marketing Programs
Manager, HP



White Paper

Target Name Research – Getting to the RIGHT People

Executive Summary

Winning new customers means communicating the right message to the right people at the right time. Target Name Research is company research to find target decision makers, audiences or influencers. It builds highly targeted lists and prospect databases especially in niche markets. This White Paper outlines how to make a Target Name Research (TNR) campaign focused, accurate and cost effective.

Getting to the RIGHT People

HOW TO GAIN BUSINESS ADVANTAGE AND GROW?

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."

Charles Darwin

To win new customers and improve sales we need to communicate the right message to the right people at the right time – that's common sense. Any marketing budget will be under pressure to demonstrate a return on a company's investment, often within a specified timescale – so part of the budget must be allocated to quality lead generation.

Identifying which companies within which sectors within which countries you wish to target are the first, and possibly the easiest steps. Considering specific roles within those organizations that are the right decision makers in the purchasing process for your products, solutions or services is the next key stage, but **the process of obtaining the contact details for those roles can be extremely difficult, time consuming and, ultimately, costly.** Never is this more true than in the IT, Telecommunications, and Technical Computing sectors, where Business Advantage specialize.

TARGET NAME RESEARCH

The methodology called Target Name Research (TNR) is applied to gather **"hard to get" information which cannot be sourced from traditional marketing lists.** High level key decision maker names are sometimes easily available – that's pretty much where most commercially available data lists start and end - but their personal details such as email address and direct telephone number, responsibility, their PA's name and who they report to are usually concealed for obvious reasons! And frequently names of the management team that support them and key specialists, who are part of the decision making process are not published. **If your target decision maker or influencer is in a niche discipline there is little or no chance of finding their names on any published list.**

For clarity we call this process Target Name Research but some people also call it Target Market Research, Audience Research, Target List Creation or Marketing, Target Marketing, Customer Targeting, Prospect Targeting, Finding Contacts or Researching Companies. Semantics aside TNR is finding the right people for your company to communicate with!

HOW

Dividing the approach to TNR into two phases yields the best results. The first phase utilises secondary, or desk, research. Various sources should be used to identify your key contacts, such as:

- Company Web searches
- Journals
- Ezines
- Conference speakers and attendees



- Company Press releases
- Investor sites/analyst reports
- Proprietary Business Information databases
- Social/business networks
- Summarization search engines
- Business Contact market places
- Trade Associations membership lists
- Professional Associations lists
- Directory lists
- Commercial data providers
- Prospecting databases
- Credit Agencies
- Etc.

However, if you have access to some or all of the above resources you are in a more fortunate position than most. Obtaining access to many of these excellent types of data sources is in itself costly, and will require your staff to be trained and well-skilled.

WHAT NEXT

The second phase - once the list of targets is established, you will need to apply “primary research techniques” – in other words call the companies and verify that the contact data collected is current and correct, and obtain the names of additional qualified decision makers. This stage is vital in the process, as the secondary research conducted rapidly becomes out of date and will almost always be incomplete.

Plan your project carefully. Different approaches will need to be applied according to the size of company targeted and the number of target names you have identified that you need. Be prepared for frustrations - companies will usually need to be called several times over a period of sometimes several weeks, experimenting with different times of day and days of the week. And don't forget the time differences for international projects and the language specialists you might need - allocate your resources accordingly.

The information gathered during the primary research phase will include:

- Names of respective decision makers
- Their job titles
- Their mailing address/geographic location
- Switchboard telephone numbers and DD numbers
- Email addresses

Notes should be made of any additional information gathered that may enhance a sales campaign – such as assistant's name,

“Management is doing things right; leadership is doing the right things.”

Peter F. Drucker



"The main benefit to KIP of purchasing database information from Business Advantage is that it enables us to really focus in on our target audience. As a fast growing company ... the key task is to get our messages across to key individuals ... Business Advantage provides us with a more 'sniper' than 'shotgun' approach ... the accuracy and quality of the data compared to alternate sources is an added bonus!"

National Sales Manager, KIP

any background information uncovered during the call, such as length of time employed with the organisation, where they fit in the organisational structure, who works with them and so on.

RESOURCE

For many companies, when working on a global scale, language can be a major stumbling block – it is safe to say that few companies in the world have staff with the range of language skills necessary to cover the geographic areas targeted always available; certainly emerging markets present a challenge, and in many areas regional dialects must be taken into account.

Expect the returned information to be relative to the depth of approach – the more time spent on a company, with “no stone unturned” in terms of gaining information, will obviously yield more comprehensive data than limiting the number of calls made to a site, but is infinitely more expensive. Also expect some sectors to be more difficult to research than others.

Whilst many companies have a sales force across a number of countries, it makes sense to free up the time of highly trained and expensive sales people to focus on building relationships and closing deals with their clients. Engaging the help of a business development company with a flexible approach to suit your project, and the professional skills to provide consistently good data in a short space of time can often be a valuable solution.

Shouldn't You?

It's obvious isn't? Unless you can target your sales and marketing approach precisely, to exactly the right decision maker or group of decision makers within the right kind of prospect organisation, then you are largely wasting your time and marketing money. You might just as well pile your money in the office car park and set fire to it!

Shouldn't you do something about this?

But, how do you get from where you are now to where you want to get to? Hopefully the above four points have helped you to see how you make the journey. And, if you have the right skill level of internal resources, it is a journey you can make yourselves.

If you don't have the resources internally there are external providers that can help you. But choose wisely as it is a task that is much harder than at first it may seem and unless it is done with exactness it will not deliver satisfactory results.

Below is a brief case study of one our successfully completed projects.

CASE STUDY

Project:



Contact Data Quality Initiative – Phase II

: Sarah Lester, Senior Manager, UK Marketing Operations, BT Global Services

Business Challenge

BT Global Services need to have absolutely accurate prospect and customer contact data in order to meet their business growth objectives. They recognise that the value of their brand is at stake if they do not communicate the right message to the right contact. They must be able to drill down to key decision makers.

Scope

This database marketing project consisted of:

- a) Cleaning 18,000 data records from BT's CRM system, amending errors, removing duplications, adding missing data, identifying inactive contacts and finding replacement contacts. Business Advantage were required to check contact details without speaking to the named individuals to get an independent authentication.
- b) Acquisition of a minimum of 2,000 new contacts from within 590 named accounts across a range of 24 specified business functions

Methodology

- a) Business Advantage were not allowed to contact the named individuals directly, therefore, a two stage approach was taken. Initially, data was gathered from public domain sources and secondly, these details were confirmed by calling receptionists, or where receptionists did not know the information, others within the relevant department.
- b) New contact information was gathered using telephone interview techniques.

BT had strict data formatting requirements, Sarah stated:

“Business Advantage were able to meet these requirements plus were able to provide the data in a ready-to-load format, thus avoiding time consuming data processing by internal BT staff.”

Business Advantage also provided BT with weekly feedback via a conference call and a hard copy report. Sarah said:

“As a result of being kept in the loop with these helpful updates we were reassured that the priorities of the project remained on focus.”

Another challenge of this project was to collect email addresses, where this information was unavailable Business Advantage

“People buy what they need from those who understand what they want.”

Bill Brooks and Tom Travesano



"We wanted to improve the quality of information and prospect data delivered to our sales force in order to increase our sales effectiveness... We chose Business Advantage over other companies to carry out the appropriate campaign because of the complete nature of the service they offer... The data supplied to the sales force has always been of the highest standard. Business Advantage offers excellent value for money as we feel we are receiving expert advice on how to get the best results from the projects carried out for us."

Marketing Manager, Océ

extrapolated naming conventions of colleagues and pinged across emails to these addresses to test viability.

Why BT chose Business Advantage?

This project was put out to tender and Business Advantage provided a proposal along with a number of other agencies. Information from all the proposals was consolidated and comparisons made.

"The results of the comparisons went through BT's usual procurement channels and Business Advantage came out on top particularly in the areas of cost, approach, professionalism and flexibility."

What impact did the result have on BT's business?

Before the data was cleaned BT had some concerns about the quality of their data, Sarah commented

"Now we are confident that the data is accurate and we do not have any concerns going forward."

The acquisition of the 2,000 new contacts was also important to BT, Sarah commented:

"We were very pleased with the new contacts Business Advantage found for us, it has made a big difference to our effective reach."

Sarah's final comment

"All deliverables were met within agreed timescales and to agreed formats. I was very impressed by their professionalism and flexibility as well as the cost of the project. All the staff were very helpful. I have recommended them to colleagues and have used them since on two occasions for data cleaning and data acquisition projects."

Sarah Lester, Senior Manager, UK Marketing Operations,
BT Global Services

"Do not go where the path may lead, go instead where there is no path and leave a trail"

Ralph Waldo Emerson



"Business Advantage's excellent research skills and comprehensive understanding of our market have produced research results we know we can trust to underpin our marketing decisions. Recent surveys of our target markets discovered a high level of interest in our new product."

European Channel
Manager, Rasterex

"Resolve to perform what you ought; perform without fail what you resolve."

Benjamin Franklin

BUSINESS ADVANTAGE – ABOUT US

If you plan to grow in a new way, you should have an advantage, a business advantage. We've helped many companies make their growth journey.

Who we are

Formed in 1992 by CEO, Chris Turner, Business Advantage now has a professional staff of over 30 specialists in different markets, technologies and methodologies.

What we do

Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital Broadcasting and Telecommunications sectors. We specialize in:

- Marketing and management consultancy
- B2B market research
- Data services
- Sales development services

Our mission

To out-perform your competitors, you must get key activities right: strategy and planning; acquiring accurate market intelligence; and taking effective action to turn potential customers into real ones.

At Business Advantage, our commitment is to **help you create substantial and lasting improvements in your performance - a sustainable business advantage - over your competitors.**

Our Clients

Our clients include many leading international companies such as 3M, Autodesk, Canon, Dell, HP, Infor, IBM, Intel, Lexmark, Microsoft, , Oracle, SAP, Sony, Sophos, Synopsys, Xerox Engineering Systems and many small to medium sized organizations.

Additional Information

If you would like more information on this or other research, data or business development topics, please email info@business-advantage.com, call +44 1689 873636 or download other [Business Advantage White Papers](#).

Lastly – if these Target Name Research tips are overwhelming please talk to us about some Consultancy to help you figure out your best data acquisition approach ...