

## Qualified Sales Opportunities™ Services: Your Partner in Sales Productivity

**A unique product requires unique follow-up. That's why your Customer Success Manager will be with you every step of the way.**

TechTarget's Qualified Sales Opportunities™ provide ISRs the purchase intent intelligence needed to schedule qualified appointments, but leveraging the data effectively is key to success. When you partner with TechTarget on Qualified Sales Opportunities, your dedicated support team takes you through a 5-step approach to sales success:

- 1. Campaign Kick-off:** Consultative campaign kick-off discusses primary KPIs and reviews best practices for campaign setup to ensure Qualified Sales Opportunities align with your goals.
- 2. Sales Onboarding Session:** Training designed specifically to increase your ISR team's success with Qualified Sales Opportunities and maximize their ability to generate qualified appointments.
- 3. Sales Playbook:** Unveils an example 12-touch follow-up cadence that incorporates phone, email and social strategies to set the appointment. Complete with email copy, phone scripts and a suggested outreach timeline, your ISRs will know exactly how to engage with the buyer.
- 4. Campaign Check-in and Ongoing Project Updates:** Provides actionable insights that alert your ISRs of project updates, when buyers' showcase activity across the TechTarget network and when you – or a main competitor – have turned up on the short list, just to name a few.
- 5. Full Service Campaign Support:** A dedicated Customer Success Manager partners with you and your ISRs to answer questions, provide custom email copy and phone scripts and ensure success with your campaign.

To learn more, contact [QSO@techtarget.com](mailto:QSO@techtarget.com).

### About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies.

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### What are Qualified Sales Opportunities?

- ✓ PDF report that details in-market IT purchases
- ✓ Contact details for a main member of the buying team
- ✓ Purchase intelligence surrounding the buy, including:
  - Top purchase requirements
  - Workloads or deployments
  - Vendor short list
  - Current tech install

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more likely to generate an appointment when ISRs leverage purchase intent intelligence and closely reference the details of a prospects purchase environment<sup>1</sup>

<sup>1</sup> A TechTarget study of 4,100 calls conducted in July 2017