

## Your roadmap to shape the RFP

A fundamental change has occurred in technology buying. Purchase research is now done independent of input from sellers, making it harder and harder for technology vendors to get that crucial foot in the door that leads to winning deals. **Your sales team needs intelligence to break this cycle.** IT Deal Alert™ Qualified Sales Opportunities™ show you what accounts to focus on and the challenges those accounts are addressing. Don't blindly hope independent research puts you on the shortlist – get in, influence the process and help shape the RFP!

### 5 steps to ROI

1. TechTarget engages IT pros regarding the topics being researched
2. The users spend 20+ minutes via web or phone describing an IT initiative
3. The info collected goes through a rigorous QA process, where 80%+ of the reports are vetted out
4. Opportunity reports are created, including verified contact info of the Insider who provided the intelligence
5. You use this intelligence to insert your organization in the solution planning

### Does this work?

It does, because this info directly submitted by IT pros is real. In less than two years, 400+ tech vendors have used these reports to infiltrate opportunities and build sales pipeline, and we have the ROI stories to show you.

### Want proof?

Get a sample report and the list of technology segments covered at [QSO@techtarget.com](mailto:QSO@techtarget.com) or contact your TechTarget sales representative today

### What is a Qualified Sales Opportunity?

Weekly reports identifying accounts that are in the process of building the business case for a current tech initiative for which you provide a solution.



**Location and timeframe**  
to target the right team at the right buy cycle stage



**Buying criteria**  
to determine which features to highlight



**Current solutions**  
to navigate to the appropriate sales play



**Current shortlist**  
to know who and what to deposition



**Pain points**  
to relate to the buyer and personalize the pitch



**Account Insider**  
to start penetrating the account