

Your roadmap to shape the RFP

A fundamental change has occurred in technology buying. Purchase research is now done independently of input from sellers, making it 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. Qualified Sales Opportunities™ show you which accounts to focus on and the challenges those accounts are facing. 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 describe an IT initiative and purchase requirements via web or phone
3. The info collected goes through a rigorous QA process, where 80%+ of the reports are eliminated
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 from Mike Bolduc at mbolduc@techtarget.com / 617-431-9652

What is a Qualified Sales Opportunity?

A weekly report 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