



case study:

Horizon tax-supported agencies data cleansing

challenge

Horizon Distributors, Inc. is a full-service professional distributor that sells a variety of products and services to green industry professionals through more than 60 stores in 11 U.S. states. Horizon stores carry a wide selection of irrigation, landscape, specialty and professional lawn care products. Horizon saw an opportunity to target municipal markets, such as state and local government agencies and parks, because these agencies recently received stimulus funding from the federal government. Municipal markets can be difficult to penetrate due to long bid processes, RFPs and/or RFQs.

Horizon wanted to update its database of tax-supported agencies and uncover hot leads at the same time. Horizon asked Loop Demand Gen to develop and execute a campaign to gather and verify decision-maker information and qualify leads for its sales team. A secondary goal of the campaign was to gather actionable information related to the bid process for each municipality and find out how Horizon could go about being added to the bid list.

solution

Loop implemented a telephone outreach campaign for current and prospective Horizon customers at tax-supported agencies. It was determined that a telephone campaign would be the best way to gather information from this target audience because it is an economical and effective way to collect qualitative information. The purpose of each call was to verify the decision maker and his or her contact information and further qualify prospects for hand-off to the Horizon sales team.

Horizon provided a database of 287 current or prospective customers in municipal markets. Loop developed an interactive discussion guide and called down on the initial list using a Web-based surveying and scripting software application to qualify leads. In addition to verifying decision makers and their

contact information, the Loop staff inquired about the prospects' bid process and discovered how Horizon could be included on the agency's bid lists. The calls also helped uncover any pain points the prospects might be experiencing with their current suppliers, and that information was passed along to Horizon sales reps.



results

Overall, the telephone outreach campaign was very successful. Loop produced 10 hot leads for Horizon sales representatives and updated contact information for nearly half of the list. Other metrics for the campaign include:

- **287 contacts were touched via phone call with either a direct contact or voicemail message, which is 100% of the contact list**
- **45% of contact list information was verified and/or updated**
- **77 profiles were completed, which helped Horizon learn about each agency's bid process and uncover how the groups prefer to work with vendors**

Anecdotal evidence also shows that participants were very willing to share their experiences. These in-depth conversations provided a lot of insight into how each municipality likes to do business with outside suppliers.

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