



Case Study

Accelerating Sales with
Market-Based Sales Leads Model

About the Client

The world's leader in lighting and manufacturer of quality, energy-efficient lighting products, systems and services for more than 125 years:

- Presence in over 70 countries
- Employing 39K+ employees globally
- 86+ million connected light points

A long-standing Precision partner, this client leveraged many of Precision's 100+ Model Outputs to make fact-based decisions, including our Category Management, Voice of the Customer, Product Pricing, Mix Upsell, National Account Sales, and Agent Commission Models.

The Challenge

Our client partner wanted to extend their data-driven approach to the sales team in order to accelerate commercial sales.

They looked to Precision for help to:

- Identify penetration and acquisition leads with high dollar potential
- Prioritize leads for loading into Salesforce to drive field activity

Actionable Big Data Solutions:

Leveraging our proprietary Market-Based Sales Leads Model and industry expertise, Precision:

- Initiated a Market Based Sales Lead Model trial for a defined segment and geography
- Identified penetration and acquisition leads through a combination of data sources
- Quantified opportunity \$ by lead, by category
- Prioritized leads by dollar value opportunity
- Delivered high dollar potential End-User Sales Leads, Specifier Leads, and Influencer leads to the sales team
- Assessed and documented best practices for expanding data-driven leads beyond trial to other segments and districts



Outcome & Results:

\$69M Sales Leads Opportunity

Value of opportunity from sales leads identified and delivered by Precision's Value Chain Lead Model.

About Precision:

We help B2B distributors, suppliers, and wholesalers uncover growth opportunities, increase revenue, and maximize margin leveraging the inherent power of data and data insights. Leverage our 20+ years of experience to achieve your company's goals.

Connect with Us



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