

DATA SCOUTING

Data Scouting solves the **WHO**, **WHAT** and **WHY** of business development. In other words, “Who” to contact, “What” to contact them about, and “Why” they would be the perfect fit for your product or service – your value proposition. The more congruence in these variables, the better results. ProScout helps you craft a value proposition tailored to the message you want to convey.



IS THIS BETTER THAN BUYING A LIST?

So how is this different than buying a list? First, we complete an intake session with you to understand your desired audience. Then, we create a data set of those companies based on quantities, demographics and geographic area. Finally, we research and create contact data for the best contact at each of your targeted organizations.



A UNIQUE SALES HOOK FOR EACH RECORD

For each record, we also identify one unique sales hook you can use to accelerate the success rates of your outreach. This hook can be something as simple as observing a positive aspect of their products, services or website, or it can be a simple connection between their company and yours. These sales hooks turn your data from being simple records of business and contact data into warm conversations that allow you to hit the ground running.



HOW DOES PRICING WORK?

Pricing is easy – it’s a simple flat fee per record. If we have some records that are incomplete and need to be discarded, we will replace those rows with better options. Call us to get pricing for your specific data needs.

Leave Your Sales Team’s **DIRTY WORK** To Us.
GIVE US A CALL TODAY, AND LET’S GET STARTED ON YOUR LIST! 423-567-5467.