

# Atticus Lead Generation Hits the Mark with 1/10th the Effort

» Attica Canada Success Story



## Company Profile

Atticus is a leading Canadian professional services firm dedicated to interim executive management. Interim management is a step above consulting, combining needs analysis with implemented solutions.

## Challenge

Conventional sources of critical sales information were old and inaccurate, and manually tapping into dynamic information on the web proved cumbersome and inefficient.

## Broadlook's Solution

Market Mapper  
Profiler  
Eclipse  
Contact Capture

## Results

Using Broadlook's tools, Atticus hit lead generation goals with 1/10th the effort.

## Company Background:

Atticus interim executives help companies ranging in size from small-to-midsized closely held businesses to global multi-nationals to resolve issues, grasp opportunities and implement change when they lack the internal resources, skill or experience needed to take action.

With access to Atticus' team of highly experienced senior executives on an on-demand basis, clients leverage Atticus' depth and expertise to achieve all of their key business goals. Atticus is a strategic resource for business leaders, helping them successfully change their company's future.

## Challenge

When choosing an interim management solution, the primary decision maker is typically the president or Board of Directors. Winning the business is a function of targeted segmentation and then making connections to build relationships. The average sales cycle in the industry is 1.2 years.

Atticus knows that having the right information on companies and contacts is critical to their sales process. Conventional sources such as lists or database information have proven to be old and inaccurate, costing the company time and effort. Alternatively, tapping into the dynamic information found on the web, while much more suitable to their needs, is cumbersome and inefficient.

## Solution

Atticus needed a solution that would bring up-to-date, quality information to its sales process. The solution needed to offer the ability to target, segment and provide accurate senior level contact information, while reducing research and validation time. For Atticus, Broadlook recommended a solution including ProfilerX, Eclipse and Market Mapper.

## Results

Atticus has now been a Broadlook customer for more than three years. When asked to describe the impact of the Broadlook Suite on his business, Atticus President Greg Petkovich said, "We now have the information we need along with a huge improvement in accuracy. At the same time, our efforts to segment and validate the information are about 1/10th of what it used to be."

The key measure of success for a software deployment is user adoption.

Industry stats show that the average software user takes advantage of less than 20% of the capabilities on a software package. "Our proficiency and adoption with Broadlook has been outstanding," Greg adds. "Broadlook took the time to understand our goals and to work with us on strategies to achieve them. It is why we have been a customer year after year."

When asked to describe his view of the value Broadlook brings, Greg was enthusiastic: "Any company without sophisticated lead generation today is likely to fail. **You either systematically target your market and tenaciously pursue them or you will be approaching businesses that have an entrenched solution. In either case, the right information is critical. Broadlook gets us in the front door.**"