

# Sphere of Influence: The Key to Sales Success

» RareAgent Success Story



## Company Background:

RareAgent is a premier lead generation and telesales company. Their savvy, experienced agents know how to find decision makers and generate hot, qualified leads using a framework called The Thoughtful Conversation.™ This framework allows them to prepare, engage, and record conversations to maximize call effectiveness and to develop better, faster, and easier sales processes.

## Company Profile

RareAgent works with B2B companies providing resources, best practices, and expertise to build and deliver calling and online marketing programs.

## Sales Approach

Sphere of Influence Selling (SOI) is a methodology that Broadlook's co-founder and Chief Sales Officer developed and uses daily. SOI focuses on the sales engagement process, providing nine to ten times the number of advances in the prospecting and lead generation process.

## Opportunity

Use Sphere of Influence Selling Methodologies to engage and advance RareAgent through the sales process.

## Opportunity:

RareAgent's business is focused on maximizing call effectiveness and accelerating the sales process for its clients. In their framework, there are three key phases: Research, Engage, and Record. In order to be successful, it is first critical to identify the right targets and to find the critical company and contact information to enable the "Engage" process.

## Broadlook's Solution

ProfilerX  
Contact Capture

RareAgent was interested to learn more about SOI and the impact it could have for their customers. The interest was prompted by the fact that Marge Bieler, CEO of RareAgent, was actually engaged by a Broadlook representative that was using Sphere of Influence methodology. Ms. Bieler was excited to learn firsthand how SOI and The Thoughtful Conversation™ framework could dovetail together.

## Results

RareAgent became a customer through the use of SOI methodologies and a value proposition that resonated with RareAgents' needs.

## Business Need:

Customers of RareAgent often provide the initial lists. In many cases, the information is dated and no longer relevant. Without critical, up-to-date data, fact finding calls and Internet Research take place to identify and develop the influences needed. The calls and research take additional time and effort away from the client campaign and elongate the sales cycle.

## Solution:

RareAgent, engaged by Sales Executive James Siegel via an SOI process, became a customer of Broadlook. "For us, it was not simply a matter of a technology solution," said Ms. Bieler. "We needed a solution that fits in with our methodology and would drive significant value for our clients. The solution needed to enable our Research and Engage phases of our framework. Broadlook's ProfilerX does that and more."

## Results:

When asked to describe her experience with Broadlook's Sphere of Influence process, Marge had this to say: ***"Broadlook practices what they preach and it works. I was engaged from multiple venues of contact including e-mail, phone, social networks, and a value added webinar. From contact venues, to using peer influence, industry knowledge, and prospect knowledge, the approach engaged me and compelled me through the sales process. We are excited to deploy their solution for our customers and drive even greater value."***