

Sell to the Right Accounts with Technographics

Prioritize Your Sales Outreach on the Most Strategic Accounts

In a recent survey by OutboundWorks, only 50% of the sales organizations surveyed felt confident their teams were engaging the most strategic accounts. If you want to make sure your sales team is talking to the right companies, you need technographic data.

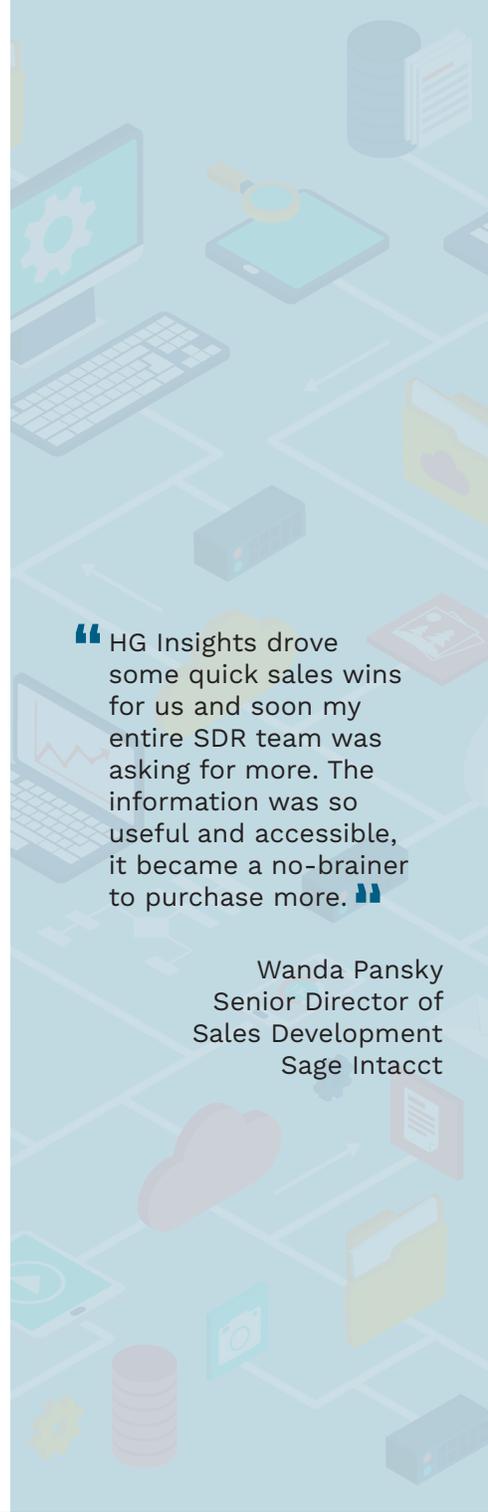
Use Technographics to Reach the Most Relevant Accounts

- **Find New Opportunities:** expand your company's revenue opportunities with new accounts whose tech stack matches your ideal customer profile
- **Boost Sales Intelligence:** easily find companies using a competitive or complementary product to yours and target these accounts with a message showing how you address well-known pain points or enhance their existing solution
- **Upsell and Cross-sell:** get a 360-degree view of the tech stack for any of your accounts so you can see who is using old or unsupported products and may be ready to upgrade or consider an alternative solution

Sage Intacct Uses Technographics to Prioritize 70K Prospects

Challenge: Sage Intacct wanted an easy way to prioritize more than 70K accounts for SDR outreach.

Solution: Sage Intacct enriched their database with technographics to identify accounts with software that was no longer supported or about to expire. SDRs reached out to these accounts with specific messaging designed to address pain points and initiate relevant conversations. This led to quick wins within the first few weeks of enrichment.



“HG Insights drove some quick sales wins for us and soon my entire SDR team was asking for more. The information was so useful and accessible, it became a no-brainer to purchase more.”

Wanda Pansky
Senior Director of
Sales Development
Sage Intacct

To see how you can start using technographic data to reach the right accounts and engage them in relevant conversations, contact us today at
Sales@hginsights.com