



COMPANY
Lavante

INDUSTRY
Provider of On-Demand
Profit Recovery Technology

CHALLENGE

To connect quickly with the right contacts in their target market—from accounts payable personnel right up to the CFO level.

“ZoomInfo is brilliant for us. For the first time, we can go to one single location to get everything we were accustomed to getting from multiple sources, PLUS quite a bit more. And, with Salesforce, it really is a one-two punch.”

Tom Flynn, VP Marketing

HOW THEY'RE USING ZOOMINFO

To “radiate” around a lead.

Sometimes you just can't get a call returned or get past a stubborn gatekeeper. When that happens at Lavante, the sales team does what marketing VP Tom Flynn calls “radiating” around a contact.

To build lists and make game plans.

Lavante's profit recovery technology has appeal to financial personnel across an organization—from accounts payable folks to CFOs. ZoomInfo helps Lavante's sales team build lists and form game plans for identifying and connecting with key stakeholders companywide.

To compound the effectiveness of their CRM.

Tom's on the front lines trying to arm the Lavante sales team with the most useful and relevant tools available. “Having two powerful apps like ZoomInfo and Salesforce that work off each other is a big time-saver for us.”

HOW ZOOMINFO IS PAYING OFF

They're finding a way in.

“With ZoomInfo, you can go up a level, or look laterally, or even search a level down, to find that key person at your target organization with whom you can start a conversation.”

“It simplifies the daily work of both inside and outside sales.”

Because Lavante's team can now get much of the information they need from a single source, they're working more efficiently. It's also a lot easier to construct and implement outbound marketing campaigns using the ZoomInfo tool.

They're more productive.

ZoomInfo enables the team to update their CRM files in real time. As soon as they learn something new about a lead, they can immediately put the information into the proper context and add strategic notes to their pipeline. Everything they need to sell more efficiently is right at their fingertips.