

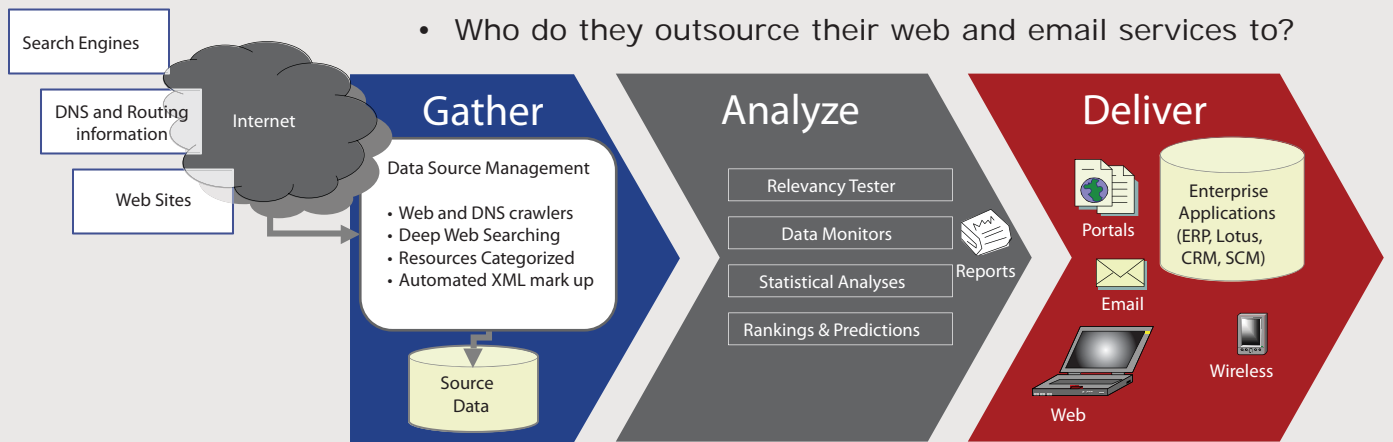


## Mine and Qualify Sales Leads: Customer Prospecting for a Telecom Sales Force

A telecom sales team is preparing to enter a new regional market. They plan to target medium sized businesses that demand a high level of service and spend more than \$1,000 monthly on data services. They know which competitors provide poor customer service and wants to hit those dissatisfied customers first. The team purchased a list of regional businesses from a reputable market-research firm, but critical data points are missing.

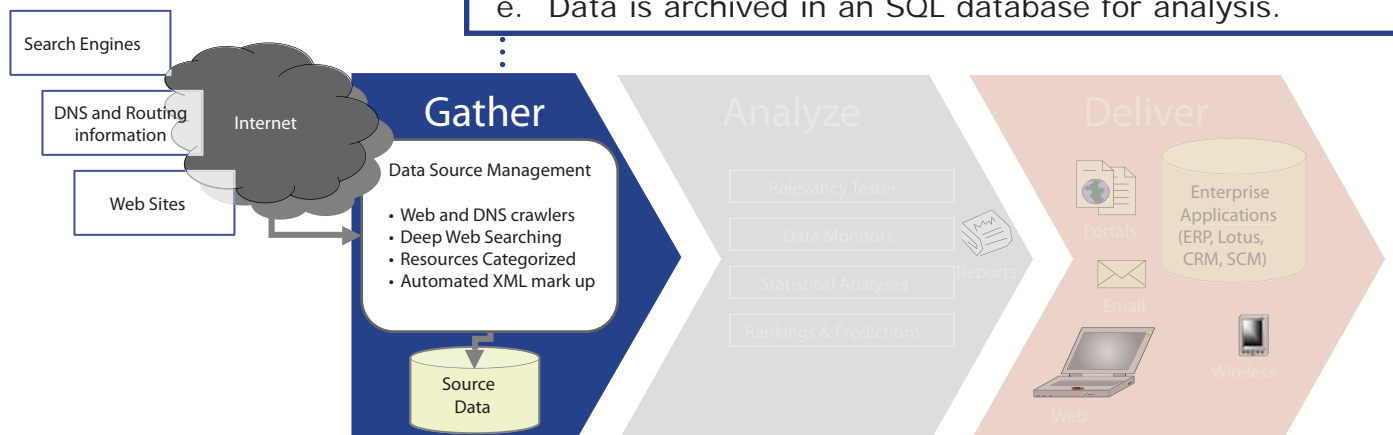
**The team needs the following questions answered.**

- Which prospects on the list currently have an online presence?
- Who do they purchase Internet service from?
- Who do they outsource their web and email services to?



### Step 1: Gather data from Internet resources.

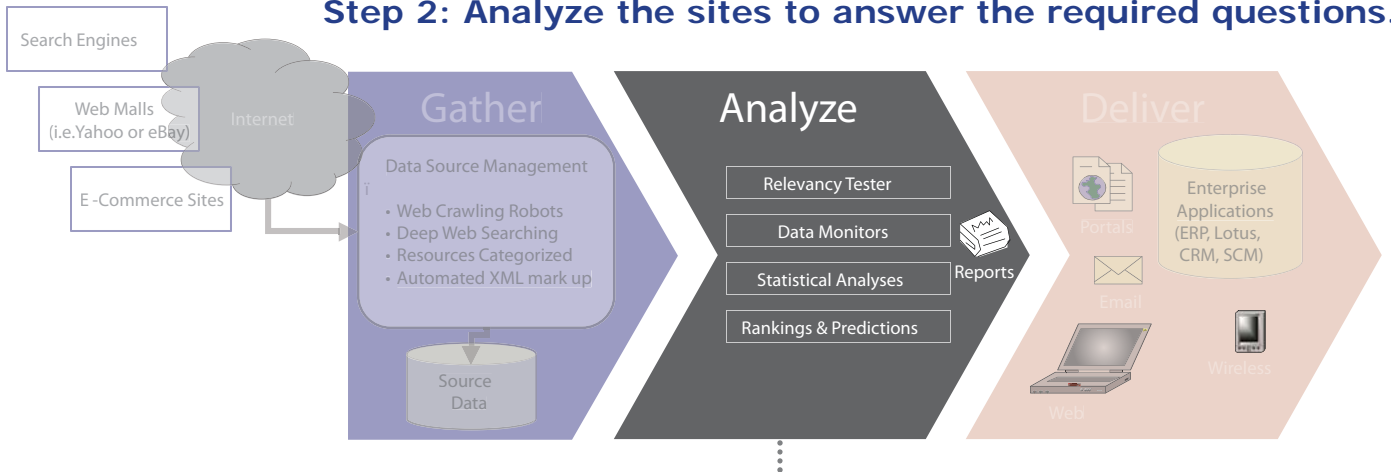
- Identify each prospect's web and email servers.
- Agents query search engines to find additional servers
- Agents query the domain name system (DNS) to find additional email and web servers.
- Agents analyze each server to confirm it's authenticity.
- Data is archived in an SQL database for analysis.





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## Step 2: Analyze the sites to answer the required questions.



- a. Agents analyze the collected e-commerce sites and generate the required statistical information.
- b. Relevancy and accuracy feedback improves the process of identifying candidates in step 1.

## Step 3: Deliver intelligence to individuals and enterprise applications.

Analyses and specific reports are delivered to individuals and archived in relational databases for historical analyses.

