



**“VisitorTrack helps my sales team
get in early on deals”**

- Eric Jurin, VP Digital Marketing

Key Takeaways

Automated Business Products (ABP) provides high quality office machines and offers some of the strongest satisfaction guarantees in the industry. They are fanatical about customer service.

- VisitorTrack helps Automated Business Products get in on deals early.
- The ZoomInfo contacts that VisitorTrack provides help Field Reps connect with prospects quickly.
- Closing just one deal per year covers the cost of the VisitorTrack service.

Getting In On Deals Early

Eric Jurin, Vice President of Digital Marketing for Automated Business Products, uses VisitorTrack to help his sales team get in early on deals. Eric implemented VisitorTrack at ABP as soon as he started in his current role. He had used VisitorTrack in a former role, and knew that he wanted VisitorTrack as part of the mix. Eric uses the automated Hot Lead Alerts for real time notification when a prospect hits their website. Eric sets triggers on specific product pages. “VisitorTrack gives us insight on prospects behavior on our website, we can see when visitors are doing their homework and gauge their level of interest by which pages they are visiting. It also gives us an additional advantage over our competition because we can watch their browsing behavior which shows us where they have concerns about us competitively”, said Eric.

High Quality Contact Data

Eric is a fan of the ZoomInfo contacts that are included as part of his VisitorTrack subscription. “VisitorTrack data is good . . .real good; I use other data sources and this data is by far the most recent which means it’s more accurate”, says Eric. When a prospect comes to the ABP site, Eric passes lead to his telemarketing department to qualify. With complete contact information including email and phone number, telemarketing is able to reach out quickly. On occasion, when a Hot Lead alert indicates that there is deep product interest in one of ABP’s product lines, Eric will ask a Field Rep to do a “drive-by”. Recently a prospect was researching many different product lines. He quickly sent one of his field reps to stop by. The call resulted in a sale of 7 office machines. Eric said, “The deal was a slam dunk because we got in at the right time – (early). Closing just one deal a year covers the cost . . .I love the product”.

Automated Business Products (ABP) has been operating since 2005, at which time they purchased the 23 year old Panasonic Digital Document Company branch in Denver. ABP provides transparency in your selection, leasing, and contracting of office machines that you will not find with any of their competitors. ABP is fanatical about customer service and they back it up with the strongest customer satisfaction guarantees in this industry.
www.abpcopy.com.

netFactor Corporation is a leading provider of web visitor intelligence for B2B enterprises. netFactor’s flagship information service, VisitorTrack®, delivers real-time insights on the web activities of business buyers who would otherwise go unnoticed. Why VisitorTrack? Because information is money. We believe the more information we can deliver about anonymous web visitors, the more sales executives can get ahead of their buyers’ decision journey resulting in more sales and higher margins. For details, please visit www.netFactor.com.