



Marketing Ideas

How to generate leads & using ZoomInfo

Compiled by: Brent Hoskins, Office Technology Magazine

Following are two questions submitted by dealer members as part of BTA's Dealers Helping Dealers resource, and several of the answers received. These answers and many others can be found in the members-only section of the BTA website. Visit www.bta.org/DealersHelpingDealers. You will need your BTA username and password.



What is your best marketing idea to generate leads for your business?

"Good, old-fashioned cold calls in person are proving to be the best for us."

*Ron Weaver, president
Weaver Associates Inc., Lancaster, Pennsylvania*

"We have a good social media presence and are having success with Google Ad Words."

*Gerry Ryan, president
Emerald Document Imaging, Farmingdale, New York*

"Maintaining a great presence on Google and actively managing our Google reviews has directly resulted in an increase in leads."

*Thomas Fimian, CEO
Docugraphics, Charleston, South Carolina*

"Phone calls, persistence and networking."

*Chap Breard, president
MOEbiz, Monroe, Louisiana*

"Consistency in prospecting. The right list via ZoomInfo. Coaching on the right messaging and, of course, follow up. Using Evolved Office and/or HubSpot for specific campaigns before and after call days. Social media."

*Sheryne Glicksman, vice president of sales
Kelly Office Solutions, Winston-Salem, North Carolina*

"Old-fashioned salesmanship."

*Chip Miceli, CEO
Pulse Technology, Schaumburg, Illinois*

"We have a telemarketer and we also use SEO for our website.

It has provided nice opportunities."

*Peter Napolitano, sales manager
United Business Systems
Buffalo, New York*

"Find someone who knows how to do SEO and you can customize it to target exactly who you would like it to."

*Colin Bailey, general manager
D.L. Gallivan Office Solutions, Portage, Michigan*

"We use a free network assessment or dark web scan for a cost analysis of [a customer's] copier/printer spend."

*Tony Sanchez, managing partner
C3 Tech, Santa Ana, California*

"ZoomInfo seems to be the most successful so far."

*Shawn Donelson, president
New Jersey Office Systems, Cranbury, New Jersey*

"Excellent customer service and word-of-mouth advertising. Radio spots also keep the company name top of mind."

*Doug Powell, operations manager
Copiers Plus Inc., Egg Harbor Township, New Jersey*

"Expand offerings outside of the traditional products sold today. Understand the quick change in customer needs and respond with new solutions outside of traditional products and services."

*Robert Mesch, production/industrial print, mail & marketing solutions specialist
DSI, Albuquerque, New Mexico*

"Targeted spending by sponsoring events, funding scholarships and working with the local community, such as the chamber of commerce."

*Todd Deluca, president
Boston Business Technology, Plymouth, Massachusetts*

"We believe offering competitive services and a knowledge base other competitors lack is key."

*Joshua Warren, remote services manager
Appalachia Business Communications of Kingsport
Johnson City, Tennessee*

“Autorunning email blasts. We create 35 to 50 of them and run them every two weeks.”

Nick Lioce, president

The Lioce Group, Huntsville, Alabama

“Cell phones glued to the top of all my service cars.”

Tim Stanley, founder & owner

TDSiT, Lowell, Arkansas

“The key is building a target list and using the tool for initial calls and follow-up ... ROI is around six months or less if used consistently.”

“We send out email blasts on service issues they may be having and other info that may strike an interest.”

Van Seretis, managing partner

Premium Digital Office Solutions, Parsippany, New Jersey

We are looking at ZoomInfo and have talked to a few dealers who have used it. If you have used ZoomInfo for a while, how are you feeling now about the investment?

“We incorporated ZoomInfo into our sales process for prospecting with a purpose. The key is building a target list and using the tool for initial calls and follow-up. The Intent portion of ZoomInfo provides additional insights to prompt conversations. We track our ZoomInfo prospects in our CRM and how they move through the pipeline to close. ROI is around six months or less if used consistently.”

Sheryne Glicksman, vice president of sales

Kelly Office Solutions, Winston-Salem, North Carolina

“It is a lot of money, but if you are using it right, it will pay off.”

Chip Miceli, CEO

Pulse Technology, Schaumburg, Illinois

“It is expensive cold calling.”

Todd Deluca, president

Boston Business Technology, Plymouth, Massachusetts

“[It is a] great investment if trained and used properly. Combined with a good CRM database, it provides the vehicle to drive new levels of net-new business.”

*Robert Mesch, production/industrial print, mail & marketing solutions specialist
DSI, Albuquerque, New Mexico*

“We are just starting with it so our experience is minimal, but I find that I have to remind the reps on a daily basis to learn it and

use it. It will take a while to get them to change their processes, but at this price you have to stay on them.”

Michael Kenny, president & CEO

U.S. Copy Inc., Kenner, Louisiana

“We are happy with the investment.”

Ken Staubitz, COO

Modern Office Methods, Cincinnati, Ohio

“I think it is a great investment, as long as you use it properly and fully every day.”

Shawn Donelson, president

New Jersey Office Systems

Cranbury, New Jersey

Do you have a question for your fellow dealers? If so, email it to brent@bta.org with the subject line: “Dealers Helping Dealers.” BTA will then share your question with the full dealer membership with a request for guidance from your fellow dealers. ■

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