

OPTIMIZED PROSPECTING. IMPROVED ENGAGEMENT. INCREASED ADOPTION.



LOCATION: North America (U.S., Canada & Puerto Rico)

EMPLOYEES: 7,600

ANNUAL REVENUE: \$5.7 Billion

ABOUT:

Founded in 1869, Graybar Electric Company, Inc. is, today, a Fortune 500 enterprise and one of North America's largest employee-owned companies. It is a leading distributor of electrical, communications, data networking and security products, selling its products through a network of more than 250 locations. Graybar helps its customers power, network and secure their facilities with speed, intelligence and efficiency.

“ I like the ease of use with InsideView. List Build is good to research a type of company or specific targeted companies. I can target specific types of contacts as well. We have had good success getting contacts we would not have had access to prior to InsideView. ”

*- Kurt Metting
Branch Manager, Graybar*

These user quotes tell it all...

“InsideView provides more effective prospecting and has let me quickly identify the right person to send messages to and figure out reporting structures.”

*- Chuck Webb
Strategic Accounts Manager, Graybar*

THE CHALLENGE

Looking to increase effectiveness and productivity of the Business Development team, while boosting CRM adoption.

THE SOLUTION

CRM

SAP CRM on-Prem & SAP Cloud for Customer (C4C)

InsideView

InsideView for Sales (Enterprise Edition)

Reasons for Choosing InsideView

- Unique business insights
- Shorten pre-call research times
- Leverage for networking and relationship building
- Real-time, interactive solution: To enhance CRM adoption

THE RESULT

Graybar has more than doubled their number of InsideView seats since implementation in September 2011, based on success in the following areas:

- More effective prospecting
- Higher level engagement
- Deeper understanding of the people & companies they call on
- Ease of use
- 2x – 4x increase in CRM adoption over first year

“InsideView has a deeper dive for people I need to know...InsideView is the first place I go when researching a new account.”

*- Michael Mechekoff
Senior Sales Rep, Graybar*