listedtech®

STRATEGIC USE OF LISTEDTECH'S DATA PORTAL TO INCREASE SALES

EXPLORING PORTAL ADOPTION BY
ONE LEADING ERP COMPANY

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NAVIGATING THE DATA GAP: Overcoming Market Challenges in Canadian Higher Education

A leading vendor in the education technology sector encountered a significant challenge: they lacked detailed background information about universities and colleges in Canada. Without insights into the IT systems these institutions were using, the company's sales team found it difficult to customize their approach and prioritize outreach efforts effectively. Conventional market research did not provide the specific data necessary to identify opportunities and address the unique challenges of Canadian higher education institutions.

The company operates in a market where understanding which products institutions have implemented is crucial, especially when competing with other solutions. However, publicly available information on specific software installations at universities is limited.

The company turned to ListEdTech's data portal to solve these challenges. The portal's extensive database provided detailed insights into the technology landscape of higher education institutions, including information on learning management systems (LMS), student information systems (SIS), and other critical IT infrastructure.

Maximizing Sales Success: How Strategic Insights Unlock Competitive Advantages

1. *Pre-Sales Research and Strategy Development*

The vendor's sales team began using ListEdTech to gather critical insights prior to discovery calls with institutions. The portal allowed them to:

- Identify the current IT landscape at specific institutions.
- Assess which one of their solutions could be a good fit based on the institution's sociodemographic data.

- Identify when a particular product was implemented and evaluate when it may require replacement or an upgrade.
- Build a robust sales thesis based on the institution's installed technologies, helping to prioritize outreach efforts effectively.

2. *Informed Client Approach*

By utilizing the ListEdTech portal, a vendor could assess their existing technology stack to determine whether to pursue opportunities and how to best

position their products against competitors. This proactive research enabled the vendor to concentrate on institutions where they had the highest chance of success, optimizing time and resources.

3. *Customized Sales Support*

By leveraging data on institutions' IT systems, the vendor's sales team could tailor their pitches more effectively. The team used the insights to prepare internal stakeholders to ensure that every client-facing interaction was backed by data. This gave them a competitive edge, as they were able to validate assumptions and double-check system details during client conversations.

4. *Market Segmentation and Prioritization*

The vendor utilized the ListEdTech portal not only to gain insights into individual institutions but also to segment the higher education market. The portal enabled them to divide their sales efforts, identify untapped opportunities, and assess which institutions were worth targeting based on their current IT solutions.

WANT TO LEARN HOW LISTEDTECH CAN HELP YOUR COMPANY?

Contact us at info@listedtech.com

Driving Sales Success Through Data-Driven Insights: A Lasting Competitive Edge

The strategic use of ListEdTech's data portal has transformed this leading vendor's sales approach, allowing them to make data-driven decisions and build tailored pitches for each institution. The portal's ability to bridge gaps in institutional knowledge has become an essential asset for their success in the competitive higher education market.