



O'Neal Steel modernizes their approach, increases lead quality, accelerates sales cycles

O'Neal Steel has been providing metals services for nearly 100 years.

As the largest family-owned metals service center in the country with nearly 4,000 employees, O'Neal Steel values traditional, relationship-based selling. Still, they saw that they needed to modernize their approach and utilize available data as they set out to find new customers to propel them into their next 100 years.



RESULTS USING INSIDEVIEW

Biggest Account in History
\$850M sourced via InsideView

Lead qualification time reduced by 66%

Marketing-sourced leads grew exponentially

“The efficiency InsideView has enabled our sales team with has been tremendous. We’re no longer wasting time.”

-David Goff
Sales & Marketing Manager | O'Neal Steel

O'NEAL STEEL'S SALES CHALLENGES

- Without lead generation, no new prospects were flowing into the pipeline, limiting revenue growth to existing customers only.
- Fragmented prospecting processes were inefficient and drained productivity.
- Lack of market insights created blinders that prevented sales from finding new opportunities with existing customers.

FROM ZERO LEAD GENERATION TO AN \$850M ACCOUNT IN ONE WEEK

With nearly 100 years of metals distribution and service leadership, O'Neal Steel is strongly equipped to serve and nurture existing customers. Being in a well-established industry for so long naturally translated to a traditional sales cycle that heavily emphasized relationships, outside sales and cold calling. But as the B2B landscape changed over the past decade, O'Neal Steel saw that their reliance on traditional methods was holding back their potential growth.

“We realized a need to finally put a lead generation strategy in place. We were putting too much emphasis on existing customers rather than proactively finding new business as the basis of our growth,” said David Goff, Sales & Marketing Manager at O'Neal Steel.

Goff and his team were introduced to InsideView by a business partner and were overwhelmed by its power in sourcing new leads.

“Our immediate response was, ‘We need this,’” Goff explained.

To start, O'Neal Steel setup InsideView as the foundation supporting their new lead gen strategy. From there, their team was able to build lead lists based on both demographic data and timely news triggers. New leads were then instantly synced with their existing CRM system.

In the very first week, a meeting was secured with an InsideView-sourced lead and eventually turned into an \$850 million account—the largest in company history!

“We’re No Longer Wasting Time!”

Beyond just jump-starting their lead gen program, O'Neal Steel turned to InsideView to enrich and qualify incoming and existing leads. With InsideView's easy integration, every lead that enters their CRM system is automatically enriched and qualified using data and insights from InsideView's more-than 30,000 sources.

In a recent sales campaign, O'Neal Steel identified 350 prospective leads, and using their newfound qualification capabilities, narrowed the list down to just over 100 “marketing-qualified” leads, and watched as Sales qualified 95% of those leads—all using InsideView's vast trove of company, contact, and trigger insights. In the past, O'Neal Steel's team would've wasted time chasing all 350 leads, but thanks to InsideView, they saved 66% of that time and used it to focus on selling, not researching.

“The efficiency that InsideView has enabled our sales teams with has been tremendous. We're no longer wasting time.” – David Goff

The impact that InsideView has had on O'Neal Steel's team is saving time for both sales and marketing:

- Marketing saves time through lead enrichment that eliminates manual research, targets only the best prospects, and quickly disqualifies bad leads early in the funnel.

- Sales saves time by focusing only on leads that are both pre- and highly-qualified, eliminating time wasted trying to connect and engage with bad leads.

Enabling Sales to Proactively Grow Revenue

In the past, O'Neal Steel's sales reps would make their routine monthly customer calls, only to learn that they missed something big that could have turned into a revenue opportunity. They not only lost sales, they missed out on deepening their customer relationships.

Now, as leads move down the funnel, InsideView monitors accounts through Watchlists that constantly identify timely news events or announcements that can help Sales expedite an open opportunity or identify an upsell in an existing account. Since it's all automated and integrated right within their CRM, the Sales Team can keep their eyes on the industry and customers without changing how they work, and reach out at the right time with the right information to engage and close deals.

“Watchlists allow our reps to be much more proactive instead of reactive” – David Goff

CUSTOMER SINCE 2014



66%

Time eliminated from chasing unqualified leads and now used to increase time selling

InsideView provides O'Neal Steel with access to:

- ★ HIGHER-QUALITY LEADS
- 👁️ ENGAGEMENT-DRIVING VISIBILITY
- ⌚ FASTER SALES CYCLES

which all combine to result in increased sales and higher overall productivity

= 185 employees

O'NEAL STEEL HAS 3,700 EMPLOYEES

in more than 80 facilities across North America, Europe and Asia

\$850 MILLION

The amount of revenue resulting from a lead found in the first week using InsideView

FOUNDED

in 1921 and found InsideView in 2014



InsideView empowers O'Neal Steel's

150+ SALES REPS