



Decide with Confidence

## CASE STUDY



# Online business database helps Logistick grow its sales across the entire U.S. and Canada

### COMPANY NAME

Logistick, Inc.

### USER NAME

Jan Mannen

### USER FUNCTION

Sales Manager

### ISSUE

Finding New Prospects

### PRODUCT

Selectory® U.S. National with Canada and Corporate Family Trees

### INDUSTRY

Commercial Transportation

**ISSUE:** In any industry, generating new leads is vital to a business’s survival and growth. Logistick, maker of disposable freight securing devices, faces this test head-on everyday.

Jan Mannen, Sales Manager, summarizes, “Our marketplace is pretty broad. We sell to anyone who ships. We lose customers just as quickly as we gain them due to intense competition.”

Finding new leads to help Logistick drive new business is one of her key priorities. To perform this task successfully, Jan needs business and contact information for companies all over the United States and Canada that is accessible online 24/7.

**SOLUTION:** Jan has found a lead generation ally in Selectory, an online prospecting database from D&B®. Its powerful search capabilities and list building tools are exactly what she needs to keep funneling quality leads to her sales team. “I love how easy it is,” she happily states.

Finding new customers across the entire U.S. and into Canada was not always so easy for

Jan. “When I started with this company we bought lists. It used to take a long time to locate new customers.” She adds, “Selectory has streamlined our efforts. I’m in and out of it all day.”

Being able to use over 30 search criteria gives Jan an effective, powerful way to find multiple new leads at once. “I’ll look up a current customer in a specific SIC or NAICS code, view their profile and then try to locate more like them.” She goes on to add, “We also look up by product category, tree structures and corporate headquarters.”

**“Selectory has streamlined our efforts. I’m in and out of it all day.”**

– Jan Mannen  
Sales Manager  
Logistick

One feature of Selectory that Jan uses regularly is Corporate Family Trees. This tool lets her recognize business relationships among Logistick’s customers and prospects, and locate new sales opportunities. “We are always looking for ways to find new customers, and the Corporate Family Trees are great for that.” With one click Jan can link corporate headquarters locations in her database with their branches, divisions and subsidiaries. Ultimately, this helps Jan locate additional revenue opportunities within a current customer’s organization.

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Another of Selectory's key features that Jan uses is the ability to import records into Logistick's CRM application, Salesforce.com. She simply builds her list in Selectory and downloads a formatted file that is then easily imported into her contact management application. Jan exclaims, "Ever since we started using Selectory, our customer database has grown phenomenally."

**RESULTS:** "Our sales have grown considerably over the last three years," Jan is quick to point out. She is not only happy with the results Selectory has helped her team attain, but attributes the database to her own achievements as well. "I can tell you that Selectory is one of the reasons for my personal success. I put in a lot of hours and since

it's available online, it makes it easy for me to work at night or on weekends when needed. I was so pleased the day the owner of our company recognized my achievements during a company meeting. It was one of the highest compliments I have ever received."

### Company Profile

Logistick, Inc. provides a variety of one-way, disposable freight securing devices for use in the traffic and transportation industries. Established in 1990 and headquartered in South Bend, Indiana, Logistick remains a company focused on innovation to bring the absolute best in freight securement systems. For more information, visit their website at [www.logistick.com](http://www.logistick.com)

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