



## T7 Enterprises

### *Ninety Percent of Business Broker's Sales Attributed to Targeted Online Prospecting*

#### **The User:**

T7 Enterprises is a New Jersey-based mergers and acquisition firm affiliated with the Business Brokers Network®. Business Brokers Network, which was founded in 1981, is the largest business brokerage network in the world, with more than four hundred fifty affiliates covering all fifty states and Canada. Though independently owned and operated, each office operates under a standardized system. T7 Enterprises is one of these affiliates that provides business owners with the advantage of marketing businesses on a nationwide basis.

#### **The Problem:**

T7 Enterprises focuses on identifying businesses that fit a predefined profile for acquisition candidates and represents them through the entire process, including

finding a buyer and negotiating the deal. To help with this difficult task, T7 Enterprises turned to zapdata.com, D&B's Internet tool.

"As a small business owner, I need an affordable prospecting tool that enables me to quickly find prospects that would most benefit from my services," said Tom Hertig, president of T7 Enterprises. "Using zapdata I get exactly the leads I need, when I need them, and the data is always fresh. zapdata is affordable, easy to use, effective, and is a key factor in my company's success."

#### **The Solution:**

T7 Enterprises targets local, privately-owned companies in a variety of industries, such as service manufacturing, wholesale and distribution companies, and a variety of retailers, with revenues of between \$250,000 to \$25 million. The company uses zapdata to quickly identify those targets and then build and download lists with specified company information for immediate use in direct marketing activities. zapdata provides a single point of access to B2B data on more than 14 million U.S. companies, including over 300 industry-specific data elements and millions of contact names.

#### **Benefits & Results:**

T7 Enterprises has been using zapdata since its inception and has sent out about 50 mailings to date. The company first builds a list on zapdata, dividing each list by town. It then sends out 100 letters per week, with a delivery rate of 97 percent. On average, T7 Enterprises has a 2.5 percent response rate and an 18 percent close rate from these mailings. T7 Enterprises attributes 90 percent of its sales to leads generated from zapdata.

T7 is successfully utilizing zapdata as its sole prospecting tool. Since its founding in 2000, T7 Enterprises has used zapdata to identify hundreds of targeted prospects for its direct mail campaigns. Eighteen percent of respondents have become T7 Enterprise customers.

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*Tom Hertig,  
President, T7 Enterprises*



**Decide with Confidence**

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Our data is backed by DUNSRight™, D&B's unique data quality process that subjects all data to over 2,000 continuous checks. And to keep up with hundreds of business phone numbers and addresses that change each hour, this process updates our data on over 84 million businesses 1 million times a day. D&B goes beyond B2B data — we offer business insight. Insight that you can base your critical business decisions on. Insight that gives you a competitive edge. Insight that increases your revenue.