



ViB Deal Discovery

# Uncover verified, mid-funnel leads in your market



**Role:** Head of Technology  
**Stage:** Validation  
**Other roles involved:** Governance manager  
**Budget:** \$100,000  
**Currently Evaluating:** ACME Tech  
**Consent to contact:** Opt-in

## B2B companies have limited deal intelligence from the get-go

How do you compete to win a deal you don't know about? The reality is that most prospects enter the funnel without an understanding of where they are in their buying journey, unless there is a pre-existing trust and relationship with the account. Without that deal intelligence, looking for quality leads is a challenge for sales and marketing.

That's why most leads come in cold, often without verified interest or consent, and require considerable effort to be nurtured and understood. At the same time, marketers also miss out on many new opportunities beyond their known database.

## Instead, find active sales opportunities with a verified need for a solution like yours

With ViB Deal Discovery, you'll capture mid-funnel prospects who have directly confirmed that they are considering a solution like yours. This means that they have an active need for a solution in your market in the next 6 to 12 months. We'll also get their direct consent to be contacted by you, so you know they're interested in your offering and have higher chances of converting.

## Get a complete understanding of each lead

Know everything about each lead before you initiate the first call. Matched members freely answer questions around their budget, timelines, buyer committee roles, competitors being considered, challenges, and needs. With that intelligence, you can enable your sales team to jump into a mid-funnel conversation and connect more effectively with each prospect.

**75%**  
 75% of B2B companies still take an average of at least 4 months to win a new customer.  
 - Hubspot, 2020

**>70%**  
 More than 70% of B2B marketers use third-party intent data, which has accuracy and compliance concerns  
 - Gartner, 2020

**1st**  
 Improving lead quality and conversion rates is the top ranked challenge for B2B marketers.  
 - ViB, 2023

### How ViB Deal Discovery works

1.

Tell us what you need

We host a kick-off to understand your market segment, common buying titles and competitors.

2.

We create a target profile

Leveraging your profile, we invite prospects in the ViB Community to share insights into their active projects with us.

3.

We identify contacts with confirmed projects

Matching members freely answer questions about their active projects and provide their consent to be contacted directly by you.

4.

You get leads and deal intelligence

Results are delivered in a short 3-6 weeks. You receive full contact details and intelligence collected on budget, needs, timeline and more.



Schedule a free consultation

Talk to sales

# Uncover mid-funnel opportunities with our proprietary outreach model



Connect with consenting prospects with a verified need

Uncover buyers who have agreed to be contacted by you and talk about their active projects.



Get deal intelligence directly from the source

Get the most accurate intel, instead of third-party signals inferred from web activity.



Jump right into a mid-funnel conversation

Use your deal intelligence to nail the first touchpoint with a comprehensive picture of the project.



Drive record lead-to-deal conversions

Get the fastest time to value for leads by eliminating the guesswork and time to nurture.

## Get all the deal intelligence you need before the first touchpoint

Each prospect shares all the details about their project. That crucial information is passed over to you, along with their contact details and consent to be contacted. We ask for information, including:

<b>Timing</b>	Confirmation of interest in the solution in next 6-12 months
	Where the lead is in the decision-making stage
<b>Personas</b>	What the lead's role is relative to the solution
	Who else is involved in the decision process
<b>Goals</b>	Why they are investigating the solution

<b>Budget</b>	How much they are willing to pay for a solution
<b>Competitors</b>	List of vendors being considered
<b>Consent</b>	Consent to disclose information to ViB solutions partner (you)
	Full and updated contact information from the source

## See why 84% of our clients are repeat customers

In this case study, our client is a cybersecurity company in a niche market. Their smaller market presence meant they weren't organically invited to projects. At the same time, their "Intent" platform used couldn't identify recently funded projects well. This meant they had a strong need for both intelligence and verified leads.

### 20 opps

Generated, where the client wasn't originally being considered in 13 of them

### 65% net new

accounts delivered out of the total opportunities generated

### 3 weeks

time to delivery

### Results

- ViB delivered 20 opportunities within 3 weeks from kick-off call
- Client was previously not being considered in 13 of the 20 opportunities generated
- Client was not aware they were being investigated in 3 of the 20 opportunities generated
- Gained valuable, hard to attain intelligence on who they were competing with
- Gained valuable, hard to attain intelligence to ensure a productive first call