



I use Pitchbook as a data enrichment tool for our CRM to make the data that our sellers get served more relevant and rich. Now they can have intelligent, meaningful conversations with CEOs, founders, business development and marketing executives, as opposed to just IT managers.

In short, PitchBook aids in cross functional selling, giving us a better chance to capitalize on our efforts.

— Teague Goddard, Business Director, CDW Corporation

Source: Teague Goddard, Business Director, CDW Corporation



Validated

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