



**EDA Priority Prospects** BY RANDALL-REILLY Daily Report

TOP LEADS

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**Kellogg Co** 84

Cary, NC 27513

Prospect Profile [EDA](#) [RigDig](#)

Pageviews 21

Industry Food Preparations Nec

Employee Size 65

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Kellogg Co		92 Units	92 Units
		All My Data	Search Results
BUYER ID	G249182	CREDIT RISK	Medium <a href="#">dun&amp;bradstreet</a>
CONTACT	—	EMPLOYEES	100 (Est.)
ADDRESS	1 Quality Ln Cary, NC 27513	ANNUAL SALES	\$79,021,420 (Est.)
COUNTY	Wake	EXECUTIVE	William Burkhardt
PHONE/FAX	(919) 677-3200/—	D-U-N-S® NUMBER	051853547/ PARENT 005356209
SIC	2099 - Food Preparations Nec	NAICS	311821 - Cookie and Cracker Manufacturing
LAST ACTIVITY	2/7/2014 (Active)	INDUSTRY	Manufacturing
		YEAR STARTED	1979

Brands (Sale / Lease)			Equipment (Sale / Lease)		
	Units	Percent		Units	Percent
1. YALE	61	66.3 %	1. C1 STAND TRUCK	37	40.2 %
2. RAYMOND	19	20.7 %	2. C3 L/L PALLET HD	25	27.2 %
3. TOYOTA	8	8.7 %	3. C3 L/L PALLET WR	6	6.5 %
4. MINUTEMAN	2	2.2 %	4. C2 SWINGRE NISLE	5	5.4 %
5. CROWN	1	1.1 %	5. C1 SIT 3 WHEEL	4	4.3 %
6. TENNANT	1	1.1 %	6. C1 SIT PNEUMATIC	4	4.3 %
			7. C1 SIT CUSHION	3	3.3 %
			8. C3 H/L STRDL WR	3	3.3 %

# Engage active equipment buyers before your competitors do.

When it comes to selling equipment, establishing trust, credibility and understanding the buyer's needs are key. While studies have typically cited the dealer relationship as a top purchase influencer, by the time a prospect engages with a dealer, they're usually at the price negotiation stage.

With limited resources, how do you proactively engage buyers looking for new or used equipment? And how can you focus your resources on prospects that are most likely to buy?

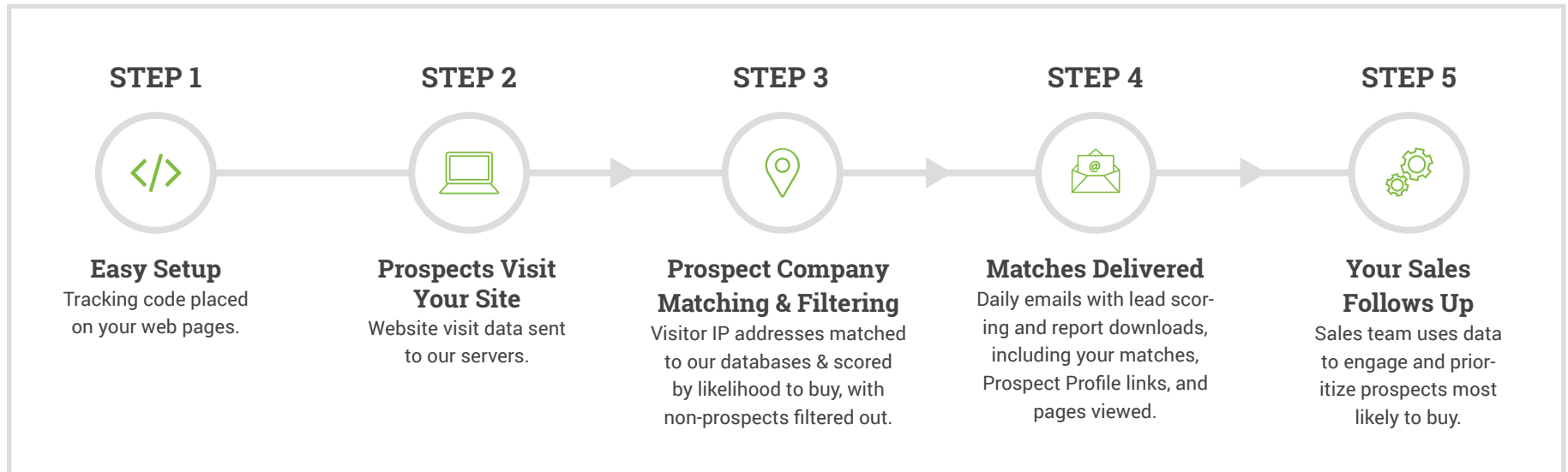
**EDA Priority Prospects: Less haggling, more selling**

Engage active equipment buyers before your competitors do.

EDA Priority Prospects



We'll analyze your website visitor traffic and identify matches to our verified EDA Prospect Profiles. Using a proprietary algorithm, a lead score will be generated for each match, indicating the greatest likelihood to buy. You'll receive daily emails with lead scoring, and a report download with your matches, links to view their Prospect Profiles, and the pages they viewed on your website.



Engage active buyers earlier in the buying process and arm your sales team with lead scoring and insights based on your prospects' equipment needs to drive faster and more productive engagement.

**Call your Sales Representative for an EDA Priority Prospects demo and learn how data can also be used to sharpen your digital media strategy.**