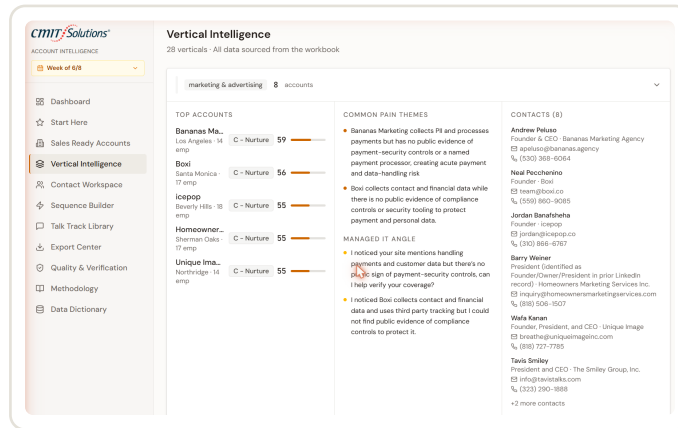


Turning a Territory Into a Scored Pipeline

How Accel Data built CMIT Solutions of Glendale a scored, evidence backed database covering its entire Glendale territory.



The live CMIT Solutions of Glendale workspace, built and maintained by Accel Data and branded for its territory.

THE CHALLENGE

- Prospecting ran on manual research, with no consistent way to rank which Glendale businesses to approach first.
- Security exposure, the core hook for a managed IT pitch, was never captured or documented at scale.
- Every conversation opened with the same generic pitch, regardless of the account.

THE SOLUTION

A branded database built specifically for CMIT Solutions of Glendale.

- A dashboard covering sales ready accounts, vertical intelligence, contacts, and sequencing, all in one place.
- Every account scored and tiered into Priority, Warm, or Nurture, filterable by vertical and city.
- Rescored weekly, so a new signal moves an account's tier without anyone touching a spreadsheet.

THE DATA WE BUILT FOR THEM

Every account across Glendale's addressable territory, scored, enriched, and evidence checked, refreshed weekly.

EVERY ACCOUNT RECORD

- Every account scored, tiered, and matched to a company name, vertical, city, employee count, and a named decision maker with an exact title.
- A direct business email and phone number on every account, with a matched LinkedIn profile wherever one is public.

SECURITY AND COMPLIANCE EXPOSURE

- Accounts carry a specific, cited security or compliance exposure finding, complete with a matching talk track and suggested opener, wherever the public record supports it.
- Every finding names its own public source, a privacy policy, a DMARC record, a case study, so nothing is asserted without evidence.

ENRICHMENTS INCLUDE

Tech Stack

The platforms each account runs, pulled from its public footprint.

Recent News

Funding, hiring, and expansion signals tied to the account.

A Why Now

The specific reason each account is worth a call this week.

Delivered as a live, filterable workspace where rescoring runs weekly, so tiers, contacts, and exposure findings stay current.

Verified Contacts

Name, title, email, and phone on every account

Security Signal

DMARC, DKIM, compliance exposure findings, and the full tech stack behind every account

Ready to Use

Talk tracks and suggested openers included

THE RESULT

- An embedded Accel teammate runs outbound on top of this data, turning scored accounts into active conversations.
- Every account arrives pre scored and tiered, so CMIT's team opens each week already knowing where to focus first.
- Every opener is grounded in a specific, cited exposure finding pulled straight from that account.