



With Prospecto[®], Yellow Tag Quickly Landed \$30,000 Annual Contract

Yellow Tag saved salary, benefits, auto expenses of full time sales associate

Who Is Yellow Tag Auctions?

An online auction firm, Yellow Tag Auctions specializes in industrial assets. The company works with manufacturers, hospital systems, banks, and other companies that have assets they no longer need. Its main value to clients is that Yellow Tag experts research and find buyers of surplus equipment and items. For instance, when a hospital system has several surplus x-ray machines, Yellow Tag will find several potential buyers for the equipment.

"Our goal is to find several people who will bid on an asset and bring some value to it," says Bob Ashworth, Yellow Tag Vice President of Sales.

The company's rapid growth over the past five years is due to its ability to "build" auctions around assets that many others might consider of low value or obsolete. The company also will piece together industrial assets from multiple companies. An auction featuring a forklift might be grouped with an asphalt roller, and ladders.

What Attracted Yellow Tag to the Prospecto[®] Solution?

Yellow Tag's online business model is the easiest thing to sell, but the company was having difficulty finding companies with saleable assets, Ashworth says.

"It was word of mouth sales," he says. "We talked about hiring a sales person, but after you pay him a commission, benefits, a car, you're talking about \$60,000 - \$80,000 a year."

Ashworth had heard about Rally's Prospecto[®] service as an alternative to cold calling. The email marketing approach sounded like a good fit for their services, so they decided to give it a try.

"I am very impressed with Prospecto[®]," Ashworth says. "It works well for what we're selling because it reaches people when they have stuff to sell."

One of the best features is how the marketing emails go directly to CFOs and other decision makers, Ashworth notes.

"If a CFO gets the email, he'll send it to whoever is handling their surplus," Ashworth says. "And if the guy handling surplus gets an email from the CFO or president and says to find out what these people are about, the surplus person is going to make the call."

How Has Prospecto[®] Impacted Yellow Tag's Business?

A few months into using Prospecto[®], Yellow Tag Auctions landed five deals, including an ongoing contract that is expected to generate \$30,000 a year.

Rally's business development representatives (BDRs) work closely with Yellow Tag to qualify potential clients.

"Will [Rally BDR] understands our business, and he knows which questions to ask," Ashworth says. "We're a unique business, and to have someone who can ask potential clients the right questions is a big plus."

Prospecto[®] -- with its wide territorial reach -- has given Yellow Tag a client range that might have required two or three sales people, Ashworth says.

"In our business, you have to sit down with the right person and that means getting to the top guy," he adds. "Rally is reaching the decision makers."