Product
Gartner is a global research and advisory firm providing information, advice, and tools for leaders in IT, finance, HR, customer service and support, communications, legal and compliance, marketing, sales, and supply chain functions.

Case Info
You have been prospecting organizations over $500 million in revenue and funding. Heart Hotels, Inc.’s information from Business Insights: Global.

2019 Financial Information:
Operating Revenue: $341 million
Advertising: $500,000 to $750,000
Payroll & Benefits: $500,000 to $1 million
Technology: $250,000 to $500,000
Employees: 750
Founded: 1985

The Sales Call
You cold-called Dana Carpenter, the System Integration Specialist at Heart Hotels. You were surprised when Dana actually answered the phone. Dana scheduled this appointment but had to reschedule three times. You never spoke for any length of time, but Dana assured you there was a lot of interest in finding out more about Gartner. You were unable to ascertain the decision-maker from your short phone calls.

What you Found
Heart Hotels’ information from the web site: Heart Hotels is a privately-owned company based in Portland, ME, with over 30 years of experience in developing, operating, and managing hotels and restaurants. Heart Hotels currently operates ten hotels with over 2,000 hotel rooms.

Administrative team from website:
CEO/President: Brianna Heart
Sr. President Hotel Development: Dawn Deeter
COO: Brad Eskridge
VP Corporate Communications: James Peltier

Continued on the next page.
Prospect Background
From LinkedIn: Heart Hotels/Dana Carpenter

Fifteen years of deep technical expertise supporting complex, globally distributed IT environments. Extensive experience with hospitality IT, integrating enterprise level systems and applications using the multi-tiered cloud, hybrid, and hyper-converged infrastructure.

Previous Work Experience:
Heart Hotels:
Manager, Enterprise Systems, 2016-2017
IT Manager, 2014-2016

Hospitality & Retail Systems HRS:
Connectivity & Integrations Analyst 2008-2014

Education:
Hillsdale College, BS Computer Science
University of Phoenix, MBA