

# BECOME A CHEMICAL SUPPLY LEADER

Identify New Leads and Grow Market Share in Seconds



**Case Study**

**Armed with the information he has gathered in just minutes, the manager can enable his sales team to understand active operators in their area of interest, the chemical providers working with those operators, as well as the breakdown of the types of chemicals that these companies are using.**



### **The Challenge—Doing a Deal in the Delaware**

The chemical supply market is a crowded one and it is often difficult to find visibility into competitor activities or potential customers to target. How can a supplier expand their operations by generating qualified leads and expanding their market share?

In this case study, we will follow a sales and marketing manager at an oilfield chemical supplier. His company is active in the Permian Basin and would like to expand their reach to new customers. In the past, the sales and marketing team utilized a shotgun approach to new business, which meant cold calling on the largest operators active in the area. This was time consuming and required a high level of effort without providing desired results.



## The Solution

Using Drillinginfo, the manager is able to automate market research and find the most promising leads in minutes. To begin, he takes a look at his current market share as compared to his competitors and how it's changed over time. His company's market share is highlighted in yellow with his biggest competitor's share in blue. The manager can quickly see that his lead over the competitor has decreased over the past few years to the point that the competitor now has a slight advantage. This information is critical in developing a well-defined growth strategy.

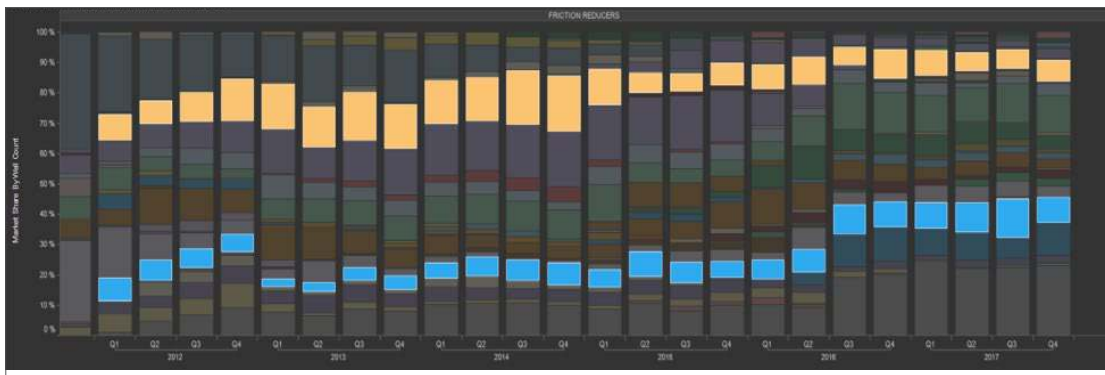


Figure 1: Market Share Over Time

Next, the manager wants to understand which operators are most active in the company's area of interest. He can instantly see that the top operators with new drill permits in the area are XTO, Apache, and Andarko. These are the company's potential customers. The operator can automatically generate an easy-to-read graph that he can pass out to his team.

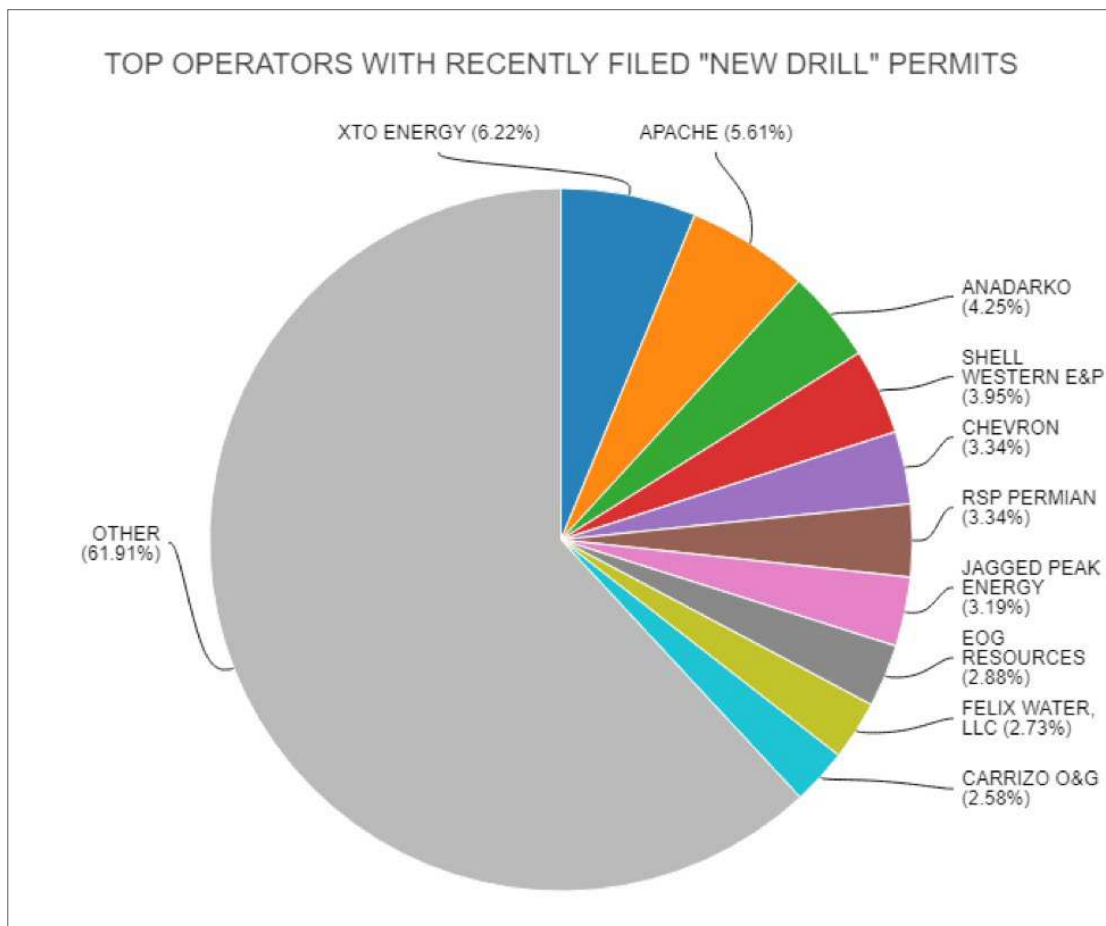


Figure 2: Top Operators with Recently Filed “New Drill” Permits

With the list of targets for the sales team in hand, the next step is to understand historical behavior of these companies and identify the products and services they have been using.

Starting with XTO, the sales manager can use another tool in DI Chem Analytics to quickly identify all the chemical suppliers they have used for friction reducers over the past three years. The top three are the company’s major competitors Solnexus, SNF, and Rockwater Energy Solutions. Now the sales manager understands not only who his potential customers are, but which competitors he would need to unseat to capture some of their business.

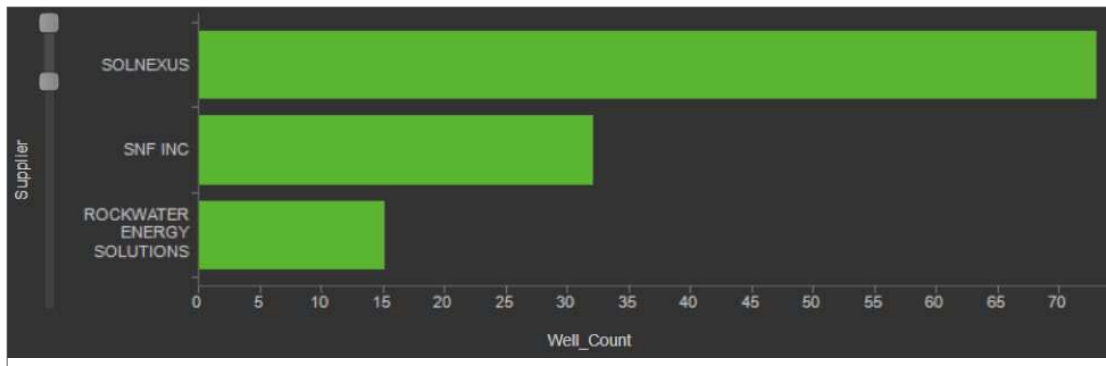


Figure 3: Competitor Breakdown

Additionally, the manager can deep dive into the most commonly used products by his potential customers. The chart below shows the results.

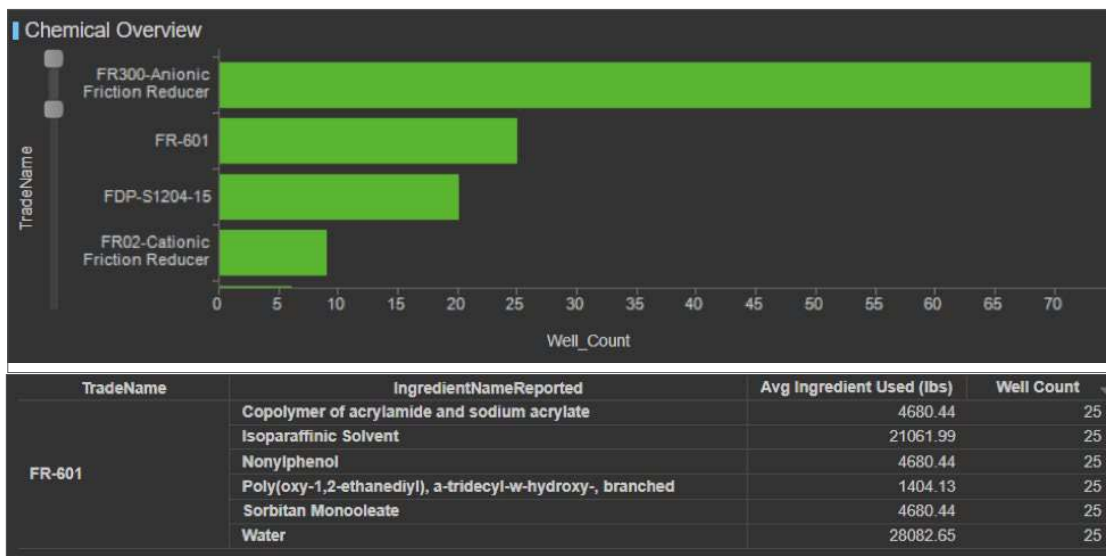


Figure 4: Most Commonly Used Products by Potential Customers

Armed with the information he has gathered in just minutes, the manager can enable his sales team to understand active operators in their area of interest, the chemical providers working with those operators, as well as the breakdown of the types of chemicals that these companies are using. In addition, he is able to keep his team informed and motivated about their position in the market and the

room for growth and opportunity. With this information, the team can put together compelling pitches to the companies they know are in need of their products and minimize time lost on a brute-force sales approach.

In minutes, the manager was able to develop a game plan around capturing additional market share with targeted pitches.

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