

A-TIER TARGET

Keystone Metal Fab LLC

Pittsburgh, PA · Metal fabrication · Est. 45–60 employees

92 ICP fit score	A Tier	<p>Why this account made the list</p> <p>Matches 5 of 6 ICP criteria. Strongest signals: metal fabrication (2.3x lift), 35–80 employees (1.9x lift), within 60 miles of branch (1.7x lift).</p>
----------------------------	------------------	---

COMPANY SNAPSHOT

Industry	Employees	Revenue	Founded
Metal fabrication	45–60 est.	\$8M–\$14M est.	2004
Location	Distance	Website	Phone
Pittsburgh, PA	22 miles	keystonemetalfab.com	412-555-0182

ICP CRITERIA MATCH

Criterion	Lift	Match?	Evidence
Metal fabrication / precision machining	2.3x	✓ Yes	NAICS 332119 confirmed
20–80 employees	1.9x	✓ Yes	Est. 45–60 from Apollo
Within 60 miles of branch	1.7x	✓ Yes	22 miles confirmed
Named purchasing contact	2.1x	✓ Yes	Ops manager identified
Multi-category buyer potential	1.6x	■ Likely	Job shop model — confirm on call
6+ order events per year	1.4x	■ Unconfirmed	Qualify on first call

WHY THIS ACCOUNT IS A GOOD FIT

Keystone Metal Fab matches the profile of your highest-value customers on five of the six ICP criteria. Metal fabrication appears 2.3 times more often in your top 20% of accounts than in your overall customer base. The presence of a named operations contact reinforces the fit — accounts with a dedicated purchasing contact have 2.1 times lower churn in your data. At 22 miles and 45–60 employees, they sit squarely in the size and geography range that generates the highest lifetime value in your historical customer base.

KEY CONTACTS — APOLLO ENRICHED

SK	DR	TF
<p>Sandra Kowalski VP of Operations</p> <hr/> <p>Economic buyer. Owns vendor relationships and purchasing decisions. Primary outreach target.</p>	<p>David Ruiz Plant Manager</p> <hr/> <p>Technical champion. Manages consumable purchasing day-to-day. Evaluates reliability fit.</p>	<p>Tom Ferraro Owner / President</p> <hr/> <p>Economic sponsor. Approach only after establishing rapport with Sandra or David.</p>

TARGETING STRATEGY

Entry strategy	Warm-entry account. Start with a direct phone call to Sandra Kowalski. Build the relationship before sending written materials.
Sandra Kowalski	<i>Lead with business outcomes and team efficiency. She owns vendor relationships.</i>
David Ruiz	<i>Lead with reliability and availability. He cares about day-to-day supply.</i>
Tom Ferraro	<i>Approach only after rapport with Sandra or David. Speak to legacy and growth.</i>

REP NOTES

Call notes / activity log	
Next step	
Follow-up date	