

## # Davis Index GTM Guide

### ## 10 High-Intent Triggers

1. Hiring procurement managers, trading analysts, or supply chain roles
2. Recently hired or promoted a VP or Head of Procurement or Operations
3. Job listings mention commodity pricing, metal cost forecasting, or supplier negotiations
4. Expanded operations into new geographic markets
5. Publicly posted about volatility or price spikes in steel, aluminum, or scrap
6. Reviews or posts mention supplier disputes or inconsistent pricing
7. Company announces sustainability or cost efficiency initiatives
8. Closed a funding round or M&A deal signaling scale or expansion
9. Using legacy ERP systems or spreadsheets for pricing workflows
10. Featured in metals, trading, or recycling industry news or association events

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### ## 10 Value-Based CTAs

1. Would it help to see how FerraSteel reduced raw material overpayments by 7 percent by switching to daily benchmark pricing
2. Can I share how MillPoint standardized vendor negotiations using third-party grade-level pricing across three global regions
3. Want to see how AlloyTrade cut procurement cycle times by 22 percent after integrating market data directly into their ERP
4. Could I show you how GlobalMetals used regional scrap benchmarks to increase gross margin per ton in Q2

5. Would it interest you to see how VertiProcure reduced pricing disputes by 80 percent by aligning teams around a neutral index
6. Can I share how NexFoundry implemented automated pricing alerts and improved time-to-decision by 48 hours
7. Want to explore how CoreCast saved 40 hours per month in manual spreadsheet work by automating price tracking
8. Could I show you how EcoMet improved forecast accuracy and lowered variance by embedding live price feeds into budgeting
9. Would it help to see how ReMetal aligned their trading and procurement teams with one shared dashboard and real-time benchmarks
10. Can I show you how MetaFrame resolved a stalled vendor negotiation in 24 hours using live independent pricing data