



GraphIQ <> Sea-Land Chemical Company

GraphIQ for Specialty Chemicals

“GraphIQ takes what used to be a very manual, inefficient process and makes it easy. Within minutes, we can find companies in a sector we didn’t know existed—and that’s extremely powerful for our business.”

— *Pete Pendergast, VP of Business Development, Sea-Land Chemical*

Driving Smart Growth in Specialty Chemicals with GraphIQ

Sea-Land Chemical Company

Founded: 1964

Focus: Specialty chemical distribution for industrial and consumer markets

Employees: ~70

Website: www.sealandchem.com

Meet Tom Lisy

Tom Lisy is a Sales & Market Development Advocate at Sea-Land Chemical Company, where he plays a pivotal role in supporting customer relationships and identifying growth opportunities across multiple territories.

Known for his ability to connect with customers and solve challenges efficiently, he brings both professionalism and enthusiasm to every interaction.



"GraphIQ lets us scale our prospecting efforts and deliver curated targets to our sales team. We're surfacing customers we never would have found otherwise."

Sales and Market Development,
Sea-Land Chemical Company

Challenge

As a premier distributor of specialty chemicals, Sea-Land Chemical Co. prides itself on personalized service, technical expertise, and deep customer relationships. However, the sales team often struggled with the inefficiencies of traditional prospecting methods—relying on Google searches, legacy databases like ZoomInfo, and labor-intensive research that rarely offered industry-specific insights.

The team needed a scalable solution to help account managers and inside sales teams uncover new opportunities, better understand target markets, and quickly validate leads across multiple industry verticals.

Solution

GraphIQ became a go-to prospecting and intelligence platform for Sea-Land's commercial team. By using GraphIQ's capability filters, SIC/NAICS matching, and lookalike company search, Sea-Land was able to:

- Identify new prospects based on end-use application, certifications, and manufacturing capabilities.
- Explore chemical verticals like industrial lubricants, coatings, and personal care with precision.
- Equip inside sales with lists of high-potential accounts tailored to specific reps and regions.

Trimmed sales research time by over 50%

Identified 100s of new prospect accounts

Accelerated sales cycle through smarter targeting

Impact

The impact of GraphIQ was immediate and measurable:

1. Efficiency Gains

Sales teams cut time spent on account research by more than 50%, freeing them to focus on outreach and relationship-building.

2. New Leads Identified

Dozens of previously unknown, qualified companies per vertical were surfaced within days, not weeks.

3. Smarter Sales Strategy

GraphIQ enabled Sea-Land to segment opportunities by geography, application, and growth signals—making go-to-market planning more data-driven.

Technology Stack Highlights

280M
Companies

980M
People

700M
News Articles

About GraphIQ:

GraphIQ is a real-time business intelligence platform built on a dynamic, AI-powered knowledge graph that connects millions of companies, people, news articles, and events. Enterprises, public sector agencies, and analysts rely on GraphIQ to power their decision-making with context-rich data.

Learn more at: <https://graphiq.ai>