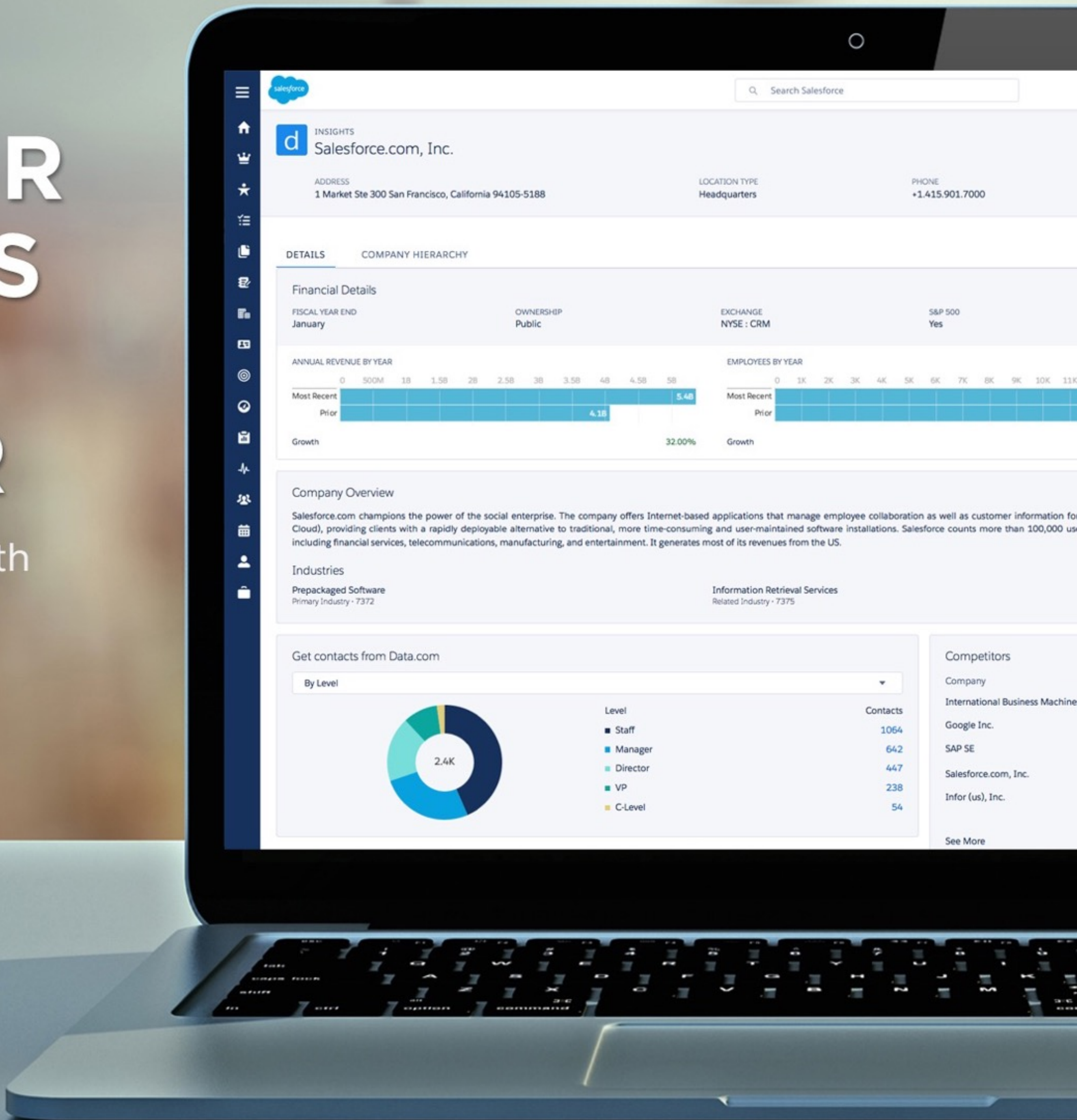
KNOW YOUR CUSTOMERS BETTER THAN EVER

Sell Smarter and Grow Faster with Data.com Prospector



salesforce data.com

Introduction

In today's world of immediate solutions and instant connections, buyers' expectations have changed. They want marketing, sales and service to know more about their priorities before talking to them.

Sales reps need a tool that delivers immediate access to targeted companies and contacts so they can sell faster. Then they need insight and information about the buyer's business so they can sell smarter.

ENHANCED DATA.COM PROSPECTOR

The Salesforce team has added several new and powerful features to the Data.com Prospector solution. These new tools help sales reps discover the right opportunities and targets, prioritize them and determine fit, and then understand their business concerns and needs more deeply.

With Data.com Prospector, sales reps will be able to reduce the time and energy they spend on research, be more productive, and make interactions with prospects more impactful.

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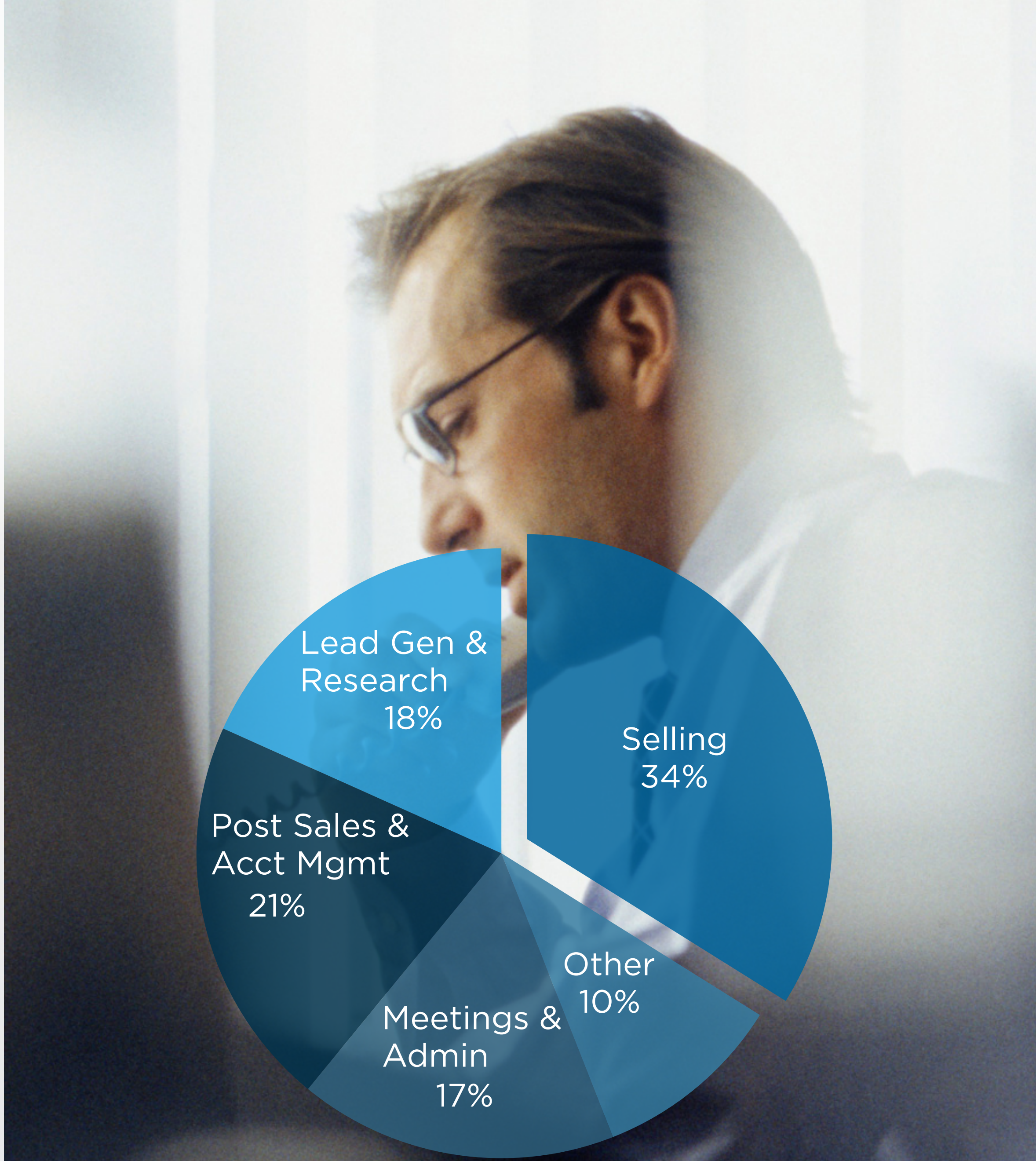
Today's Sales Challenges

According to the 2014 CSO Insights Sales Performance Optimization Study, 66% of a sales rep's time is spent on aspects of the job other than selling. Almost one-fifth of their time (18.4%) is spent generating their own leads and researching accounts.

Imagine if that time was given back to your sales teams. How much more business do you think they could close?

With Data.com Prospector, reps can access information on over 45 million business contacts and 240 million global companies right within Salesforce - so rather than wasting time searching online or importing lists, they can focus more on selling.

And because it's the best-in-class business data, reps don't have to worry about spending their day dealing with outdated or bad leads.



Sales Rep Time Breakdown

Source: CSO Insights 2014 Performance Optimization Study

Discover the Best Opportunities

With Data.com Prospector, sales reps can become the hunters and seek out key decision makers at targeted accounts. And now with powerful new features, they can easily search and find whitespace within corporations or dig down to specific departments and stakeholder groups within accounts.

Data.com Prospector makes it easy and convenient to discover and import the best opportunities right into Salesforce.

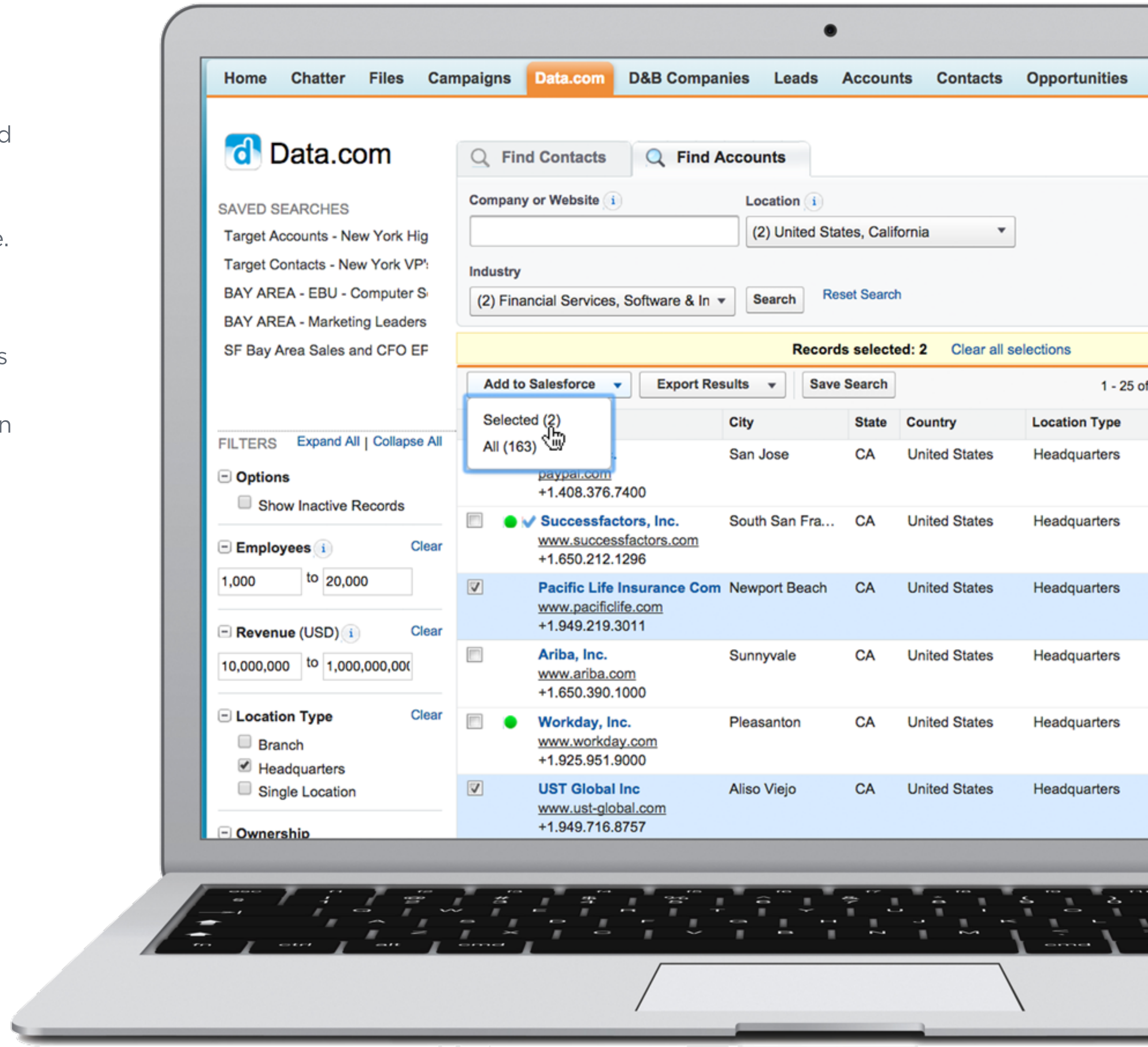
Add Targeted Companies to Salesforce in Just a Few Clicks

Reps should start building their pipeline with new, targeted accounts and contacts in the Data.com tab, then use filters (ie. title, department, revenue, employee count) to find the exact results that fit their ideal buyer profile.

ONE-CLICK IMPORT

Data.com Prospector lets users add new accounts, contacts and leads into Salesforce without ever leaving their console - thus, increasing productivity and efficiency. In just one click, selected accounts and contacts can be imported right into a rep's queue.

Data.com customers typically see a 37% increase in sales productivity because of this seamless workflow.

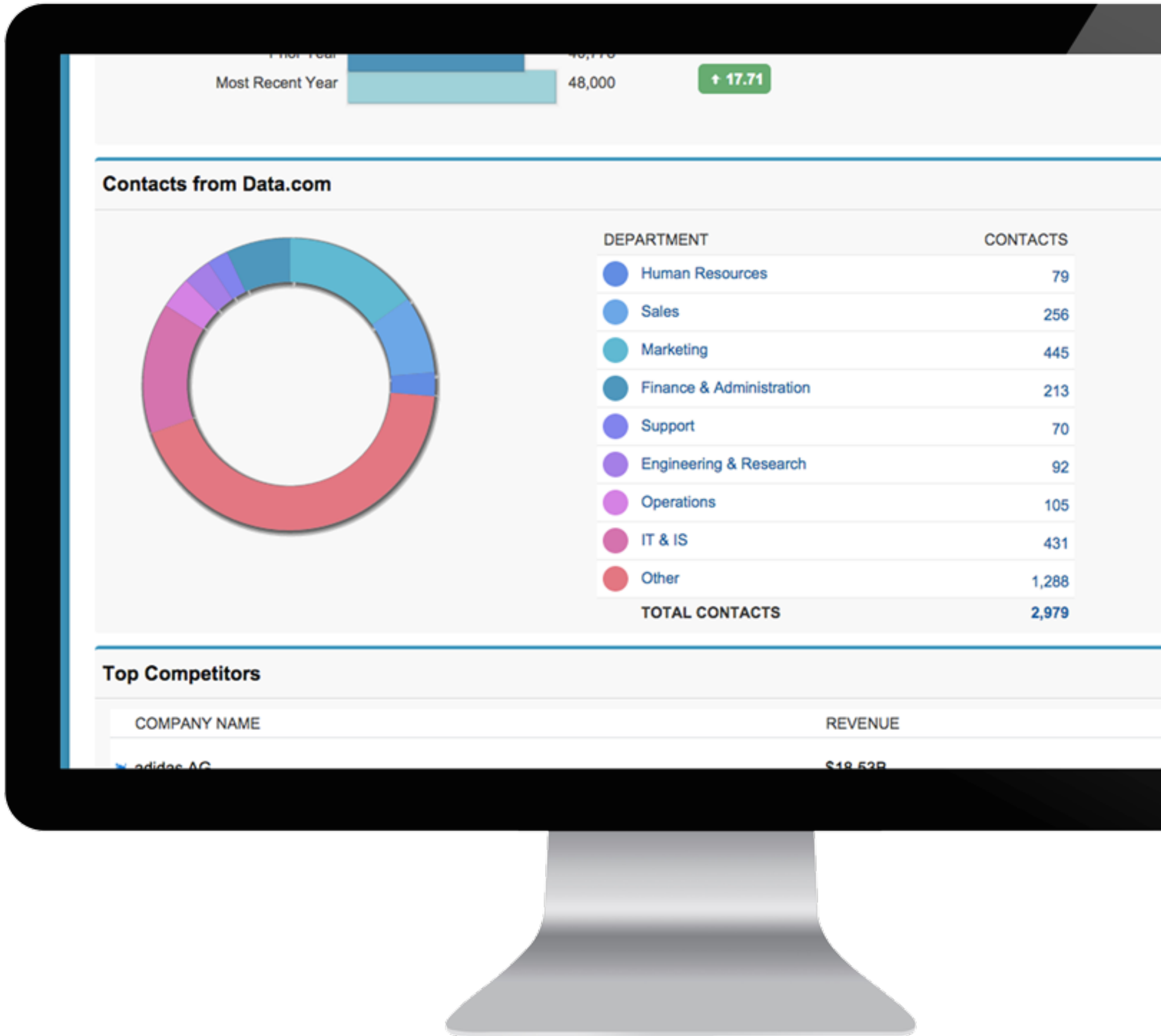


Prospecting Insights: Contacts from Data.com

Data.com Prospector also offers access to contacts in the context of working a specific account.

Using the Prospecting Insights button from the account record, reps can scroll down to find the **Contacts from Data.com** section. Here you have a visual breakdown of how many contacts Data.com can provide from that specific account. Click on a department to see those specific contacts and import the right ones into your CRM.

Finding contacts within an account can also be done from any device with the help of the Salesforce1 mobile app! Reps can use the **'Get Contacts'** feature which gives them access to all of the contacts Data.com has to offer within that specific account. From there, they can narrow their search down by department, title and level to find the right decision makers.

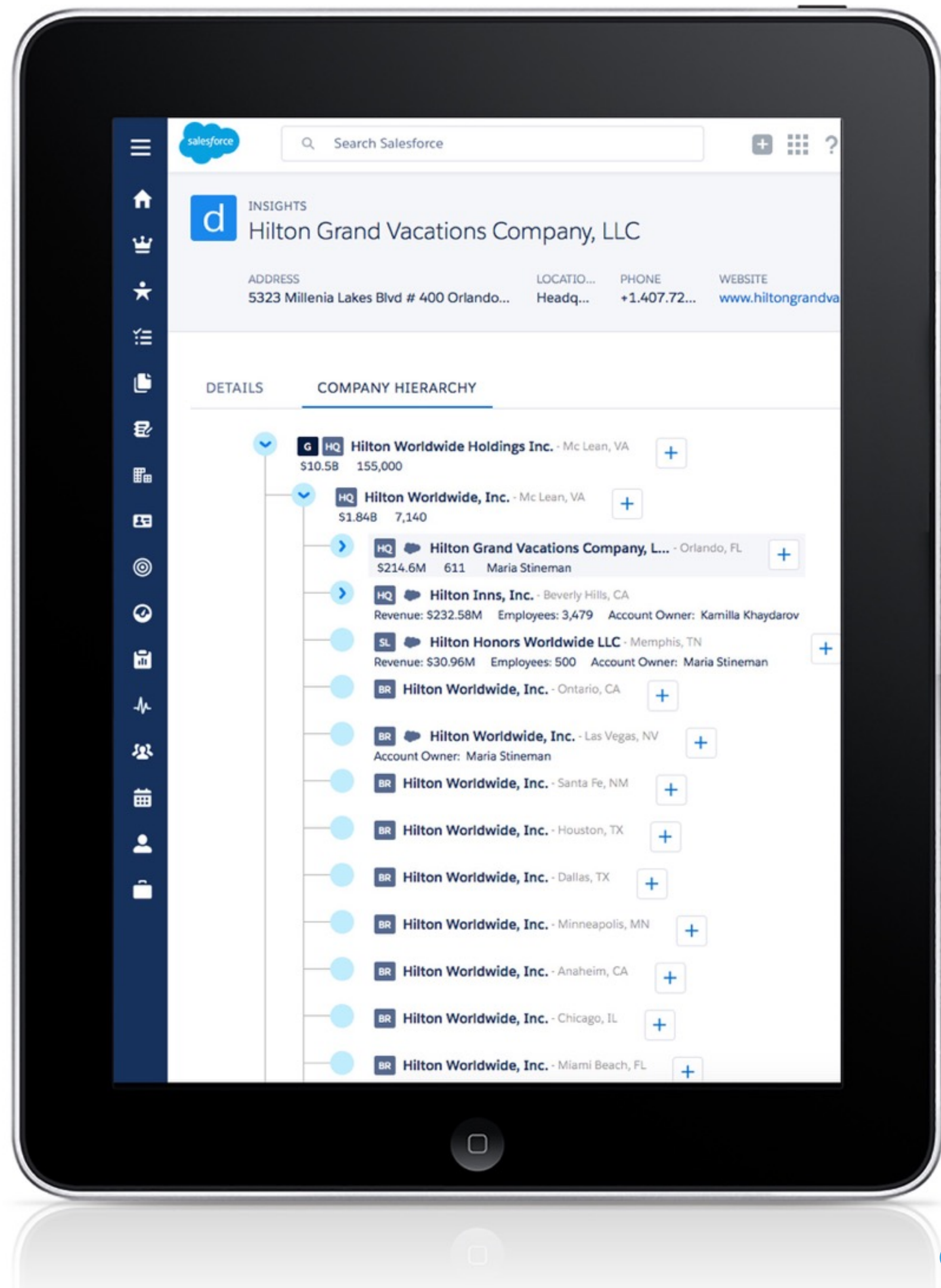


Company Hierarchy

Data.com Prospector now includes a powerful new feature for exploring corporate families and uncovering whitespace. Using Dun & Bradstreet corporate linkages you get a visual, interactive chart that shows where a particular account fits amongst corporate parents, sister companies, subsidiaries, branches, and more.

For each account within the hierarchy, you get top-level information like revenue and employees. With a single click of the "Add Account" button, you can begin working a specific account. You also get a visual indicator of which accounts are already in your Salesforce org with the account owner listed.

After successfully closing an account within the corporate family, you can use this intuitive view to find related accounts, rinse and repeat. Or, you can explore the potential for expanding upstream to a larger corporate sale.

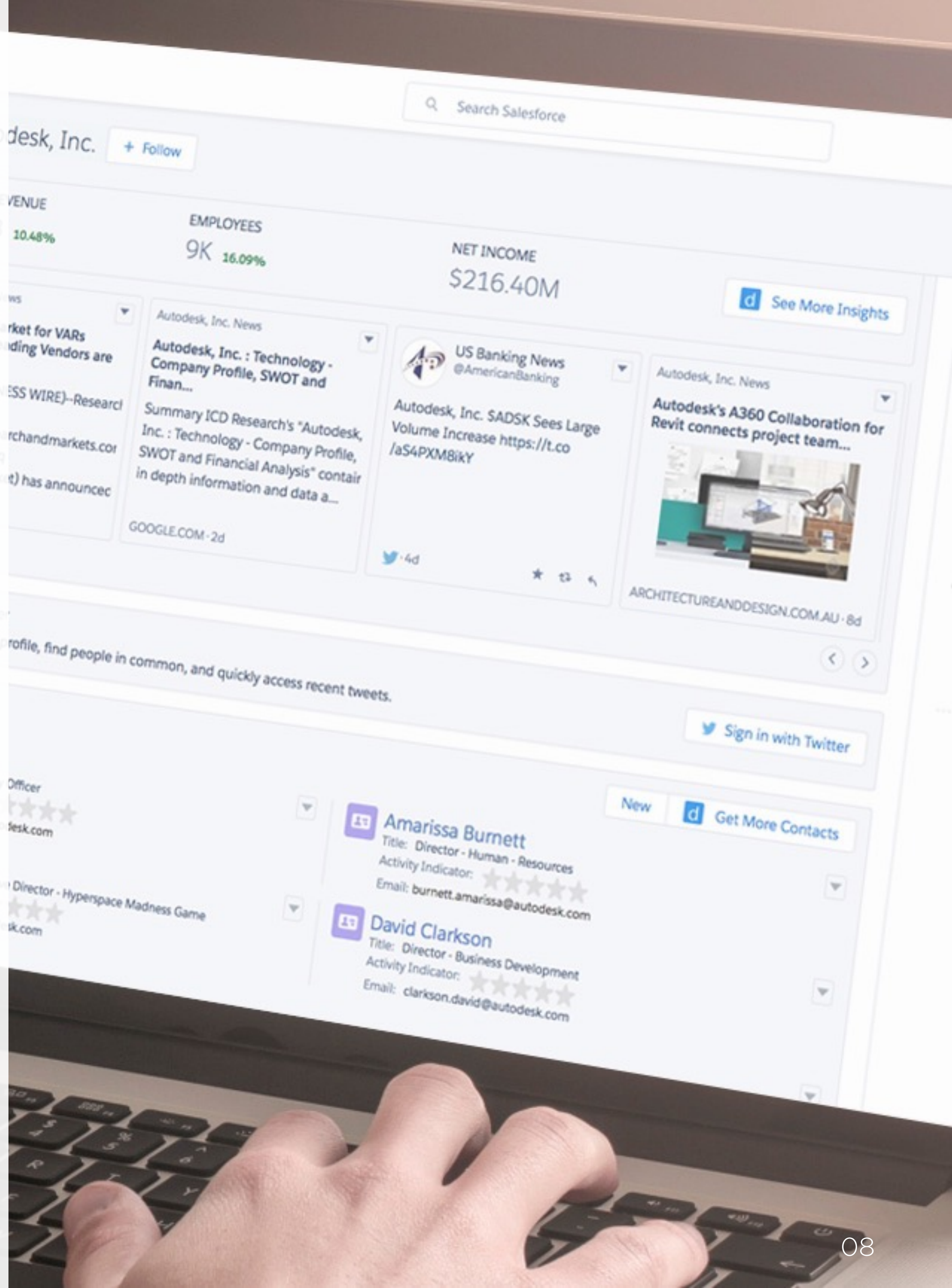


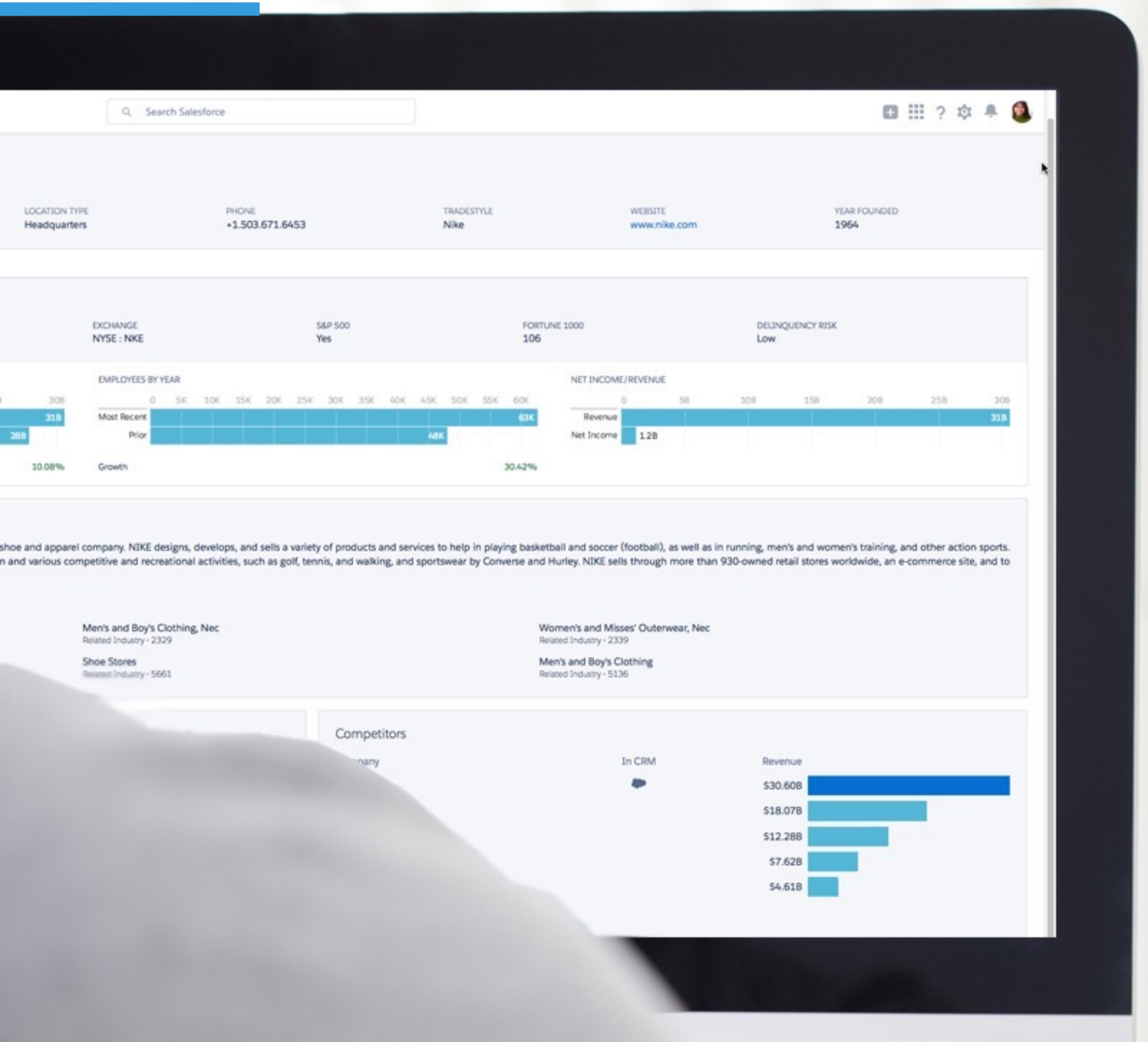
Prioritize Your Prospects

As soon as you've identified prospect accounts and contacts you want to sell to, and easily imported them into Salesforce, it's important to determine priorities by evaluating whether the company is a good fit for your products.

By selecting the See More Insights button (or Prospecting Insights button in Salesforce Classic) within an account in Salesforce, reps are exposed to a wealth of company information including: financial details, growth percentages, industry details, market landscape and more.

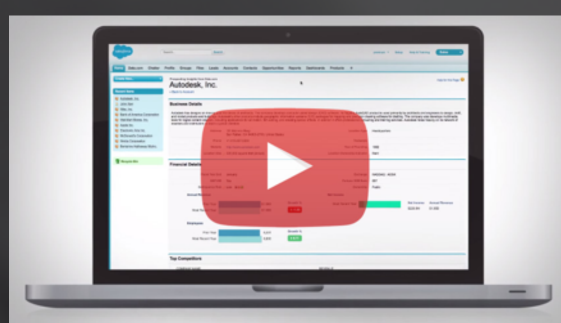
Reps can use this information to determine whether the account is a good financial fit for your products before reaching out.





See Prospecting Insights in Action!

Click to Play Video



Prospecting Insights: Business and Financial Intelligence

With **Business and Financial Details**, reps can quickly and easily understand if a potential prospect's company is the right fit.

BUSINESS DETAILS

Get familiar with the account using this high-level information, including:

- **Company Description**
- **Tradestyle**
- **Location Size**
- **Location Ownership Indicator**
- **Year of Founding**

FINANCIAL DETAILS

Evaluate the financial health of the company and get a feel for their recent performance. You can understand the company's **Delinquency Risk** - a three-tiered grading model (Low, Medium, High) that covers the likelihood that a company will be 90+ days late with payment over the next 12 months.

Prospecting Insights also provides **growth percentages of the company's annual revenue and employee count** indicating if the company is over or under-performing. This particular component can help a sales rep understand if a company's growth is heading in the right direction for a potential purchase.

Understand Your Customer's Business

According to a study from the Corporate Executive Board, 57% of the buyer's journey is complete by the time he or she reaches out to sales.

By the time a buyer does contact sales, reps need to be armed with the right intelligence about their business needs.

Data.com Prospector provides best-in-class research from Dun and Bradstreet's FirstResearch that arms sales people with the intelligence to have meaningful conversations. They build and maintain a database of industry, market and competitive intelligence of over 1,000 industries.

With immediate access to company knowledge, a rep will know more about the buyer before their first interaction.

Prospecting Insights: Industry Details

Find critical information on more than 1,000 industry segments, including key companies, trends, challenges, and opportunities. Additionally, industry profiles contain critical analysis, statistics and forecasts to help reps engage key prospects, coach key clients, and deepen customer relationships.

CALL PREP QUESTIONS

Quit wasting time on the Internet looking for what questions to ask a client! Prospecting Insights serve reps informative, relevant **Call Prep Questions** so that they're speaking the buyer's language.

COMPETITIVE LANDSCAPE

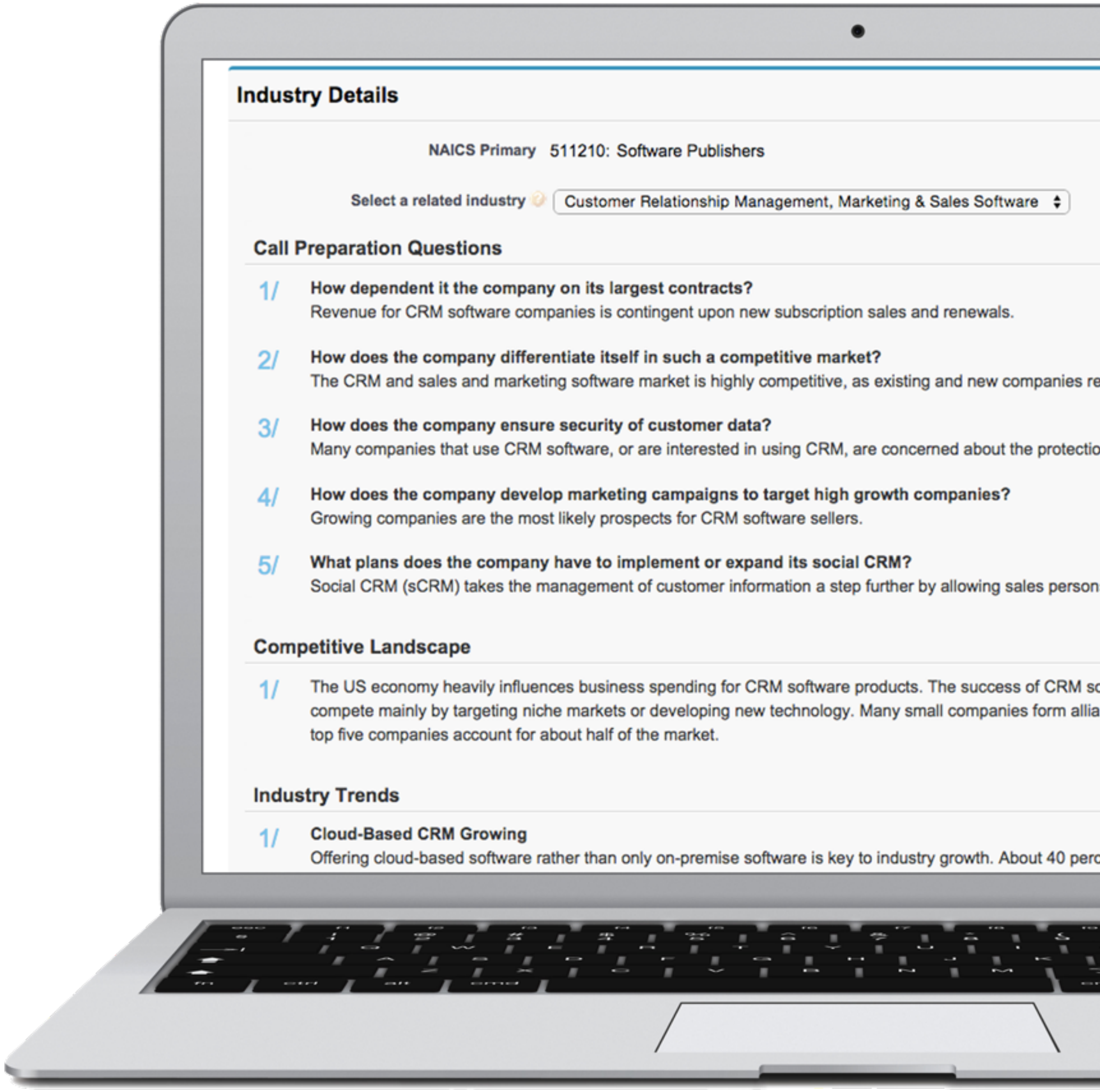
The **Competitive Landscap**e gives teams top-notch research into recent occurrences and shifts in the market.

TOP COMPETITORS

Prospecting Insights provides reps with hand-selected **Top Competitors** for the account they are selling to. This is also a great way for reps to keep in mind where their next opportunity may lie in the market.

INDUSTRY TRENDS AND OPPORTUNITIES

Knowing about **Industry Trends and Opportunities** is crucial when a rep is inserting their business's product or service into a sales pitch. Prospecting Insights provides best-in-class research on the latest movements in the market so that reps can build a solid rapport with the potential buyer.



Summary

SELL SMARTER AND GROW FASTER WITH DATA.COM PROSPECTOR

With powerful features natively integrated into Salesforce, Data.com Prospector gives you industry-leading data and insights that allow reps to spend more time selling and less time researching and generating their own leads. In this e-book we've detailed how you can:

DISCOVER THE BEST OPPORTUNITIES

- **Pro-actively search and filter to find the right accounts and decision-makers to sell to**
- **Find and add contacts within specific accounts right within the context of the account record**
- **Get contacts within accounts right from your mobile device**
- **Explore a visual breakdown of account families, find whitespace, and discover related companies to target**

PRIORITIZE YOUR PROSPECTS

- **Familiarize yourself with an account to determine fit for your products**
- **Check Delinquency Risk Indicators to avoid accounts that have trouble paying their bills**
- **Use financial trend info to judge if they're in growth mode and likely to be making purchases**

UNDERSTAND YOUR CUSTOMERS BUSINESS

- **Get easy access to company and industry insights without having to scour the Internet**
- **Use call prep questions to have productive meetings from the start**
- **Understand the competitive landscape and devise ways your offerings can give your customer an advantage**
- **Speak your customer's language with industry trends and insights**

CUSTOMER DATA THAT YOU CAN TRUST

If you are a Salesforce customer and want to improve the data quality of your CRM, enhance reporting capabilities and increase sales productivity, then you need Data.com. Data.com delivers premium contact and company profile information, sourced from Data.com Connect and Dun & Bradstreet (D&B), right inside of Salesforce.

37%	44%	29%	43%
Increase in Sales Productivity	Improved Data Completeness	More Sales Opportunities	Better CRM Adoption

View the Demo

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