MANAGEMENT SUMMARY HOW TO USE THE RIGHT DATA TO ACCELERATE SALES GROWTH AND BUILD PIPELINE RESILIENCE

dun & bradstreet

## Sales and Marketing organisations play a crucial role in helping their businesses navigate the turbulent times ahead

We are facing turbulent economic times, with recession, high interest rates, inflation, and rising energy costs. However, many companies are taking advantage of this situation to strengthen their resilience and turn adversity into opportunity .

The Business Resilience Report by Dun & Bradstreet reveals the key factors that contribute to a company's resilience. We interviewed over 3,000 global executives to gather their insights.

37 % of respondents shared their goal of increasing revenue to enhance business resilience 34 % expressed their intention

to boost growth

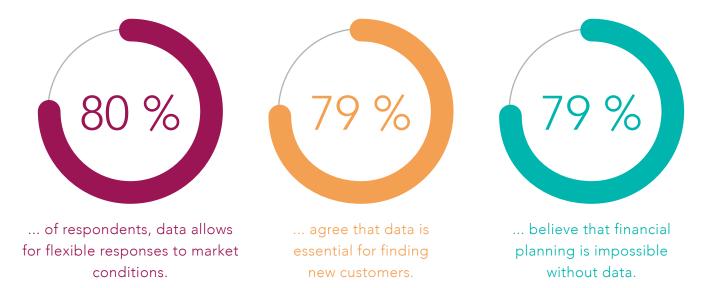
Growth is one of the most important factors in making companies resilient. That's where marketing and sales teams play a crucial role. They are the ones who drive growth and guide businesses through challenging times.



# Marketing and Sales as Drivers of Growth

One burning question for many marketing and sales leaders is: How can I drive growth? The answer is simple: with data and information. A clean and up-to-date database is the foundation that allows companies to make the right decisions. It empowers them to identify the right sales opportunities and prevent waste of resources.

#### DATA PLAYS A CRUCIAL ROLE IN HELPING BUSINESSES TO NAVIGATE CHANGE\*





# Understanding Customer Needs

To achieve growth, it's essential for marketing and sales teams to have a detailed understanding of customer needs. They need to know who their most profitable customers are, where growth opportunities exist, which companies are ready to make a purchase, and which individuals have a say in the buying decision. This enables them to prioritize and focus on the most promising sales opportunities.

Multiple studies have shown that a deep understanding of customer needs is a crucial factor in making a convincing purchase proposal.

# 70 %

of customers say they are loyal when a brand understands their needs. - MarTech -

# 51%

of buyers are more likely to consider brands that understand their business challenges.

- LinkedIn State of Sales 2022 -

# How to Create a 360° View of Customers and Prospects

Access to reliable and up-to-date data is the key to success in sales. But it is precisely in this area that some challenges lurk.

60 % of marketers say that data quality is insufficient. - SiriusDesicions -

### 48 %

of salespeople say that data in the CRM system is incomplete, preventing them from gaining a complete picture of target companies. - LinkedIn State of Sales 2022 -

Businesses need to create a 360° view of their customers and prospects by combining master data, online data, and intent data to gain a comprehensive understanding. This enables them to reach out to the right companies at the right time.



# $\rightarrow$ HIGH-QUALITY MASTER DATA

Master Data includes details such as industry, company size and location. This ensures that a complete and up-to-date record is created in the CRM system for each company.



For every company, it is important to have access to risk information. This ensures that the sales team only works with financially stable companies which is a vital way to strengthen business resilience.

Thomas Mavroudis, Head of Go to Market Central Europe, Dun & Bradstreet



#### ONLINE DATA

Dun & Bradstreet continuously searches millions of company websites in over 100 countries and catalogs their content using keywords. Sales and marketing teams can easily access this information to quickly find target companies. Our search goes beyond industry codes, using specific keywords and industry terminology.



Powerful

online data

# → INTENT DATA

Timing



# Integrated CRM Processes

Lead qualification, onboarding, and data stewardship can be implemented using an integrated CRM process approach.

Businesses can combine the sales intelligence platform, D&B Hoovers, with an automated process for maintaining data quality in the CRM system.

#### BY INTEGRATING YOUR CRM PROCESSES YOU CAN:



Generate high-quality leads

- Build your sales pipeline faster

Increase sales productivity



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Have informed conversations with customers and prospects

Easily identify key decision-makers in companies, including their contact information

# Data-driven Marketing Pays Off

In practice, we experience both a reduction in costs and an increase in turnover through the use of data in marketing and sales. A customer case study shows impressive results with sales efficiency increased by 12 %", says Thomas Mavroudis, Head of Go to Market Central Europe at Dun & Bradstreet.





# Conclusion

Digitize your sales processes and seamlessly integrate data into your systems. This is the key to staying competitive in today's market. The winners are the ones who maximize their return from limited resources. A static approach just won't cut it anymore – it's all about being data-driven now.

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#### LIKE MORE INFORMATION ON THIS TOPIC?

We recommend our webinar recording. Thomas Mavroudis, Head of Go to Market Central Europe at Dun & Bradstreet, and Stefan Ibel, Senior Business Consultant at Dun & Bradstreet, explain in detail how to accelerate marketing and sales with data and how this works in practice

with D&B Hoovers.

ightarrow Watch webinar



#### ABOUT DUN & BRADSTREET

Dun & Bradstreet, a leading global provider of data and analytics, enables companies around the world to improve decision-making and business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity.

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