

dreamforce

dun & bradstreet

How to leverage data & analytics to prioritize & engage your best leads

COMMERCIAL IN CONFIDENCE

AGENDA

-
- Common Sales Challenges
 - Dun & Bradstreet's Solution to Your Challenges
 - Solution Demo
-

COMMON SALES CHALLENGES

Our team doesn't have the right account intelligence to support our Sales & Marketing goals.

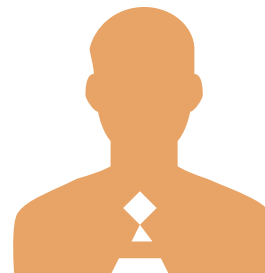
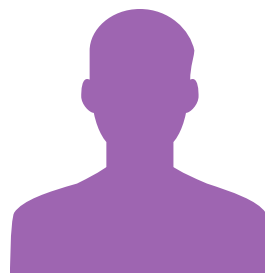
I need to be able to access business information in my CRM.

My time for selling activities is limited. I need to understand where my best opportunities are.

I need guidance for prioritizing the leads that are more likely to close.

I need to get in the door before our competitors.

I need to be able to align my product to the needs of the buyer.



THE SOLUTION: ACTIONABLE DATA & ANALYTICS IN YOUR CRM



TARGET

Build targeted lists with 175+ search filters

160M+ business records

Send to CRM



PRIORITIZE

Take the guesswork out of selling by prioritizing leads that are most likely to close

Lead scoring includes recommendations on what to say and what to pitch



RESEARCH

In-depth Company Profiles provide news, financials, industry trends, and more to accelerate call preparation

Navigate corporate hierarchies to identify decision makers and buying centers



ENGAGE

Leverage customer insights and Dun & Bradstreet intelligence to create meaningful engagement with prospects



CHECK OUT DUN & BRADSTREET'S SPEAKING SESSIONS AT DREAMFORCE

THURSDAY, NOV 21ST

10:00 – 10:20 AM

6 Tips for a Successful Data.com Migration

2:00 – 2:40 PM

Transforming Sales Success with AI and Data

4:00 – 4:20 PM

Accelerate ABM Success with the Single Source of Market Truth

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BRADSTREET
AT BOOTH**

| 53 |
