

# Territory Management

Match resources to revenue potential based upon a clear understanding of market and buyer opportunities. Eliminate channel conflict and uncover new markets, top prospects, and customer growth opportunities by loading D&B's rich company data and predictive analytics into your CRM and other sales and service applications.

## Example Workflow



**1** Use D&B Direct to access D&B's 225M company records and build a targeted prospect list based on territory information

**2** Enhance your prospect list with detailed company insight

**3** The list of qualified prospects is integrated into your CRM or marketing tool, providing value at every opportunity

## Recommended D&B Direct Products for Territory Management

### Search & Build-a-List: Company

Find the right companies to quickly fill your prospect pipeline. Search for a list of companies that best match your criteria, including target industry, size, and geography.

### Corporate Linkage ● ▲

Linkage provides a family tree overview of branches, divisions, and subsidiaries without the expensive and time-consuming research. D&B offers the largest and most accurate database of corporate family trees.

### Detailed Company Profile ■ ▲

Enrich your records with detailed data on more than 225 million companies. The D&B database allows you to deliver more precise insight to support new and existing account decisions.

### News & Social Media

Know you're getting the most recent news and social media updates about a company. DUNS numbers ensure you're receiving updates from the correct social media channels tied to that particular company.

### Financial Highlights ▲

Get the latest comprehensive financial highlights, including sales volumes, net worth, assets, and liabilities. Financial Highlights allow sales and marketing professionals to quickly evaluate a company's financial strengths.

■ Available in Standard, Enhanced and Premium

● Available in Standard and Enhanced

▲ Monitoring services available