

# D&B Direct for Sales

*Find the best new opportunities and turn them into profitable customer relationships*

With today's easy access to abundant data, buyers are more knowledgeable than ever and less dependent on sales reps. This dynamic makes it challenging to acquire new customers and increase sales revenue. If information is giving buyers the edge, why isn't it helping sales reps raise their game?

## Information is available but not actionable

It all comes down to the accuracy and usability of data. Information is out there, but it's coming from many sources and systems - so it's fragmented and not connected to the right business entity or contact. As a result, sales reps spend up to 20% of their time doing industry research and looking for information about a company - time that could be spent selling.

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**Executive buyers do not believe that a salesperson can clearly show they understand their business issues and articulate a way to solve them. On average, only 26% of executive buyers accept follow-up meetings.**

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What's more, the information reps do have is not integrated into their sales applications. Over 70% of sales teams say they need integrated customer insight in their CRM to meet their sales objectives, but less than 1/3 of companies are providing them this capability. As a result, sales reps are losing opportunities—or not taking advantage of the ones they have—to engage their customers as trusted and knowledgeable business partners and advisors.

## D&B Direct transforms your sales teams by embedding intelligence in your CRM

D&B Direct for Sales solves these information challenges by providing streaming, real-time access to the business intelligence you need to anticipate and act on market opportunities and buyer needs. Direct is a web-based API solution that aggregates and connects data and analytics—regardless of source—into the CRM applications you use so you can capitalize on the vast amounts of information available.

Effective sales teams need a single, complete view of their customers. Direct leverages D&B's proprietary DUNSRight® matching technology and the D-U-N-S® Number to consolidate data and relate it to the right business, giving you trustworthy master records of business entities. Direct then enriches these records with D&B data and analytics, plus other data, to make it actionable, and delivers this insight into your CRM. With this informed view you will be able to acquire new accounts faster, grow share of wallet, and drive higher retention rates.

According to Aberdeen Research, “Best in Class” companies who utilize external sales intelligence sources in their CRM outperform others on key sales metrics:

**7.54%** increase in average annual change in corporate revenues vs. 3.96% for others

**2.5** times higher average deal size

**20%** increase in retention rate

## Use D&B Direct for Sales to improve your...

### 1. Territory Management & Account Planning

Match resources to revenue potential, eliminate channel conflict and uncover new markets, new prospects and growth opportunities.

#### Example Workflow



- 1 Use D&B Direct to access to D&B's 225M company records to build a targeted prospect list based on territory information.
- 2 Enhance your prospect list with detailed company insights that provide a more complete view of opportunity.
- 3 D&B Direct integrates the list directly into your CRM to add value to every opportunity.

#### Using D&B Direct for Territory Management & Account Planning will help you:

- Improve sales productivity and buyer engagement
- Clearly see where incremental revenue potential exists
- Build more effective sales strategies for cross-sell and up-sell
- Reduce cost of sales and channel conflict

### 2. Buyer & Influencer Mapping

Identify and connect with the right buyers and influencers. Present decision-makers with the right solutions using company insights, digital and social intelligence, and corporate family relationships.

#### Example Workflow



- 1 Leads come into your application.
- 2 Cleanse and match those leads against D&B's 225M company records.
- 3 D&B Direct enhances your records with detailed company insights and predictive analytics.
- 4 Identify decision makers faster, understand their needs, and shorten your sales cycle.

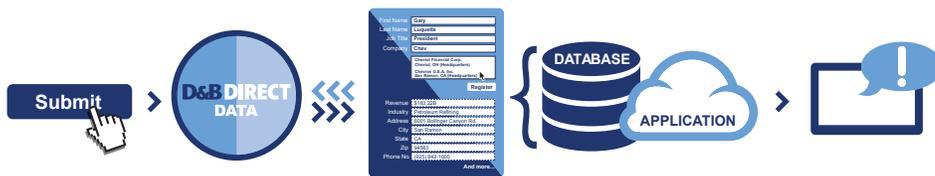
#### Using D&B Direct for Buyer & Influencer Mapping will help you:

- Pinpoint the key decision makers and influencers in buying decisions
- Understand key needs and buying signals
- Understand the relationships and dynamics among buying centers and related entities
- Increase sales effectiveness and productivity to drive sales growth

## 3. Buyer Activity Notifications

Improve the buyer experience and capture more opportunities with streaming alerts and triggers on company and contact activity. Increase retention and grow accounts with insights about all relevant interactions with buyers.

### Example Workflow



- 1 Customer service is contacted by a customer.
- 2 D&B Direct matches customer against D&B's 225M company records.
- 3 Get the latest detailed insights about that customer and quickly pull them into your system.
- 4 Notify key account stakeholders of opportunities and risks with the customer.

### Using D&B Direct for Buyer Activity Notifications will help you:

- Understand business needs and potential buying/attrition signals
- Identify account potential and growth opportunities
- Increase sales and service effectiveness and productivity
- Personalize and improve the buyer experience across touch points

## 4. Sales Rep Preparation

Enable effective pre-call planning, solution recommendations and account management. Become trusted business advisors by displaying knowledge of critical company, contact, industry, social and digital intelligence and news.

### Example Workflow



- 1 Sales reps in the field log into their portal.
- 2 D&B Direct arms sales with the latest detailed company insights on over 225M company records
- 3 Receive alerts on company changes and announcements that might impact relationships
- 4 Evolve sales reps into true business advisors

### Using D&B Direct for Sales Rep Preparation will help you:

- Improve sales effectiveness with company, people, industry, and social intelligence
- Increase productivity through better account monitoring based on social, news and buyer activity notifications
- Accelerate sales cycles and close more deals with deeper business understanding
- Drive buyer engagement and increase share of wallet through better servicing
- Take advantage of sales calls and get invited back

#### About Dun & Bradstreet® (D&B)

Dun & Bradstreet (NYSE:DNB) is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for 172 years. D&B's global commercial database contains more than 220 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions.

D&B provides two solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability; and D&B Sales & Marketing Solutions™ to provide data management capabilities that provide effective and cost efficient marketing solutions and to convert prospects into clients by enabling business professionals to research companies, executives and industries.

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