



Setting Your Sales Force Up for Success

Without the right information, your sales organization will have a great deal of trouble positioning itself for a sale. As tough as the economic situation is, the sales environment is even tougher. Salespeople have to deal with the following on a daily basis:

- *Not enough good leads*
- *Incomplete/poor information on leads*
- *Marketing not responsive to sales' needs*
- *Inability to prioritize leads*
- *Wasting time contacting dead-end leads*

These factors can slow down the sales cycle to a virtual crawl. Since sales efficiency has an enormous impact on profits, and sales calls cost your organization hundreds to thousands of dollars per day, you can't afford to fall into the traps listed above.

Maximizing your investment in your sales organization is as easy as initiating the practice of pre-call planning. Pre-call planning can shorten the sales cycle and increase close rates by providing sales representatives with two key pieces of information:

- 1. Insight into prospects' business priorities**
- 2. Insight into senior level decision-makers**

Excerpted from the D&B/Hoover's White Paper, How to Convert Prospects to Customers Faster with Pre-Call Planning. Learn about the advantages and disadvantages of pre-call planning sources, the key information that closes sales, and value-added leads by reading the White Paper in its entirety. See below for details.

The most common pre-call planning sources are:

- | | |
|------------------------------|-------------------------------|
| — Networking Sources | — Prior Sales History |
| — Internet/Company Web Sites | — Internal Advocates |
| — Annual Reports | — Trade/Professional Journals |

Visit www.b2bsalesandmarketing.com/education/dnbwhitepapers to download the complete White Paper, **How to Convert Prospects to Customers Faster with Pre-Call Planning**



Decide with Confidence

Significant Enhancements to zapdata.com

Visit zapdata.com December 15th to enjoy the new benefits of our prospect list tool.

Here's just a preview of the improvements:

Greater Customization Options

Custom ranges for Sales & Employees — greater list-building flexibility. Specific ranges allow you to match your list criteria with internal market segmentation.

OR between Sales & Employees — greater list-building flexibility. Include a company if it fits into one of the ranges you specified under Number of Employees or Annual Sales enables you to increase the size of your list.

Custom Ranges for Yrs in Business — easier, highly-precise targeting. Easily target companies established in a specific timeframe. This is especially beneficial for companies who market anniversary-type products and services.

Greater Flexibility when Selecting Contact Names

Set maximum number of specialty job function contacts — saves money. Specify the maximum number of specialty job function contacts output in your list, as well as the ability to specify at least one contact is output between specialty job function contacts and the top executive contact.

New List Upgrade Option

Easily upgrade your list to a more detailed record type will also be available. You simply pay the difference between the list you ordered and the new record type.

Fast and Efficient Ways to Specify Location and Industry

Enter ranges of 3-digit and 5-digit zip codes and SICs — a faster and more efficient way to build list criteria.

Cut and paste up to 5,000 zip codes or SICs — a simple, efficient way to build lists that contain thousands of zip or SIC Codes. Cut and paste from Word documents or Excel spreadsheets.

Exclude option in Location and Industry — more highly-specific targeting. Easily define an extensive geographic area but exclude a specific city or number of zip codes. Likewise with Industry, you are able to specify a large number of industries but exclude just a few SICs that you don't want in your criteria.

Ability to select by City — greater list-building flexibility. In addition to selecting locations by state, metro area, county, and zip code, zapdata now offers the ability to also select by city.

Select All in Locations — quicker, easier list building. Select a large number of zip codes with a single check box.

Data Freshness Indicator

Each month when we update our data, we will indicate the date of the update on the zapdata homepage.

D&B Solutions

Risk Management Solutions
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Supply Management Solutions
E-Business Solutions

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Now thru December 31, 2003, get 10% off a prospect list or company lookup purchase.

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