

THE SALESPERSON AS CUSTOMER HERO

EFFECTIVE SALESPeOPLE MAKE FOR HAPPY CUSTOMERS AND GOOD MARKETERS MAKE FOR EFFECTIVE SALESPeOPLE.

With access to more data than ever, marketing teams control a universe of customer insight. In an age where customers are highly educated, this insight is critical for sales success. Marketing teams know what buyers are saying and what influences them.

THE NEW CHALLENGE

MANAGE AND SHARE MARKETING DATA TO HELP SALES TEAMS SHORTEN THE CYCLE AND QUICKLY MOVE TO PURCHASE.

WHAT CAN SMART DATA MANAGEMENT DO FOR SALES?



ENABLE
real-time decision-making
and faster business action



INCREASE
efficiency and productivity
across your sales workflow



ACCELERATE
response to new market
opportunities



MEASURE
sales performance and
boost ROI on sales activities

DATA-DRIVEN TARGETING

35%-50%
OF SALES GO TO THE VENDOR
THAT RESPONDS FIRST¹



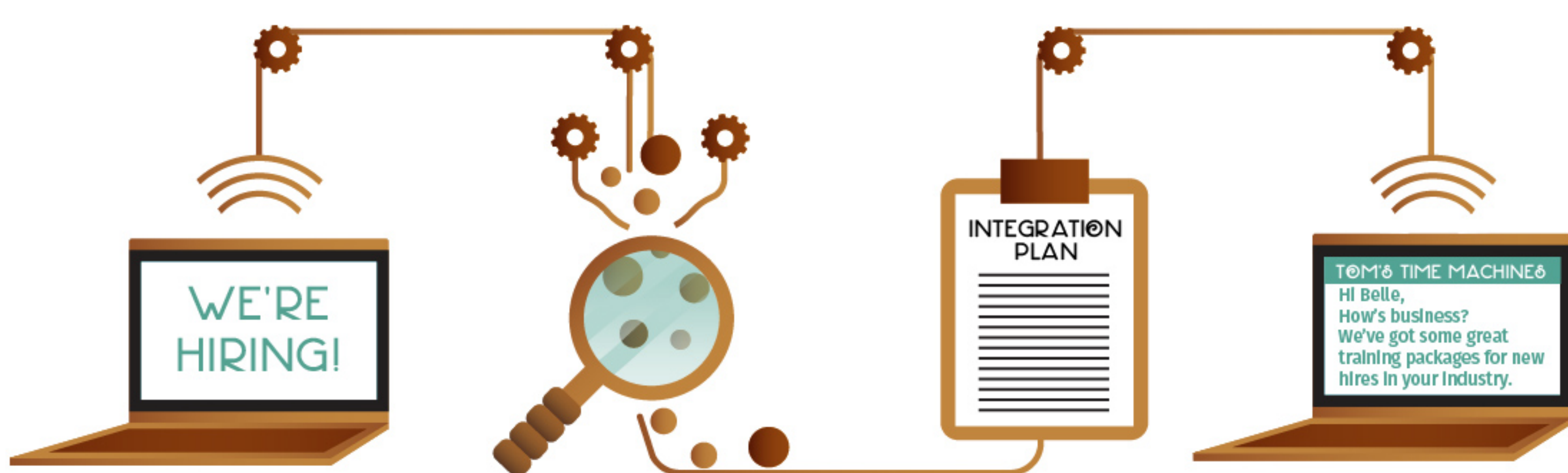
Detailed prospect information is everywhere. Turning that data into actionable intelligence empowers you to target prospects with precision and predict qualified sales opportunities. Marketing teams can stand by their sales colleagues and equip them with right materials and content for each stage of the buyer journey.

COLLECT

ANALYZE

INTEGRATE

INTERACT



ACCELERATING THE SALES PIPELINE

Sales teams need the right data to serve customers' needs throughout the entire buying cycle. It's not just about converting leads to customers, but also about maximizing customer value.



79% OF MARKETING LEADS
NEVER CONVERT INTO SALES²



30%-50% OF LEADS ARE QUALIFIED
BUT NOT YET READY TO BUY³

1 THE RIGHT DATA

Assembling the right data assets means combining your own customer information with external data. The big picture will show industry-wide trends, your customers' overall needs, and changes they may be experiencing within the buyer process.

2 ANALYTICS ACUMEN

Good analytics reveal important patterns in your data. It's no longer just statistical, but behavioral and social media analysis that informs the buyer's journey. Robust analytics identify needs your product can satisfy and predict if, when and how a buyer will purchase.

3 WORKFLOW INTEGRATION

You've wrangled your data and used analytics to create models that offer insight. Now leverage your sales workflow process to take action. Know when to call, who to call, what product suits, and who from your team should take charge.

EXECUTE, MEASURE, REPEAT



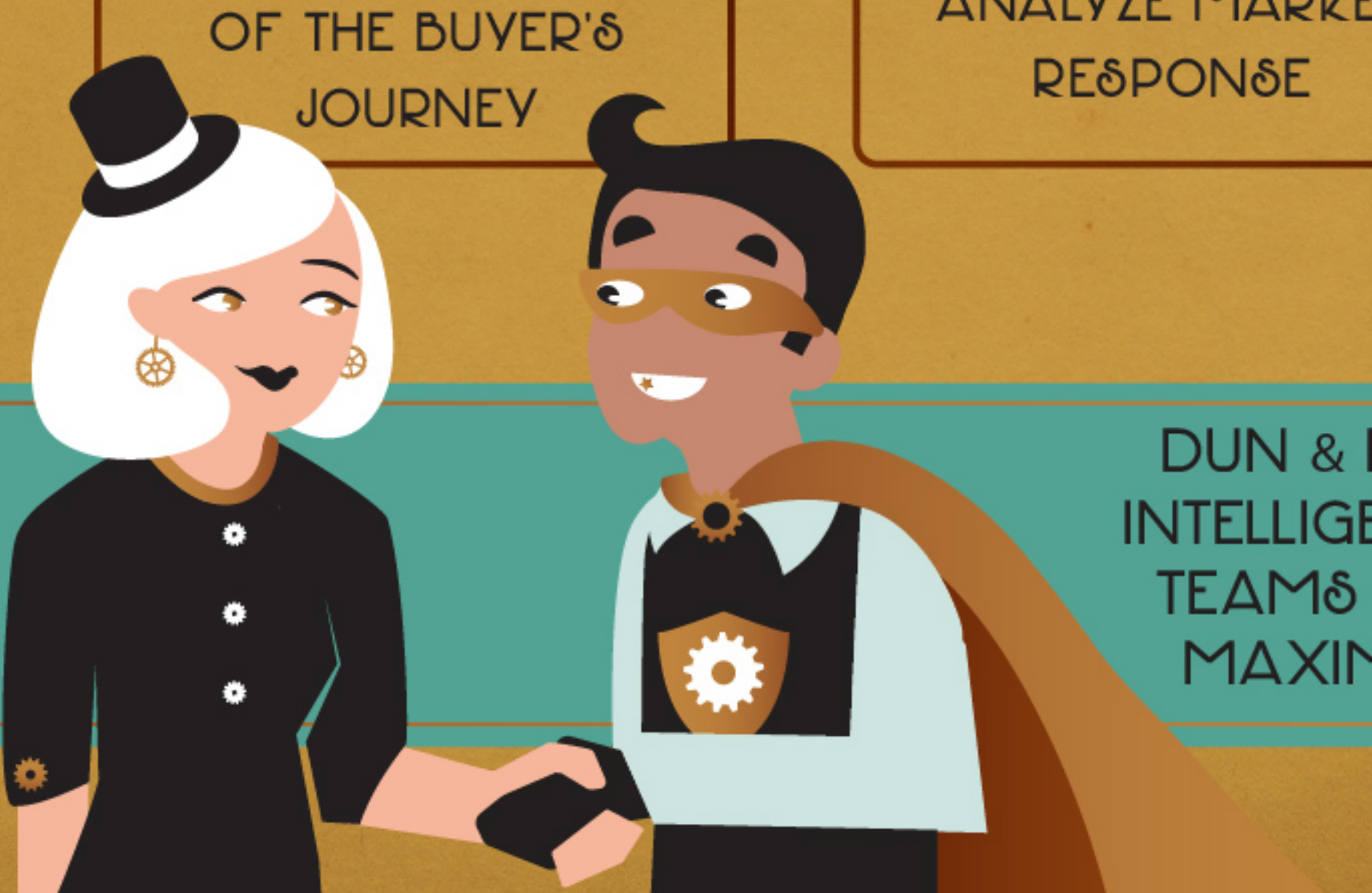
1
WITH INSIGHT, SALES
TEAMS CAN SHAPE
INTERACTIONS
ACROSS EACH STEP
OF THE BUYER'S
JOURNEY



2
MEASURABLE GOALS
HELP TO GAUGE
SUCCESS, AND
ANALYZE MARKET
RESPONSE



3
ADJUST, REPEAT
AND SET NEW
TARGETS TO
EXPAND YOUR
REACH



DUN & BRADSTREET DELIVERS SALES
INTELLIGENCE THAT ARMS YOUR SALES
TEAMS TO CLOSE MORE LEADS AND
MAXIMIZE NEW CUSTOMER VALUE.

LEARN MORE ABOUT THE AGE OF THE CUSTOMER

THERE ARE FIVE MORE WAYS DATA CAN HELP CMOs OWN THE CUSTOMER EXPERIENCE. EXPLORE EACH OF THEM IN PREVIOUS INSTALLMENTS OF THE AGE OF THE CUSTOMER INFOGRAPHIC SERIES AT

www.dnb.com/connectors

FOR MORE INFORMATION

For more on how Dun & Bradstreet can help you thrive in the Age of the Customer, visit

dnb.com/cmo

SOURCES

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