



## BUYER'S GUIDE:

# 5 Essential Features of a Prospecting Solution





## SUMMARY

As organizations chase new revenue targets, sales leaders should examine technologies to add to their existing technology stack. It is imperative to understand exactly what your team needs to deliver the best sales outcomes. This may mean looking beyond sales force automation (SFA) and looking more granularly at the sales process.

Forward-thinking sales leaders have already prioritized technology initiatives; in fact, [TOPO Research's studies](#) show 50% of “high growth” organizations have 5 or more applications within their sales stack.

But unlocking the potential of existing technology applications requires complete and accurate contact and account data. Without it, common solutions that comprise enterprise-level sales stacks -- such as sales enablement platforms, automated dialers, lead management tools, scheduling software – become obsolete.

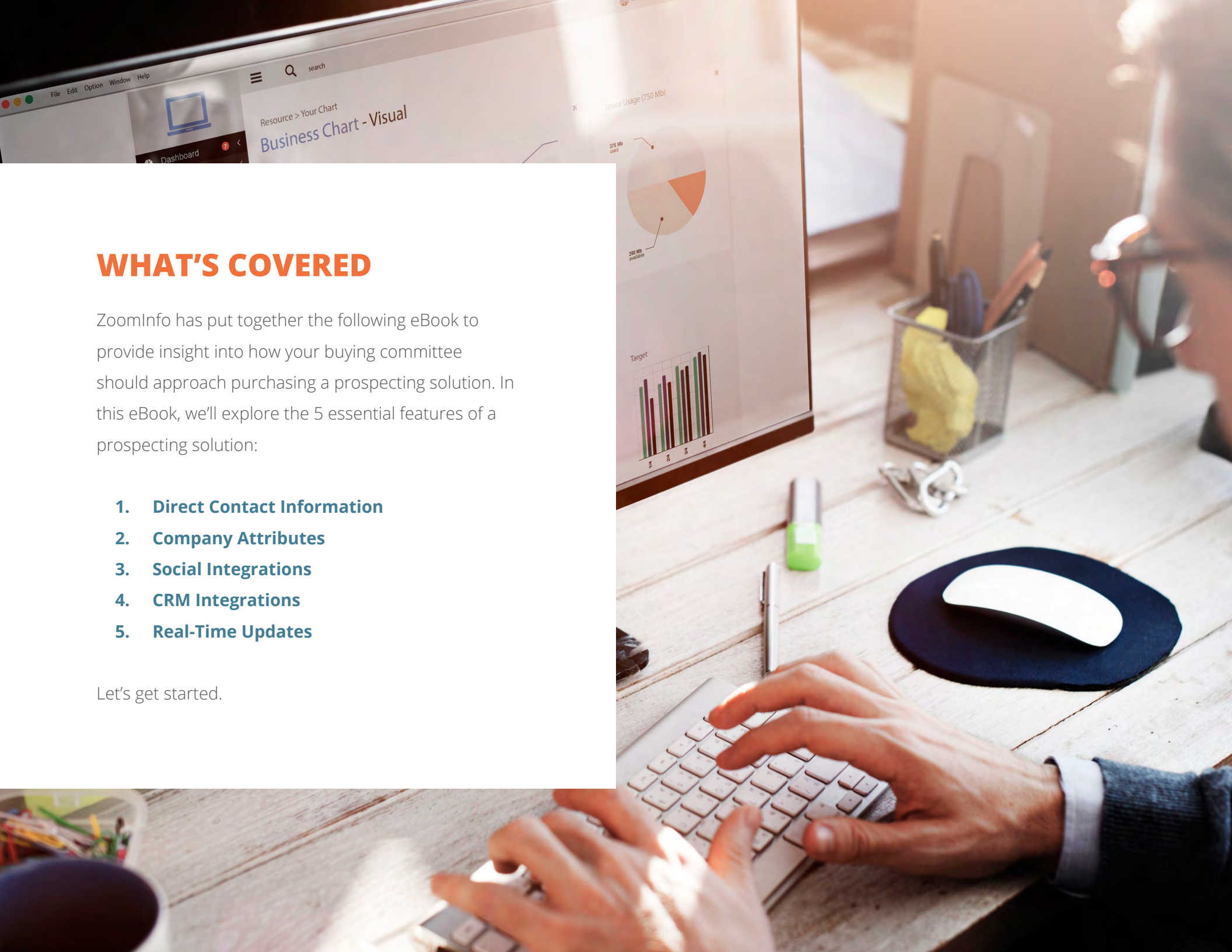


## WHAT'S COVERED

ZoomInfo has put together the following eBook to provide insight into how your buying committee should approach purchasing a prospecting solution. In this eBook, we'll explore the 5 essential features of a prospecting solution:

1. **Direct Contact Information**
2. **Company Attributes**
3. **Social Integrations**
4. **CRM Integrations**
5. **Real-Time Updates**

Let's get started.





# WHAT IS A PROSPECTING SOLUTION

For B2B sales professionals, prospecting is a necessary evil. Let's define how emerging tools help reps avoid tedious research and spend more time selling.



## WHAT IS A PROSPECTING SOLUTION?

# Sales Productivity, Maximized.

Over time, B2B prospecting solutions have gone through a tremendous maturation. What started as selling pure contact information has turned into an end-to-end solution comprising of features which empower sales teams to easily identify, connect, and engage with qualified buyers.

Today, the leading prospecting solutions consist of so much more than just direct phone numbers and email addresses. They also include key background information and other features, which allow your team to increase their sales productivity.




### Choosing the right prospecting solution.

In terms of the vendor, the quality of the database, depth of its coverage, and how well each vendor's solutions integrate with the rest of tools in an organization's sales technology stack and daily workflows should be explored.

With a well thought-out process, these buying considerations can be adequately vetted, ensuring a smooth selection. With a small amount of legwork, organizations can run their own vendor bake-off between B2B prospecting solutions find out which solution

offers your business the most relevant contacts specific to your total addressable market (TAM).

Let's dive deeper into the 5 essential features you should keep top-of-mind while purchasing a prospecting solution for your organization.



# FEATURE #1

# DIRECT CONTACT INFORMATION

Excuse the cliché, but sales is still a contact sport.  
How do B2B prospecting solutions help? Let's review.

## FEATURE #1 DIRECT CONTACT INFORMATION

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Bypass  
gate keepers,  
switchboards,  
and other  
bottlenecks.

As a sales professional, you know the snowball effect of incomplete B2B contact data. Without direct dials, connecting, engaging, and converting customers becomes a tedious process.



### On-demand contact data


At the core of any prospecting solution's value proposition is maximizing outreach and productivity. MarketingSherpa reports that B2B contact data decays at a rate of 22.5 percent annually; thus, manual research as a tactic is inefficient and will not work at scale.

To that point, it's important to understand how much of your **Total Addressable Market (TAM)** a prospecting solution can provide your team with access to. After all, consider how much time can be saved with access to direct contact information, like email addresses and phone numbers.

22/5

Did you know it takes 22 minutes to connect using switchboard numbers (source: *VorsightBP*)? With direct phone numbers, however, it only takes 5 minutes.





# FEATURE #2

# COMPANY ATTRIBUTES

Go beyond basic firmographic and demographic criteria to capture the best logos that make up your account universe.



## FEATURE #2 COMPANY ATTRIBUTES

# Prospecting at an account level.

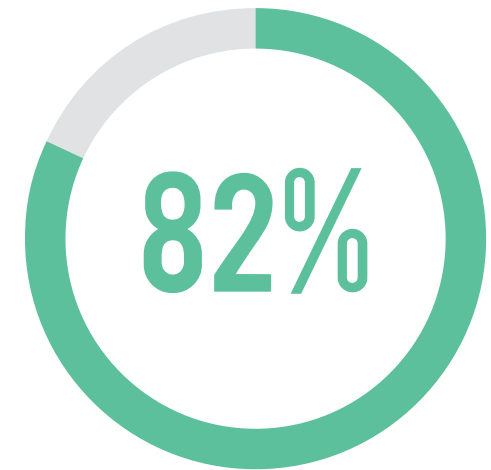
Companies buy, but people decide. Fortunately, the best prospecting solutions offer tools that help teams identify ideal accounts to target and connect with the buyer personas within them.




### Personalization wins, always.

Most organizations understand the demographic and firmographic characteristics of their best buyers. But finding look-a-like accounts is an issue. With a prospecting solution, sales teams can easily find more accounts and prospects to target by leveraging search tools that include relevant criteria filters, such as technology profiles, department structure, location, and more.

Using the power of prospecting solutions, you can understand each account's preferences and tailor content, cutting through the noise and driving more conversions.



According to *MarketingSherpa*, 82% of prospects value content made for their specific industries



## FEATURE #3 SOCIAL INTEGRATIONS

Social selling is not just another vague industry buzzword. It's an actual strategy that successful sales reps are implementing in their day-to-day activities.



## FEATURE #3 SOCIAL INTEGRATIONS

# Access contact information where you prospect.

Stop wasting time researching your prospects and digging for direct contact information. There are ways to connect with decision makers faster and simplify your workflow.



**Peter J Weyman**

2nd PREMIUM

Chief Revenue Officer

Greater Boston Area | Information Technology and Services

Current ZoomInfo

Previous Tribune Worldwide (Bahamas) Ltd., TCMPi - The Corporate Marketplace, Inc., Newell Rubbermaid

Education Massachusetts Institute of Technology

Connect

Send Peter J InMail

500+  
connections

### LinkedIn is a great source for research, but outreach?

The idea is, social media channels, like LinkedIn, allow sales professionals to learn about their prospects (i.e. what types of articles they're sharing and what groups they're a member of). You can then provide value and engage with them on a more personal level. As such, it has become an important resource in and of itself.

With a prospecting solution, however, you can take things to the next level. Rather than switching between research mode and outreach mode, you're able to streamline your workflow. A tool like ZoomInfo's ReachOut, for instance, allows sales reps to find direct contact information while viewing LinkedIn profiles and pass that information directly to your CRM.



Did you know that social sellers realize a 66% greater quota attainment than those using traditional prospecting methods (source: *Sales Benchmark Index*)

# FEATURE #4

# CRM INTEGRATIONS

CRMs are a nuisance for sales reps. Logging bits of activity and data is time-consuming and inefficient. Learn how prospecting solutions help bridge the gap.

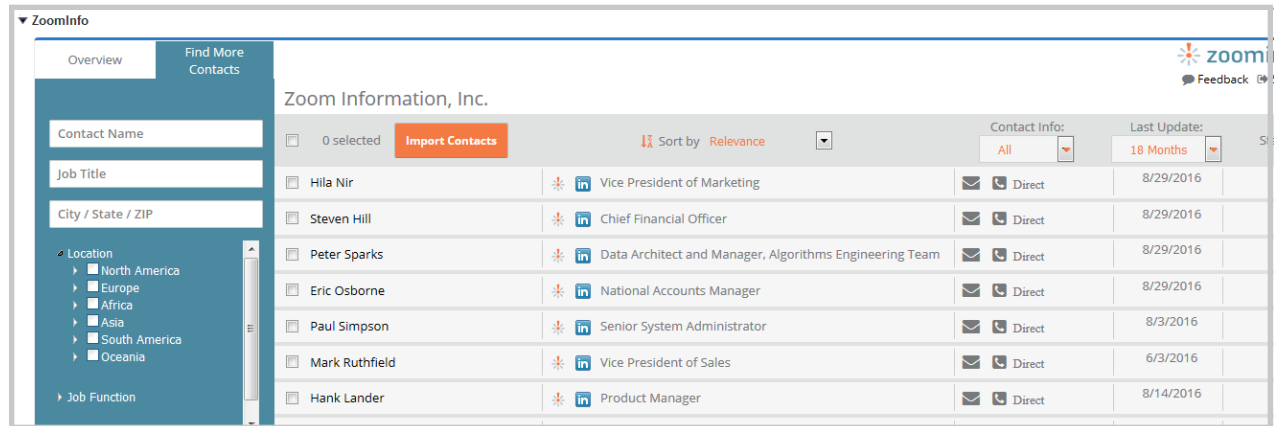




## FEATURE #4 CRM INTEGRATIONS

Transform  
CRMs from  
a place of  
record to a  
prospecting  
environment  
for sales reps.

According to SiriusDecisions, 65% of companies believe their sales representatives spend too much time on non-selling activities, such as research and manual data entry.



### CRMs fail to serve sales reps on the front line (until now!)

"What I've found is, over time, there has been this boomerang effect where companies have gone back to CRM and SFA, and these applications have become systems of record," Doug Landis, Vice President of Sales Productivity at Box, told Forrester Research. "SFA is driven by sales ops and informs the business of where revenue is coming from and where we need to invest, but it's less useful for individual sales reps." ([Source: Forrester Research, How To Improve Your Top Line With Salesperson-Centric Software](#)).

To counteract this dilemma, organizations are investing in prospecting solutions that help drive better efficiency and effectiveness right within their enterprise CRM. As such, you should prioritize solutions which have robust integrations with enterprise CRMs.

This way, not only is data management for existing and future prospect information is automated, but your sales team has access to the same tools that help identify and connect with new accounts and prospects without ever leaving your CRM.



## FEATURE #5

# REAL-TIME UPDATES

Account and contact level information changes by the second. Let's review how prospecting solutions keep your team ahead of data erosion.



## FEATURE #5 REAL-TIME UPDATES

In terms  
of CRM  
integration,  
another huge  
consideration  
is data erosion.

Studies show that, every minute, four organizations will switch locations and 76 people change jobs or their roles. Consequently, your prospect and customer data goes stale by the second and the last thing you need are unreachable contacts.

ZoomInfo

Overview Web Mentions

Ryan Hadfield | Not the right person?

Name  
Ryan Hadfield

Title  
Content and Communications Specialist

Direct Phone [Reveal Info](#)

Email

Company  
Bridgeline Software Inc

Company  
Bridgeline Software Inc

Address  
10 Sixth Road, Woburn, Massachusetts, 01801, United States

Website  
www.bridgelinesw.com

Phone  
(781) 376-5555

Fax  
(781) 376-5033

Employees  
141

Revenue  
\$23.9 Million

Description  
Bridgeline Software is a developer of web application management software and award-winning interactive business technology solutions that help organizations optimize business processes. The iAPPS Product Suite is an innovative SaaS solution that unifies Content Management, Analytics, eCommerce, and eMarketing capabilities enabling business users to swiftly enhance and optimize the value of their web properties. Combined with award-winning interactive technology services by Microsoft

Industry  
☒ Software Development & Design  
☐ Software  
☐ Content & Collaboration Software

[Update All](#)

Update contact and account level data in your CRM in real time.

B2B prospecting solutions protect your database and empower follow-up, with capabilities that alert you of missing and incorrect information on a field-by-field basis.

## CONCLUSION

Between its data, tools, and key integrations, ZoomInfo offers the most comprehensive prospecting solution in the B2B market place. Boasting a database of 175 million professionals and nearly 13 million companies, ZoomInfo has helped customers identify and connect with buyer personas for over a decade.

“

*ZoomInfo has helped the sales team at IBISWorld become more efficient and effective in their prospecting efforts, which has had a positive impact on the bottom line.”*

**ISAAC SATTEN**

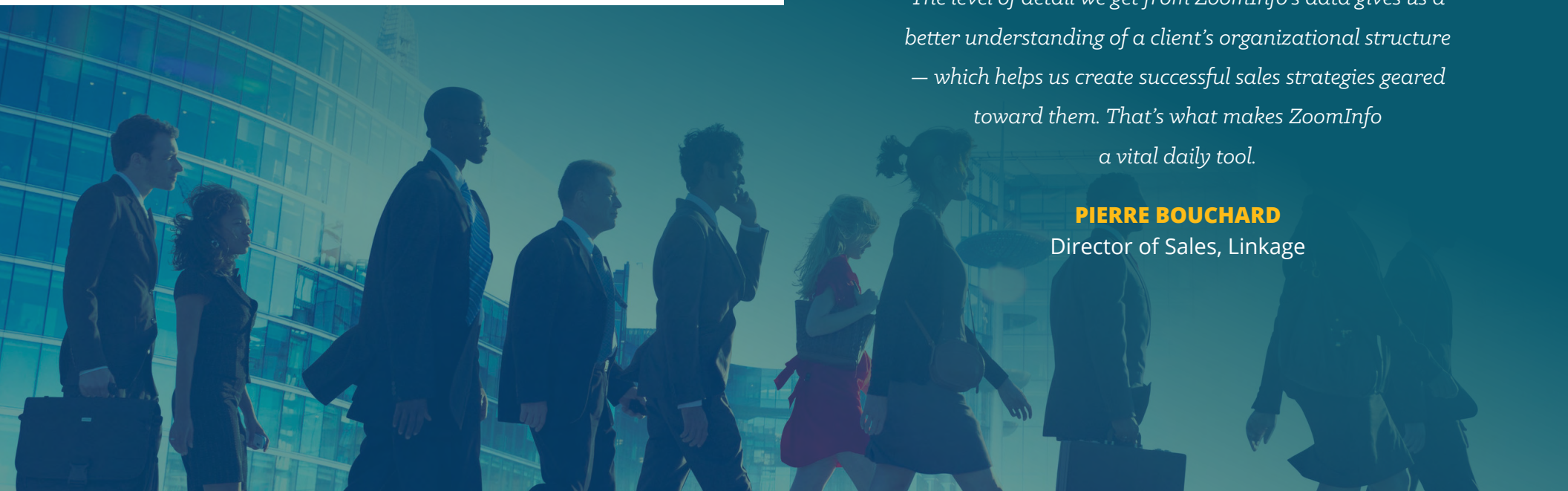
Data Marketing Manager, Eloqua

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*The level of detail we get from ZoomInfo’s data gives us a better understanding of a client’s organizational structure — which helps us create successful sales strategies geared toward them. That’s what makes ZoomInfo a vital daily tool.*

**PIERRE BOUCHARD**

Director of Sales, Linkage







Accelerate your growth with ZoomInfo.  
Visit [www.zoominfo.com](http://www.zoominfo.com) or call 866-904-9666 to find out how.

