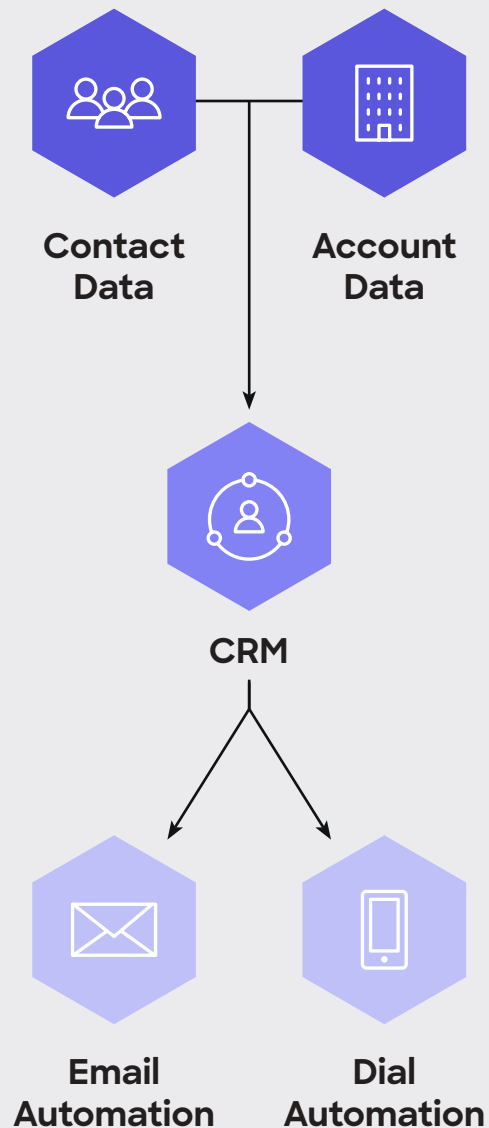




BUYER'S GUIDE:

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.

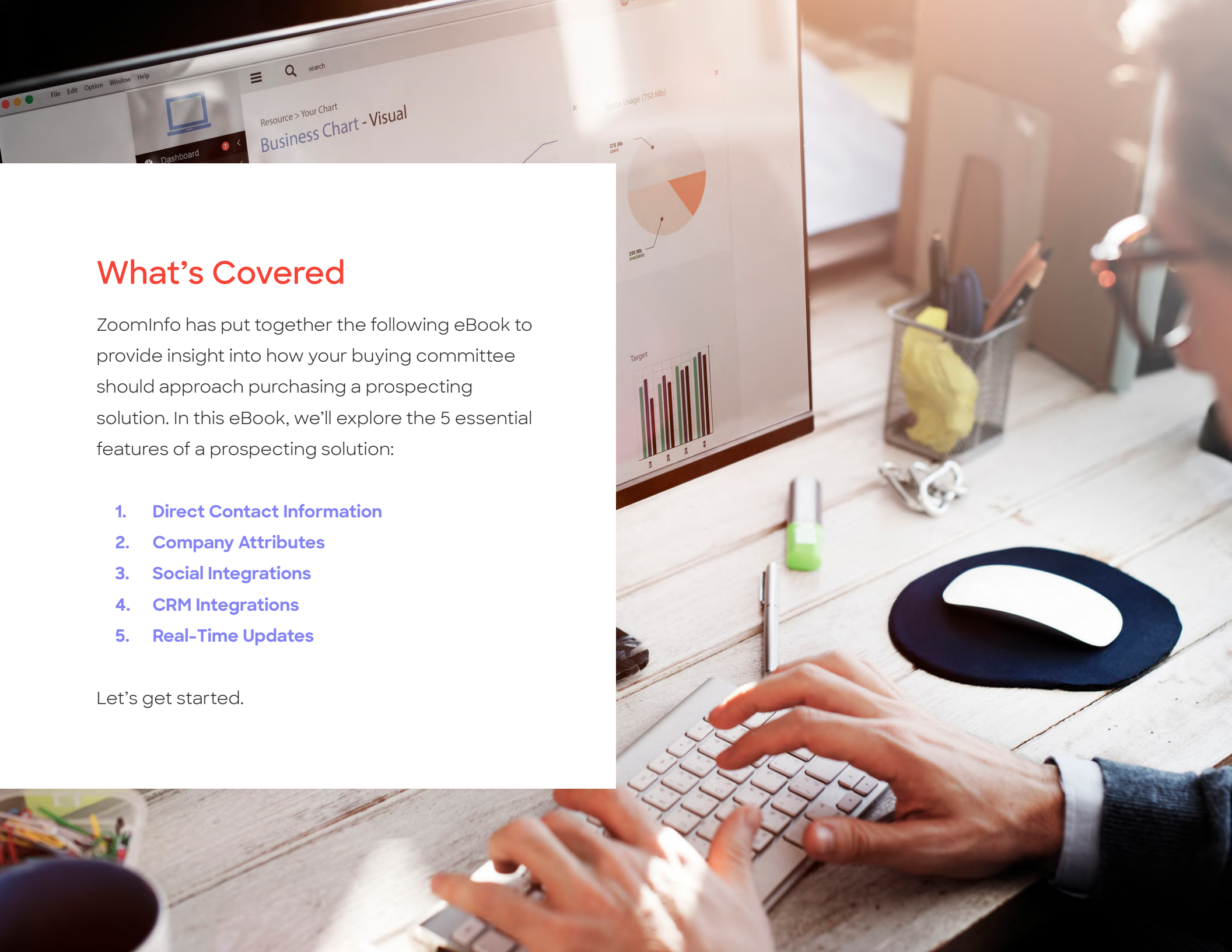
But unlocking the potential of existing technology applications requires complete and accurate contact and account data. Without it, common solutions that comprise enterprise-level sales stacks -- such as sales enablement platforms, automated dialers, lead management tools, and scheduling software --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

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

Driving more conversions is simple with the power of company attributes. Let's outline what that means for your business.



FEATURE #2

COMPANY ATTRIBUTES

Prospecting at an account level.

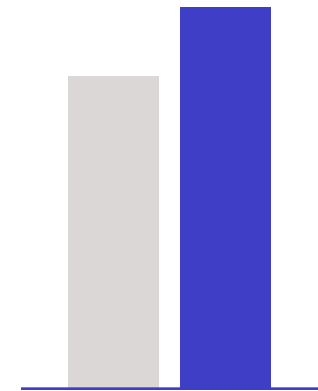
Companies buy, but people decide. Fortunately, the best prospecting solutions offer tools that help teams identify ideal accounts to target and connect with the buyer personas within them.



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.

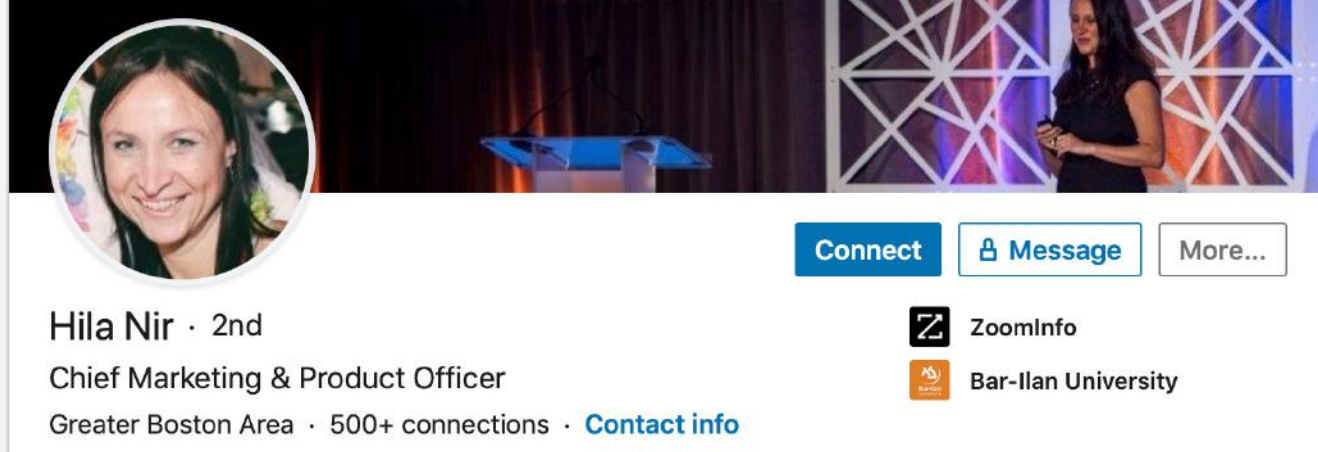


FEATURE #3

SOCIAL INTEGRATIONS

Access contact information where you prospect.

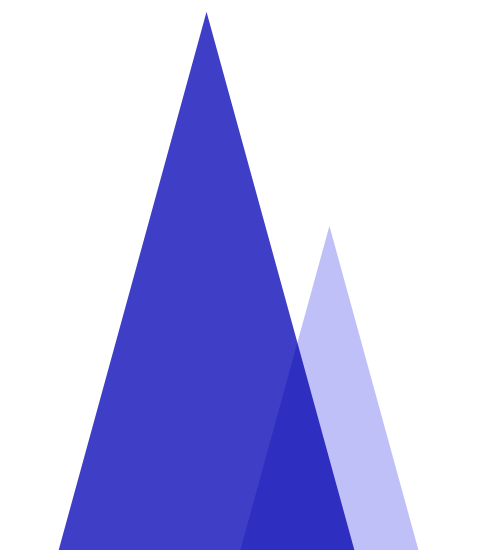
Stop wasting time researching your prospects and digging for direct contact information. There are ways to connect with decision makers faster and simplify your workflow.



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 Chrome extension, for instance, allows sales reps to find direct contact information during their day-to-day workflow.



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.

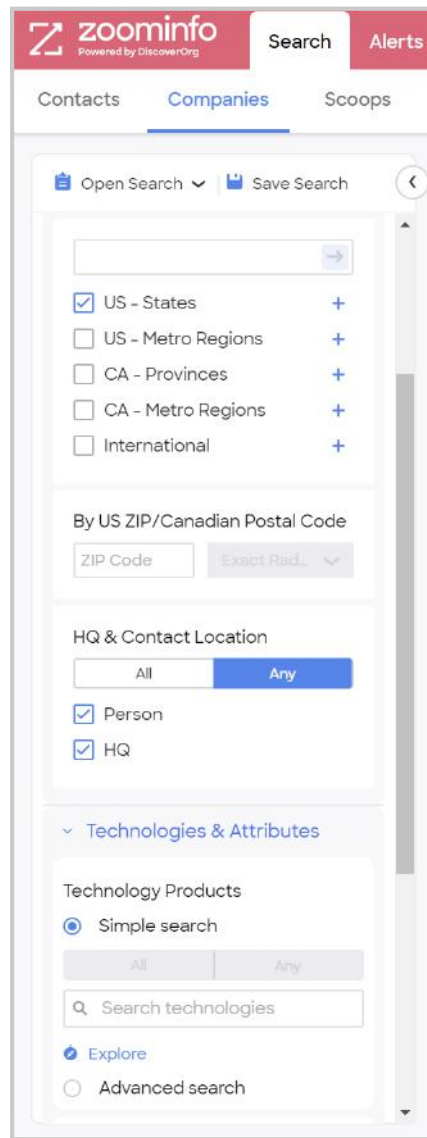


FEATURE #4

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.

The image shows a screenshot of the Zoominfo search interface. At the top, there's a red header with the Zoominfo logo (a stylized 'Z' with 'zoominfo' text) and 'Powered by DiscoverOrg'. To the right of the logo are 'Search' and 'Alerts' buttons. Below the header, there are tabs for 'Contacts', 'Companies' (which is selected), and 'Scoops'. The main content area has a search bar at the top with 'Open Search' and 'Save Search' buttons. Below the search bar, there are several filter sections. The first section has checkboxes for 'US - States' (checked), 'US - Metro Regions', 'CA - Provinces', 'CA - Metro Regions', and 'International'. The second section is titled 'By US ZIP/Canadian Postal Code' and has a 'ZIP Code' input field and an 'Exact Rad.' dropdown. The third section is titled 'HQ & Contact Location' and has a dropdown menu with 'All' and 'Any' (selected), and checkboxes for 'Person' and 'HQ' (both checked). The fourth section is titled 'Technologies & Attributes' and has a 'Technology Products' section with a 'Simple search' radio button selected, an 'All' and 'Any' dropdown, a 'Search technologies' input field, and an 'Explore' link. At the bottom of this section, there is an 'Advanced search' radio button.

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 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

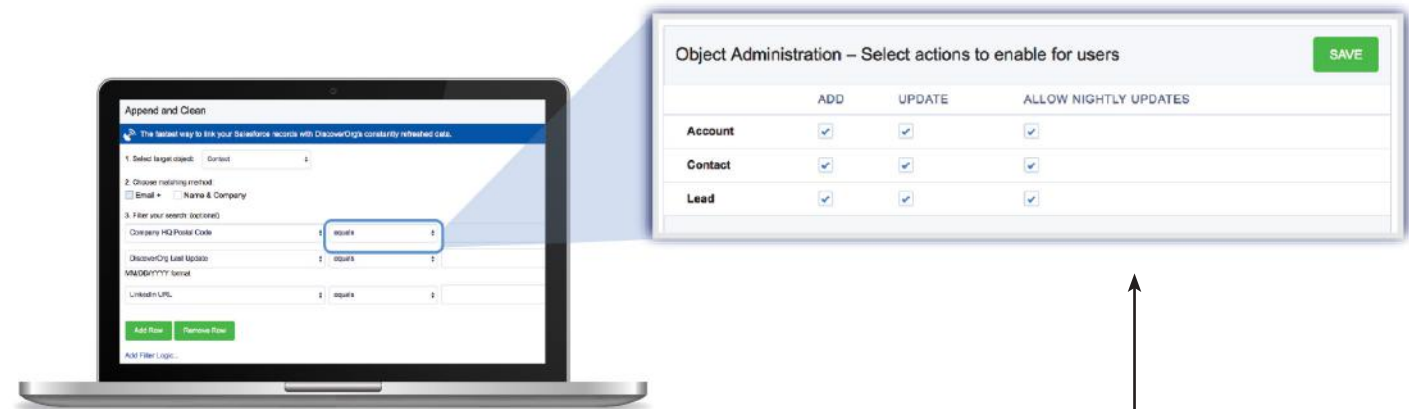
Account and contact level information changes by the second. Let's review how prospecting solutions keep your team ahead of data erosion.



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.

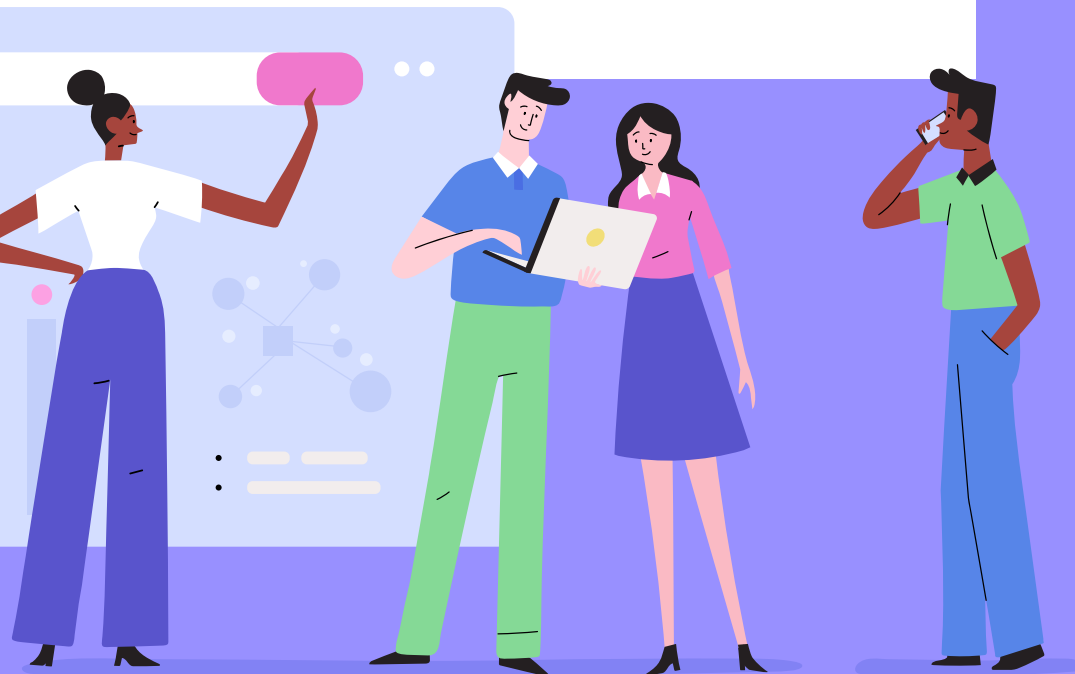


Update contact and account level data in your CRM in real-time.

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 integrations, ZoomInfo Powered by DiscoverOrg enables sales teams to accelerate productivity and effectiveness. With a database containing over 95% accurate information, you can start to reach out to your prospects with added confidence.



“The number one thing about ZoomInfo is that the data’s better than any other vendors!”

Chris Pham

Senior Director of Sales Development, Birst

“Sales likes ZoomInfo because it gives them the level of comfort and personalization that they need for target accounts, and helps them form a strong connection with those prospects.”

Brett Bonner

Digital Marketing Manager, Tangoe

Start hitting your number with ZoomInfo.

Visit www.zoominfo.com or call 866-904-9666 to find out how.

