

ACCOUNT-BASED SALES DEVELOPMENT (ABSD)

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TIRED OF CHASING PROSPECTS THAT NEVER CONVERT?



SDR teams have become an integral part of the modern revenue growth engine. But under constant pressure to perform, many SDR teams too often reward high levels of activity such as dials, emails, and meetings—with little regard for fit or conversion rates.

SHIFTING FOCUS FROM RANDOM LISTS TO TARGET ACCOUNTS?



Conversely, leading SDR teams focus on target accounts, exchanging high volumes of activity for fewer, more personalized, and resonant communications. These targeted outreach campaigns—segmented by vertical, role, technology, and other actionable intelligence—enable SDRs to personalize communications to multiple stakeholders at once, and speak to their specific pain points. In so doing, they realize better open and response rates, more scheduled meetings, and higher spend from existing customers.

To achieve results like these, sales teams need tools to identify and prioritize target accounts, expand their reach and intelligence within those accounts, and engage with the right people at the right time.

LOOKING FOR BETTER DATA TO FUEL YOUR ACCOUNT-BASED SALES DEVELOPMENT EFFORTS?

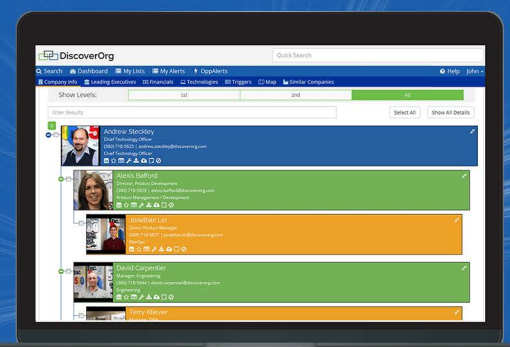


New sales technologies, including engagement platforms, dialers, and scheduling tools, enable highly customized and personalized multi-channel outreach at scale. Investing in technology promises greater tactical efficiency, but it only delivers when the data fueling the systems and outreach is accurate, actionable, and integrated. Bad data can be the single failure point in an otherwise successful prospecting campaign.

DISCOVERORG POWERS ABSD

By providing a steady stream of the most accurate account, contact, and buyer intelligence—including org charts, triggers, technographics, predictive intent data, and firmographics—DiscoverOrg enables SDRs to engage stakeholders at multiple levels within an account through highly personalized communication.

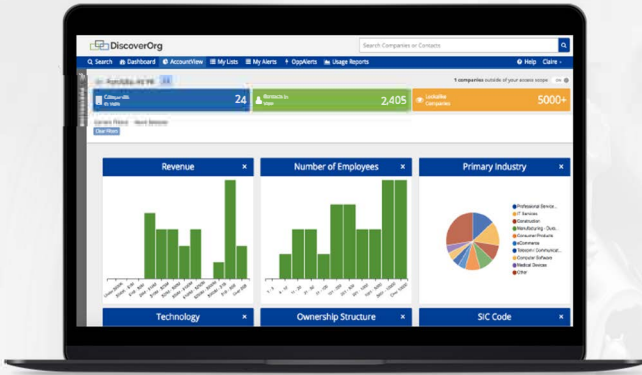
DiscoverOrg is a must for sales and marketing teams using Account-Based Strategies to drive high-velocity growth.



Many solutions claim the ability to deliver the right message at the right time to the right contacts at the right accounts. The difference?

We deliver on that promise. Here's how we do it.

IDENTIFY THE RIGHT ACCOUNTS



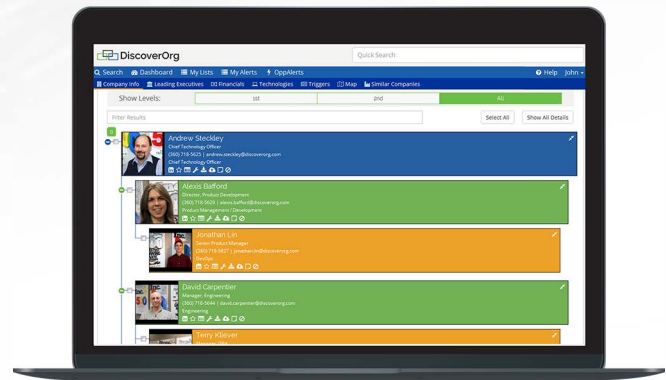
TARGET THE PROSPECTS THAT LOOK LIKE YOUR BEST CUSTOMERS

Uncover the defining attributes of your best customers, identify lookalike prospects, and build targeted lists for prospecting and outreach. Enable personalization at scale by finding accounts with similar technology profiles, purchasing signals, budgets, growth rates, firmographics, and more.

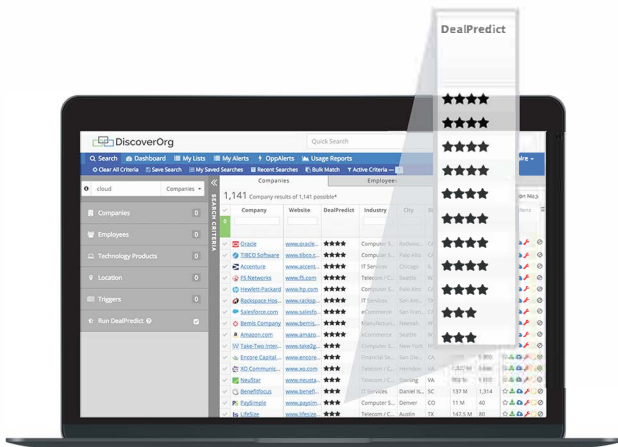
EXPAND REACH TO THE RIGHT CONTACTS

NAVIGATE ORG STRUCTURE & ENGAGE DECISION MAKERS WITH DIRECT-DIAL PHONE NUMBERS & VERIFIED EMAILS

Find the line-of-business contacts you need with a higher percentage of direct-dial phone numbers and verified email addresses than any other data provider. Leverage detailed org charts to see hierarchical relationships and identify key decision makers and influencers in IT, Engineering, Finance, Sales, Marketing, HR, and the C-Suite.



ENGAGE WITH THE RIGHT MESSAGE AT THE RIGHT TIME



ENGAGE THE BEST TARGETS & SET MORE MEETINGS

Tailor and personalize communications with insights drawn from over 60 data points tied to company and contact profile information. Score and rank accounts and contacts based on ideal customer profile criteria, buyer intent data, and triggers, to prioritize follow-up and engage with the hottest prospects first. Push our data right into the leading sales development platforms, including Outreach, Salesloft, and Tellwise, so you can work more efficiently.

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