

OneSource Offers Free Lead & Prospect Planner to Salesforce.com Users

Complimentary Business Service Helps Guide Prospecting & Lead Generation Efforts

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Boston, MA

OneSource Business Information Services is pleased to announce its complimentary Leads Planner, a new Web-based service that let's Salesforce.com users better target their prospecting and lead generation efforts as well as providing capabilities for market sizing and territory planning and alignment.

Using Leads Planner, users can easily research and identify the potential of target markets based on their specific criteria including location, company size, industry codes, and executive function, by tapping into the in-depth company and executive data within the OneSource Global Business Browser. Leads Planner provides benefits to sales and marketing in several ways:

- **Prospecting** – Busy sales professionals use Leads Planner to make sure they prioritize their prospecting efforts into areas that have the greatest opportunity
- **Lead Generation** – Marketing professionals leverage Leads Planner to make investment decisions for campaigns and marketing plans based on a better understanding of the size of the opportunity within each market segment
- **Market Sizing** – Product marketing professionals use Leads Planner to adjust investment by market segment and accurately identify potential growth areas
- **Territory Planning & Alignment** – Sales Executives use Leads Planner to determine the opportunity within each territory and ensure parity among sales territories

"This service is useful to business executives as well as to sales and marketing professionals in the trenches. In addition to helping with planning, the service helps sales professionals with their day-to-day prospecting efforts and marketing professionals with their campaign development, and it's easily accessible right through their CRM system," explains Brad Haigis, VP, Products and Content, OneSource.

About OneSource Information Services, Inc.

OneSource, an infoUSA company, delivers prospect and business intelligence information on millions of companies and executives worldwide – optimizing clients' sales and marketing efforts and assisting with business-to-business research activities. OneSource combines and organizes content from over 50 world-class suppliers and supports over 70 unique data fields, providing unparalleled data accuracy and information depth. OneSource is headquartered in Concord, MA, with offices located throughout North America, Europe and the Pacific Rim. For more information, please visit www.onesource.com

About infoUSA

infoUSA (www.infoUSA.com), founded in 1972, is the leading provider of business and consumer databases for sales leads & mailing lists, database marketing services, data processing services and sales and marketing solutions. Content is the essential ingredient in every marketing program, and infoUSA has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The infoUSA database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use infoUSA's products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. infoUSA headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To know more about Sales Leads, click www.infousa.com. To get a 72-hour free trial and 100 free sales leads, click www.salesgenie.com.