OneSource iSell®

from infogroup

iSell for Salesforce

Transformational Sales Prospecting Tool Integrated Into Salesforce: Actionable Prospects Organized and Prioritized within Your CRM

OneSource iSell for Salesforce helps sales teams optimize the prospecting process by targeting high-value opportunities, prioritizing and organizing prospects, reducing research time, and focusing reps on selling activities. iSell for Salesforce tracks the ideal targets for each rep and continuously delivers the most timely and relevant opportunities based on their profile, all within Salesforce. Prospects are automatically prioritized based on the timeliness and actionability of the opportunity, and sales reps can organize them into lists to keep focused.

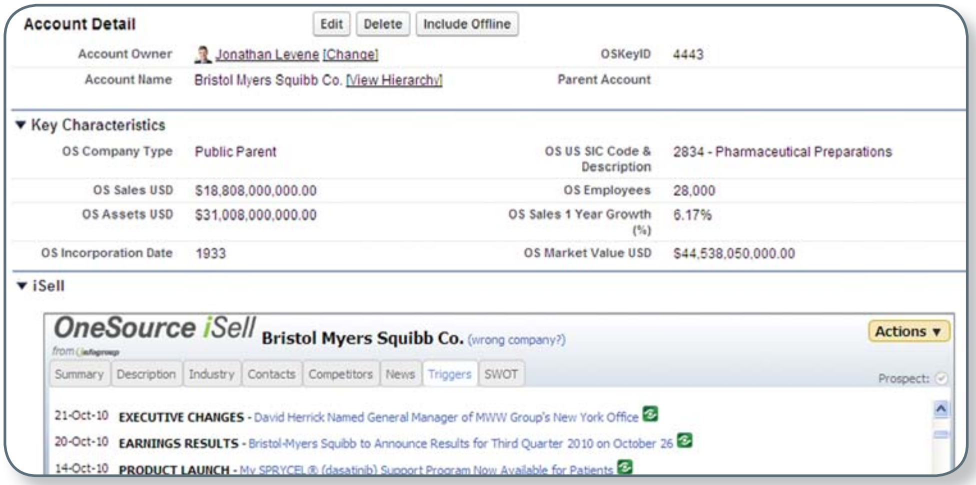
By delivering accurate and complete company and prospect information within the CRM, iSell for Salesforce also dramatically reduces research time. iSell is fully integrated with **LinkedIn**, allowing users to prospect, network, and conduct contact management activities, all in one place. With a comprehensive view of prospects, reps can focus on quickly qualifying leads, building relationships, and developing deals that result in greater revenue – while simultaneously improving data quality in Salesforce.

Target High-Value Opportunities

iSell for Salesforce provides real-time trigger events that indicate a selling opportunity. Sales reps can get notified of over 30 types of triggers which are automatically detected from news, website changes, and SEC filings. Alternatively, reps can define their own triggers particular to their business. Once notified, they can be the first to act with a reason to call as an event occurs.

Prioritize and Organize Prospects

From within Salesforce, sales reps can build prospect lists, rate prospects, and drag & drop them between lists to stay focused on particular initiatives or campaigns. Within each list, iSell for Salesforce automatically prioritizes prospects based on whether an email or phone number is available, as well as recent, relevant trigger events at the company. This helps reps target the best prospects to engage first.



iSell's Quick Profile mashup on Account, Lead, and Opportunity records delivers trigger events that indicate selling opportunities - each of which can be shared with team members via Salesforce Chatter.

The OneSource LiveContent™ Advantage

- Only OneSource combines content from over 50 leading suppliers in addition to thousands of feeds ranging from structured company data to social media.
- Our Live Content process goes beyond simply aggregating data. It selects the most accurate content from each source, and then validates data by checking content sources against each other to develop the most accurate profiles for companies and contacts. For example, a contact profile can fuse a bio from Thomson Reuters, an email from Jigsaw, and a photo from Zoominfo.

iSell for Salesforce Provides over 30 Types of Sales Triggers including:

- Executive Changes
- Product Launches
- Joint Ventures & Partnerships
- Mergers and Acquisitions
- Office Opening/Closings
- Hiring Initiatives & Layoffs

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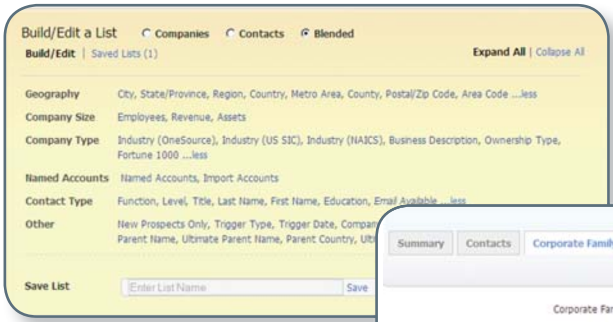
Less Time Researching, More Time Selling

iSell delivers high-value, time-sensitive business information at your fingertips from within Salesforce. iSell's Quick Profile mashup enriches existing Account, Lead, and Opportunity records to help reps qualify leads and prepare for a call without wasting time researching information outside Salesforce. Company information available from the Quick Profile includes in-depth company profiles, SWOT reports, competitor lists, corporate family relationships, financial data, executive contacts, and industry sales primers.

Populate, Cleanse, and Automate your CRM

With iSell for Salesforce, sales reps can easily populate and update company and contact information in Salesforce Account, Lead, and Contact records. iSell's Data-as-a-Service functionality allows for Scheduled Mass Updates, as well as Live Record Matching. This improves data quality by standardizing data and populating missing fields, increasing the completeness and consistency of prospect and customer information. Better data quality helps you realize the benefits of your CRM investment through improved lead assignment accuracy, improved reporting accuracy, fewer territory conflicts, and more opportunities for workflow and approval automation.



Build detailed prospect lists based on criteria such as title, industry, company size, geography and more...

Get contacts across corporate families to leverage existing wins.

Benefits	Key Features
Target high-value opportunities and be the first to act with a reason to call a prospect	**Real-time Sales Triggers:** • Setup notifications on over 30 different types of trigger events detected from news, website changes, and SEC filings • Create custom triggers appropriate to your business • Receive trigger notifications via iSell, email, or Salesforce Chatter when shared by a colleague
Prioritize and organize prospecting activities within Salesforce, targeting the best prospects to engage first	**Prospect List Creation & Management:** • Build prospect lists based on criteria such as title, industry, company size, geography and more... • Automatically prioritize prospects in each list based on depth of data, as well as recent trigger events at the company • Drag & drop contacts and companies into lists
Quickly qualify leads and prepare for calls, spending less time researching and more time selling	**Comprehensive Business Information:** • Enrich Account, Lead, and Opportunity records with company and contact information via iSell's Quick Profile mashup • View LinkedIn® profile directly within Salesforce • View all company contacts, drill into corporate family trees, read the latest news and triggers about a company, get company financials and SEC filings, get SWOT report and list of competitors • Get industry overviews and talking points
Improve reporting accuracy, reduce territory conflicts, and automate processes	**Data Population, Standardization, and Cleansing:** • Populate/update Account, Lead, and Contact fields with standardized data • Perform Scheduled Mass Updates and Live Record Matching • Import corporate parent links when updating an existing Account • Powerful duplicate identification and avoidance capabilities when sending records to Salesforce
Customize OneSource data population to fit your sales process and the needs of multiple teams or organizations	**Data Mapping & Customization:** • Map & populate custom fields in Account, Lead, and Contact records • Use record types to customize population of OneSource data for multiple teams or organizations • Customize picklist values to use when populating industry and ownership fields

For more information:

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