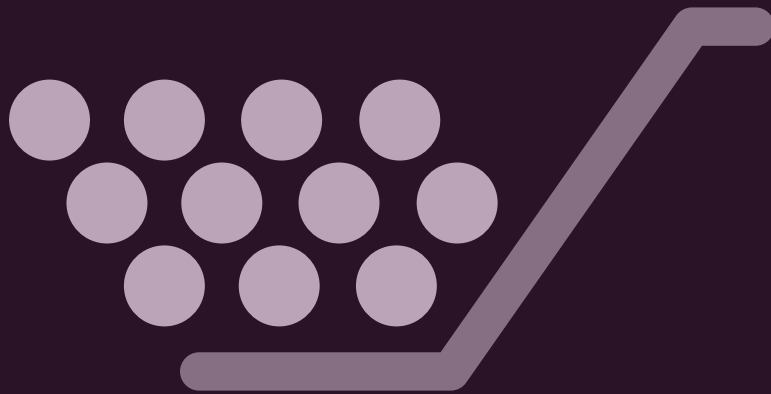


Increase revenue through intelligent, effective and efficient sales activities and gain unique insight into your customers business environment.



# Sales Intelligence Service Synopsis

Sales intelligence helps enterprises of all sizes identify and target the right customers for their products and services. In today's highly competitive selling environments, companies need to implement sales intelligence initiatives to increase sales and enrich quality leads in the pipeline. Sales intelligence provides unique insight into customers and their business environment. By analysing and evaluating this information, businesses can identify up-sell, cross-sell and switch-sell opportunities. Increase revenue through intelligent, effective and efficient sales activities and gain unique insight into your customers' business environment.

## Sales Intelligence Expertise

Clear Intelligence has provided expert sales intelligence services since the mid-nineties. Our clients include multinational corporations, Fortune 500 companies, small enterprises and non-profit organisations. Our highly experienced specialists cover the complete range of sales intelligence functions, across all sectors.

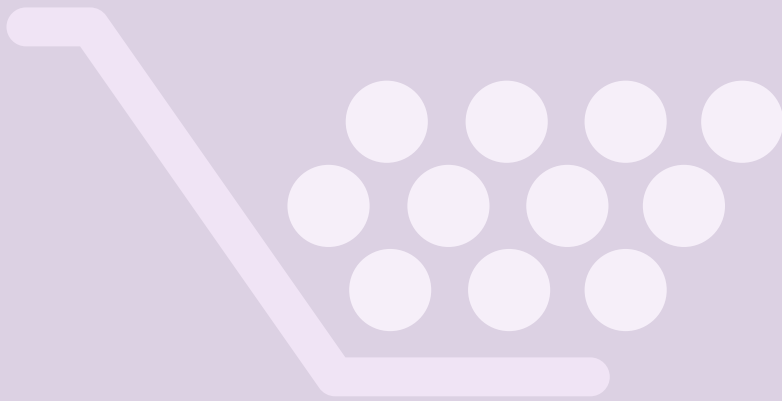
### Prospect Lists

#### Highlights

- Pre-qualify leads before you call, with information such as number of employees, turnover and so forth
- Easily import your data into a CRM system, Word, Excel, or virtually any application
- Data is sourced from Companies House
- Customisable Excel lists can be sorted into different categories
- Essential for both sales and direct marketing activities

#### Benefits

- Clear Intelligence provides you with complete ownership of lists – no time limited restrictions such as those imposed by other major data list providers
- Realtime accurate data – as opposed to data that is 12 months old!



### Telemarketing Lead Generation

#### Highlights

- Create targeted lists that focus on your best opportunities for sales
- Provides the most relevant contact – making it easier to get past the gatekeeper
- Pre-qualifies leads before you call with valuable insider information, such as a good time to call, responsibilities etc

#### Benefits

- Increases operational efficiencies by cleaning, consolidating, and enhancing data
- Increases value versus volume of information
- Reduces workload allowing your team to focus on core activities
- Accelerates business development and growth
- Increases your company presence
- Provides immediate feedback, trends, competitive information and notifications of clients' changing requirements

### Company and Financial Profiles

#### Highlights

- Financial data on customer revenue, profit/loss and liabilities, company ownership and subsidiaries, key business drivers
- Interactive links to resources such as maps, headquarters information, corporate family trees and company websites

#### Benefits

- makes your conversations more relevant by gaining a more complete view of your customers
- Provides intelligence on your 'must win' accounts or potential partnerships
- Looks at key drivers of potential clients and alliances to align your company's capabilities with their requirements
- Financial profiles provide financial stabilities of customers and suppliers
- Assesses credit ratings
- Potential influences through subsidiaries or ownership
- Analysis of profit loss and liabilities alongside revenue provide a true position of a potential client, partner or supplier

“ Over the last six months, Clear Intelligence has helped my team identify over 2000 Northampton businesses. Invaluable information – **which includes specific company contacts** – is supplied in a truly accessible, manageable and automated format. This means we can easily implement the data into highly personalised sales and marketing campaigns. In the near future, we will be collaborating with Clear intelligence on further business development strategies, including our Work Based Learning programmes. ”

Laura Wood, Business Development manager,  
University of Northampton

#### Further information

**To find out how Clear Intelligence can help your organisation:**

call us on 0800 6122 674

or email [enquiries@clear-intelligence.com](mailto:enquiries@clear-intelligence.com)

Alternatively, visit [www.clear-intelligence.com](http://www.clear-intelligence.com)

