



## Creditsafe Prospects

Discover pre-qualified sales leads that best fit  
your business.



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# Fill your sales pipeline with your ideal clients

On average, 50% of prospects are not a good fit for the services they are being pitched, meaning your time, money and motivation could be being wasted on the wrong opportunities.

Creditsafe Prospects boosts your new business success rates with pre-qualified sales leads for your teams. Remove the time and effort wasted on poor-fit businesses by instantly discovering large numbers of companies that meet your ideal customer criteria.



# Accelerate sales with targeted and pre-qualified leads

Prospects gives your organisation access to 50 million business records, spanning 12 countries. Our data is updated daily from over 8,000 official and trusted sources, enabling you to fuel your team with the information they need to increase their efficiency and success rates.

By utilising the profile of your successful acquisitions and lucrative long-term customers, Prospects provides you with the ability to find look-a-like organisations, both domestic and overseas. Understand the size of your target market and quickly develop an effective strategy to fill your sales pipeline with viable opportunities.

## 40+ filters

Discover valuable opportunities by quickly refining your audience with over 40 filters.

## 50M businesses

Reduce prospecting time with one search to connect you with millions of businesses.

## 8,000 sources

Speed up account research with rich profiles and the option to add up to 90 additional fields from thousands of sources.



## Nail the perfect sales pitch every time



### Motivate sales with a continuous pipeline of leads

Save time and increase the motivation of your sales teams by feeding them a stream of pre-qualified leads. By verifying that each sales lead meets all of your ideal criteria, you can avoid wasted efforts on poor-fit businesses and increase the rate of success.



### Improve the quality of sales conversations

With rich firmographic, financial and credit information on each viable company, your salespeople will be armed with the tools they need to understand their leads and engage in more informed conversations.



### Pursue companies that can afford your services

Improve sales acceptance rates whilst building stronger relationships with your finance department. With the inclusion of financial and credit risk insight, you can ensure that each sale is pitched at the appropriate price and that the client is able to pay you on time.



## Pinpoint your most desirable sales leads

Refine and pre-qualify your sales leads with over 40 criteria. Real-time information from thousands of sources allows you to confidently build your audience of ideal customers and assure their ability to pay you.



Country



Region & Postal Code



Age of Business



Activity Code



Credit Score



Employee Numbers



Company Turnover



Office Type



Legal Form

[+ more](#)

# Enrich your lead records with data that empowers sales

Creditsafe holds one of the largest business information databases in the world, meaning you can enrich your lead records with up to 90 additional fields of valuable account level information.

**Pinpoint buying signals and enhance your understanding of each business with insightful data including:**



Director Information



Marketing Allowed



Key Financials



Trading Locations



Industry



Company Website



Contact Information



Credit Limit

## Built to be powerful, designed to be simple

The Creditsafe platform makes sourcing your leads fast and straightforward. Design your sales lead list by selecting your criteria and instantly view the impact each selection has on your audience size.

Prospects can then be accessed via the platform with easy-to-view profiles, or via .csv or .xlsx download files.



# The prospecting process



## 1. Select your location

Determine the location of your prospects from 12 countries including: UK, Ireland, Belgium, Netherlands, Italy, Germany, France, United States, Norway, Sweden, Luxembourg, Denmark.



## 2. Refine your profile

Our easy-to-use platform allows you to select the characteristics of your ideal leads with over 40 filtering criteria.



## 3. Extra insight added

Your lead list is enriched with additional company information to support your salespeople when they are researching leads and pitching to them.



## 4. Download your data

Access each company profile from within the Prospects platform or download your data so that you can upload it into your own lead management system.

# Frequently asked questions

## How often is the company data updated?

Creditsafe's data is refreshed daily from thousands of sources to ensure the information you receive is accurate and up-to-date.

## Do you have a list of all the criteria available to refine my lead list?

Yes, this is available on request from your Creditsafe representative.

## Can existing customers or selected businesses be excluded?

Yes, you can upload a list of exclusions. These can be applied individually to each lead list. We will match using Creditsafe's unique matching patterns and provide a list of successful exclusions.

## Is there a minimum and maximum number of records that can be downloaded?

There is no minimum number of records that can be downloaded. The maximum number of company records to be downloaded at one time is 50,000. As the data is up-to-date at the time of order, we recommend downloading the data incrementally at a size that is suitable for your organisation.

## In what formats can the data be downloaded?

Once a prospect list is determined, it can be downloaded in .csv or .xlsx format. Each time a prospect list is downloaded, the information will be up-to-date as of the time of the initial order.

# Frequently asked questions

## Can I use my prospect data list more than once?

Yes. Once downloaded, you can use the data for the length of your contract. However, if you intend to use the data for long periods of time, we recommend that you access the most up-to-date information by clicking on the Company Report from within the Prospects order, or by searching for the company within the Creditsafe Company Report search.

Please note that your order will expire after 3 months. After this time, you can no longer download the data from your Prospects dashboard. The expiry date is displayed on each order within the Prospects dashboard.

## Where is the data sourced from?

Creditsafe data is sourced from thousands of trusted and official sources. We work in close partnership with local registries, agents and other trusted providers in each country to ensure the legitimacy and accuracy of our data.

## Does the Prospect data include Telephone Preference Service or Marketing Permitted flags?

Yes, where available you can refine your search criteria based on whether they allow marketing. This information is available for the UK, Ireland, the Netherlands and Sweden

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