

Don't get blindsided by bad data

Your CRM is one of the most important tools in your sales team's arsenal. You rely on the data to target the right prospects, book sales calls and close deals.

But what if certain information is...



Missing?



Incorrect?



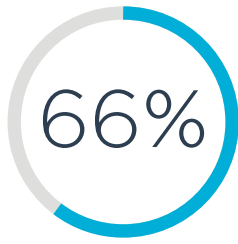
Duplicated?

How bad data hurts bottom-line sales

Sales leads don't close due to data quality*



*Source: Sirius Decisions



Client & prospect records contain data errors that directly affect sales*

Bad data isn't just a headache. It can result in...



Hundreds of hours wasted chasing bad leads



Sales deals rejected by your finance team



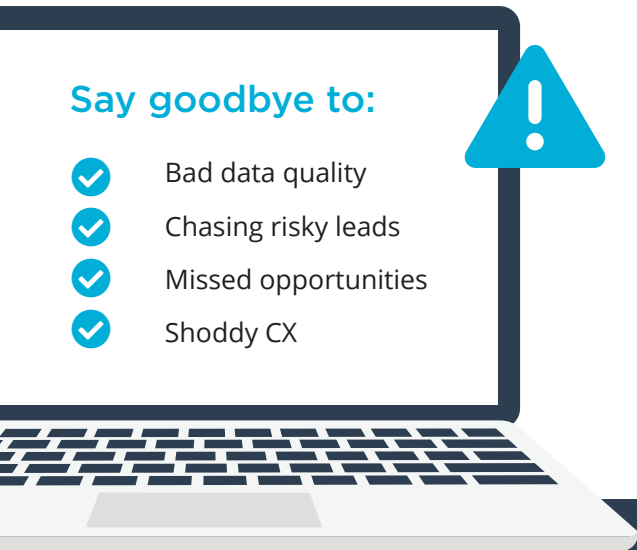
Lost sales commissions for your salespeople



\$9.7 million: The average financial impact of poor data on businesses**

**Source: IBM, The Big Cost of Data

That doesn't have to be your fate



Say goodbye to:

- ✓ Bad data quality
- ✓ Chasing risky leads
- ✓ Missed opportunities
- ✓ Shoddy CX

Meet the Business Intelligence Plus App for Salesforce

- Company Search:
- Monitoring:
- Matching:
- Enrich:
- Data Refresh:

- Over 365m businesses in 160+ countries
- Businesses across 44 countries
- Matching algorithm for 17 countries
- Account and lead records with 32 fields
- Every 14 days across 17 countries

Do your due diligence so you can hit your sales targets and get paid on time. To learn more, visit creditsafe.com

