

# SALES

## IS A LOVE AFFAIR

How To Target, Engage & Score

Successful sales professionals know exactly who to target, how to engage them, and how to close the deal. They build deep connections by holding relevant conversations and sending targeted content, developing a trusting, loving relationship.



### How Much Time Are You Wasting Researching?

42%

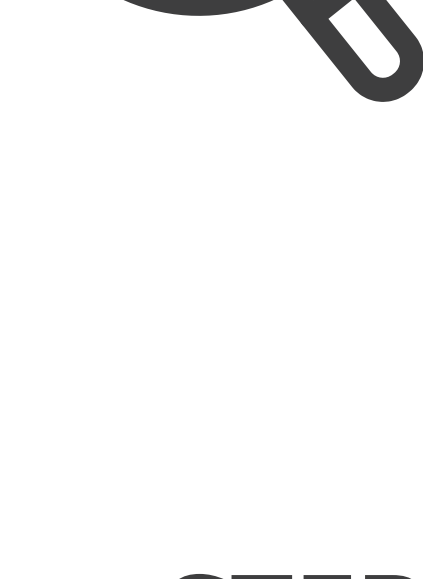
42% of sales reps feel they don't have the right information before making a sales call

24%

Up to 24% of a sales rep's time is spent researching prospects

32%

32% of time is spent searching for missing data & manually entering it into the CRM



Sales reps research up to 15 different sources to find information on prospects



## STEPS TO TARGET, ENGAGE & SCORE

### 1. Identify & understand your target market

Look at your data to identify your target audience:



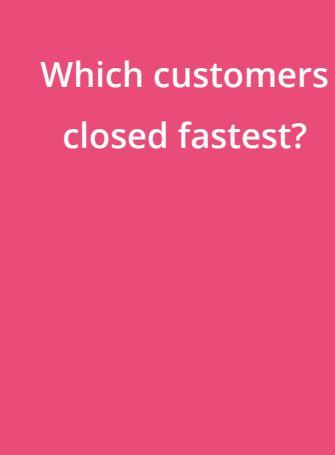
Who are your top performing customers?



Who are your best leads?



What were your biggest deals?



Which customers closed fastest?

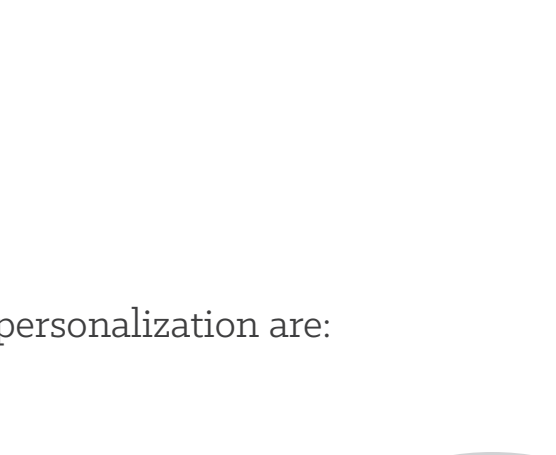
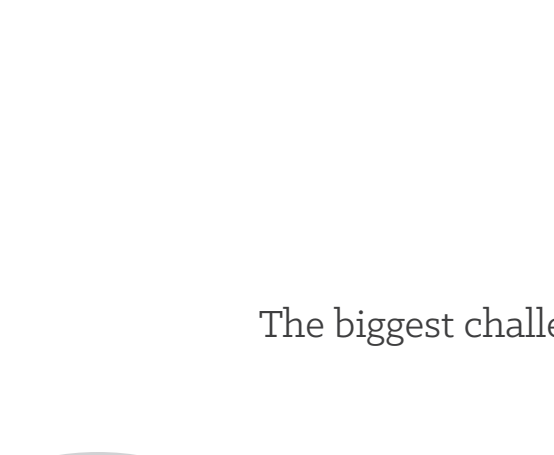
Does your sales team understand your buyers and how they want to be engaged?

Only **20%** of sales people add value to buyer conversations.



### 2. Segment your dataset

Once you've identified your target market, segment your audience in order to improve prospecting efforts. Doing so allows for you to personalize your messaging, emails, and content to each individual segment to increase relevancy.



The biggest challenges with personalization are:

40%

Gaining insight quickly enough

39%

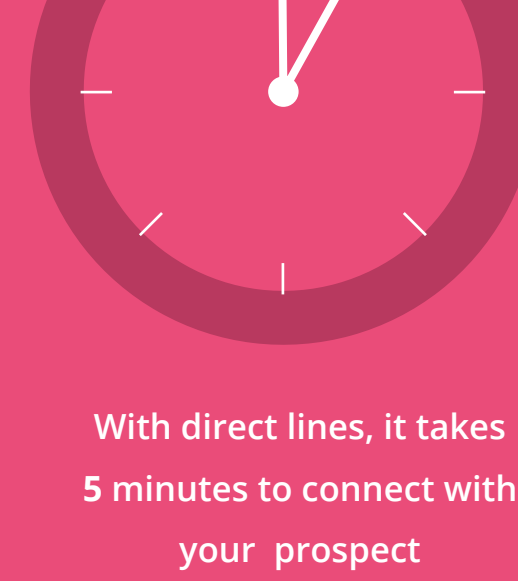
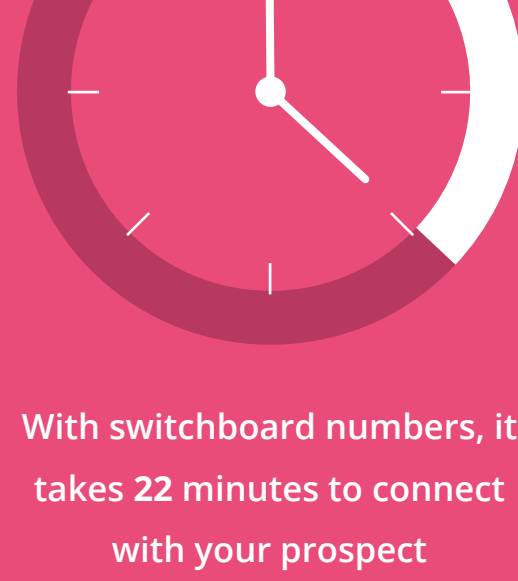
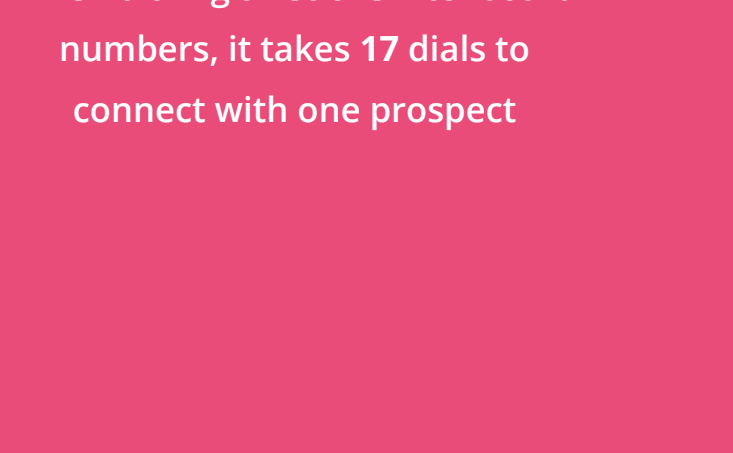
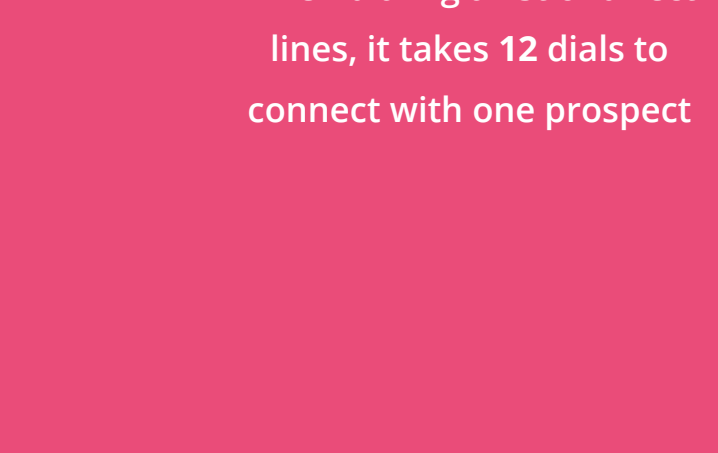
Having enough data

38%

Inaccurate data

### 3. Maximize your outreach efficiency

Maximize your outreach efficiency by ensuring you have accurate direct dial phone numbers and email addresses at your fingertips.



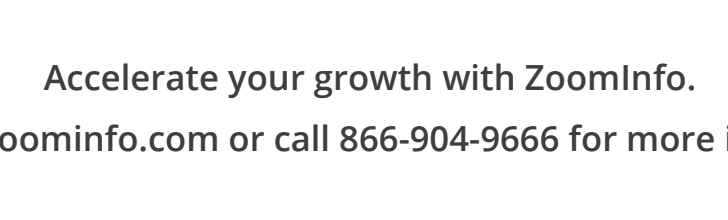
Based on a **95%** delivery rate, out of every 100 emails a sales rep sends, 2 result in a scheduled meeting



**75%**

If you have a delivery rate of **75%**, you'd have to send 133 emails to schedule 2 meetings.

That's **25%** more time being wasted due to inaccurate data



Accelerate your growth with ZoomInfo. Visit [www.zoominfo.com](http://www.zoominfo.com) or call 866-904-9666 for more information.

#### Sources

- <http://blog.zoominfo.com/how-to-increase-your-sales-productivity-stop-wasting-time-infographic>
- [http://cdn2.hubspot.net/hub/35287/file-33186251-pdf/docs/vorsight-research\\_the\\_science\\_of\\_prospecting.pdf](http://cdn2.hubspot.net/hub/35287/file-33186251-pdf/docs/vorsight-research_the_science_of_prospecting.pdf)
- [http://blogs.forrester.com/mark\\_lindwall](http://blogs.forrester.com/mark_lindwall)
- <http://www.demandgenreport.com/industry-resources/white-papers/204-calculating-the-real-roi-from-lead-nurturing.html#VjGu9s8B>
- [http://www.huffingtonpost.com/christopher-lester/7-stats-that-prove-email\\_b\\_5614903.html](http://www.huffingtonpost.com/christopher-lester/7-stats-that-prove-email_b_5614903.html)
- <http://www.cmo.com/articles/2015/2/18/mind-blowing-stats-personalization.html>