



Overview

The Need

To assist IBM Business Partners to increase sales of IBM products and services.

The Solution

IBM initiated an agreement with Dow Jones to provide IBM Business Partners with Companies & Executives, a powerful sales intelligence tool. The product is provided to Business Partners free-of-charge for one year, with three user licences. Full training and documentation are provided.

The Result

"IBM business partners are using Dow Jones Companies & Executives in three principal ways. They are generating rapid prospect lists from our company database. They prepare for sales calls and meetings in an intelligent and professional way. By proactively monitoring events and news in targeted companies, sales executives are more likely to strike at the most opportune times."

—Emma Farmer, Account Development Executive at Dow Jones

Dow Jones

IBM supports business partners with powerful sales intelligence tool

IBM mid-market division is helping business partners win new business and cement relationships with customers via a powerful sales intelligence tool from Dow Jones. Through an arrangement between the two companies, IBM provides business partners with the full Companies & Executives product, free of charge, for a one-year period.

Nearly 70 IBM business partners have already taken up the offer and are currently using Companies & Executives with impressive benefits for their marketing and sales operations.

"IBM business partners are using Dow Jones Companies & Executives in three principal ways," says Emma Farmer, Account Development Executive at Dow Jones. "They are generating rapid prospect lists from our company database. They prepare for sales calls and meetings in a professional way using Companies & Executives' company and people profiles. By proactively monitoring events and news in targeted companies, sales executives are also more likely to strike at the most opportune times."

Powerful sales intelligence

Selecting the best target prospects, approaching them at the right level and at the time they are most likely to buy, and displaying exceptional professionalism during the sales approach... in our opinion, these make up the essence of the most successful and professional sales operations.

Companies & Executives supports IBM business partners in each of these areas. The product contains detailed information on 19 million companies worldwide, and over a million UK organisations. Through easy access screens, the product is designed to help sales and marketing executives to quickly select companies by criteria such as geographical area, size and industry. More powerfully, companies could be targeted based on recent events specific to the organisation – for instance, immediately following an acquisition or the appointment of a new Executive.



Benefits

- Help define, explore and monitor the competitive landscape so you could enter new markets, refine strategy and compete more successfully.
 - More accurate, up-to-date information helps sales executives to target prospects more accurately.
 - Comprehensive company and contact profiling could help facilitate more professional sales calls and meetings.
 - Help speed up the business cycle by finding and acting on opportunities earlier – which could potentially lead to an advantage over competitors.
 - The speed and specific search criteria helps information on companies and contacts to be retrieved quickly, which may increase sales productivity by up to 75 per cent.
 - Locally input alert criteria automatically inform sales executives of key events and news. This can help users to make sales calls at times when needs are current and successful sales outcomes most likely.
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“We found Companies & Executives very useful in identifying lists of prospects for marketing campaigns, and supporting our telemarketing with accurate company profiles,” says David Forrest, Chief Executive at IBM Business Partner, Percipient Consulting. “We’ve already secured more than a dozen key leads from Companies & Executives.”

Sales executives can access Companies & Executives directly to prepare for sales calls or meetings. Armed with comprehensive and current information about a company’s finances, recent order successes, merger/acquisition activity, analyst reports and topical news, the sales executive’s presentation could be viewed as more professional and the prospect much more receptive to the sales dialogue.

Information within Companies & Executives includes complete company organisational structures, including parent and subsidiary links that may reveal additional sales opportunities. Individual details and profiles are also available for directors and senior executives, allowing approaches to be made at the most appropriate levels. Unlike trawling the Internet, which may provide endless mentions of a name or search expression, users could target information from Companies & Executives precisely on the relevant organisation and even on specific search topics related to the partner’s business interests.

“Where I am dealing with a contact who is too junior, Companies & Executives helps me to identify and profile the real decision-makers,” says James Gannaway, Business Development Director at IBM Business Partner, Integritie. “An informed approach allows me to pitch propositions to C-level sponsors and accelerate closure at operational levels. I have used this strategy to progress over 20 sales opportunities.”



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Sales opportunity alerts

One of the most powerful features of Companies & Executives is the ability to track key prospects and existing customers to help pinpoint sales opportunities. A sales executive can set parameters which instruct Companies & Executives to highlight via email alerts, whenever particular events occur within selected organisations. Companies & Executives can flag up a merger or acquisition, an executive appointment, a significant contract, a company comment on a specific topic or other major events.

Business partners have found the information within Companies & Executives extremely accurate and current. It is updated interactively on a continual basis from over 20,000 sources, including newsfeeds from Reuters and Dun & Bradstreet; local, national and international news publishers; newswires; transcripts of corporate earnings calls; and many trade and business publications. This is in addition to routine data from regulatory bodies, such as Companies House.

As a result, sales executives using Companies & Executives could potentially be better informed and more up-to-date than those competitors that have purchased corporate data from a conventional source or rely on surfing the free web.

In addition to a greater ability to research and ‘know’ prospects, Companies & Executives is also being used by IBM Partners to provide a more professional and responsive service to existing customers. Events and news alerts flagged in Companies & Executives helps allow account executives to proactively respond to situations as soon as they arise, often being able to discuss the implication of corporate developments as soon as, or potentially, even before, customers themselves become aware of changes.

Sales productivity

Dow Jones conducted a survey of the early IBM business partners using Companies & Executives. Half the respondees said that they used Companies & Executives at least twice a week, and a quarter used the product daily.

Prior to the implementation of Companies & Executives, sales executives were typically spending between three and eight hours a week researching company information. The productivity gains and accessibility of Companies & Executives resulted in 84 per cent of business partners spending less than two hours a week on better, more intelligent research.

The vast majority of IBM business partners rated the depth, timeliness, accessibility and accuracy of information within Companies & Executives as either good or excellent. In addition, there was an almost universal appreciation of the value provided by Companies & Executives in helping business partners to do their jobs.



Getting started

For IBM Business Partners to begin using Companies & Executives, registration and training are quick and straightforward. An online registration link is available directly with Dow Jones, who also provides full documentation and training. The free-of-charge facility lasts for one year and is based on up to three complimentary user licenses.

IBM sees Companies & Executives as a valuable tool to increase revenues through business partners and is strongly encouraging the take up and extended use of this powerful sales intelligence tool.

To take up this opportunity, use the link:

<http://solutions.dowjones.com/bpsalesworks/apply.aspx>

or contact Emma Farmer at Emma.Farmer@dowjones.com.

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