Prospecting

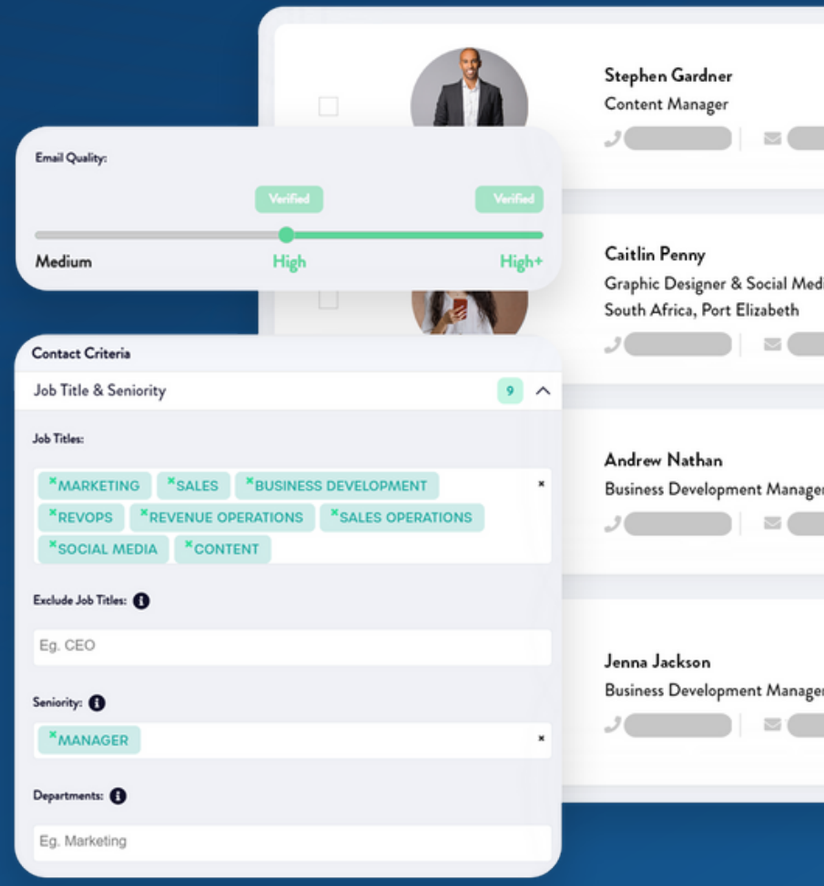
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Prospecting 101: Harnessing The Power of

Zymplify To Build An Always-On Prospect Pipeline

Ready to take your sales game to new heights? Brace yourself for the most exhilarating challenge in the sales process - prospecting! Sure, closing deals is important, but it all starts with attracting leads and leading them through the sales funnel. And that's where the excitement begins!

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Chapter 1: Introduction: Prospecting 101

Ready to take your sales game to new heights? Brace yourself for the most exhilarating challenge in the sales process - prospecting! Sure, closing deals is important, but it all starts with attracting leads and leading them through the sales funnel. And that's where the excitement begins!

Prospecting is the ultimate test of skill and strategy that most salespeople and businesses struggle with. How do you effortlessly attract the right customers while maximising returns with minimal effort? Fortunately, in today's digital landscape, a plethora of paid and free prospecting tools are at your fingertips, boasting time-saving features.

But with your busy schedule, who has time to research and test numerous prospecting tools? That's where this guide comes in handy!

Get ready to uncover the true potential of prospecting and unlock new sales opportunities with Zymplify. Are you prepared to embrace the excitement of prospecting as we journey together towards making your sales dreams a reality? Let's explore the possibilities and empower your sales strategy with Zymplify's expertise.



Chapter 2: What Are Prospecting Tools and Why Use Them?

Elevate your sales game to new heights with cutting-edge prospecting tools! These game-changing software solutions empower sales reps to streamline and automate their prospecting workflow, while also delivering crucial customer data insights right to the fingertips of your marketing and sales teams.

Imagine having the power to find qualified leads and analyse their intent before even reaching out to them, giving you the edge in every sales interaction. Say goodbye to manual prospecting and hello to an exciting new era of efficient, data-driven sales prospecting with these revolutionary tools!

Unleash the power of modern prospecting tools to supercharge your sales results! While the personal touch of relationship building is invaluable, staying ahead of the curve with the latest solutions is a game-changing strategy to generate more revenue in less time. Imagine turbo-charging your prospecting efforts with cutting-edge tools that give you unparalleled insights and capabilities. Embrace the future of sales prospecting and unlock new levels of success with these innovative solutions that maximise your efficiency and revenue potential!

You can apply prospecting tools for every stage of the marketing and sales prospecting process, including:

- Finding accurate contact data for your prospects
- Identifying high-quality prospects
- Qualifying and prioritise these prospects
- Engaging with your prospects

"'For outbound sales teams, prospecting software is essential to finding new leads and nurturing them into customers."

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Chapter 3: The 5 Benefits Of Prospecting Tools

Say goodbye to time-consuming manual prospecting and hello to a streamlined and efficient workflow. With the right set of tools, you'll achieve better prospecting results, increase your productivity, and create an enjoyable experience for both you and your prospects. Other benefits include:



1) More Efficient Prospecting:

Increased lead generation is the first step in any business development plan, you can fuel growth and scale-up. But when it comes to scaling up, your processes need to be capable of attracting an ever-increasing audience, without the need for significantly expanded resources. When you have customers searching for your product or service, engaging with your industry's marketplace, and putting all their energy into finding the solution you have, wouldn't you want to connect with them?

Not only do the right prospecting tools ease the minds of your sales team when they pitch a sale to the right person at the right time, but they can speed up the qualifying process of finding SQLs and shorten the sales cycle. For most salespeople, exceeding their number is nearly impossible with manual prospecting. When each stage of the prospecting process is automated (whether in part or fully), your team can speed up the discovery, qualification, and outreach process. Many sales prospecting tools also provide access to prospect databases, which can be filtered and sorted based on your ideal customer profile.

"Our integrated prospecting tools provide data-driven insights you need."

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Chapter 3: The 5 Benefits Of Prospecting Tools (cont..)

2) Better Account-Based Marketing:

In B2B, targeting has shifted to account-based marketing, on an individual level, and at the top of the agenda is building relationships with the right prospects. By utilising intent based prospecting tools, you have access to specific information, otherwise unavailable, about each individual prospect, including industry, job title, and contact details.

For your content to remain relevant, buyer intent proves an effective resource in understanding the interests and behaviours of your B2B target market. Using it in this way, you are able to view the scope of the buyer journey and each prospects' stage within it. From there, you are able to personalise messages that appeal to those in decision-making roles in your target companies.

"By utilising intent based prospecting tools, you have access to specific information, otherwise unavailable, about each individual prospect."



"Our integrated prospecting tools provide data-driven insights you need."

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Chapter 3: The 5 Benefits Of Prospecting Tools (cont..)

3) Improved Data Quality:

Gone are the days of traditional cold calling, where sales reps would spend endless hours reaching out to a vast list of leads, only to find a mere handful of potential customers. Not only does this approach waste precious time, but it can also annoy irrelevant business leads, leading to diminishing returns.

But fear not, with the right prospecting tools, you can now have complete customer data at your fingertips. These powerful tools provide insights into prospects' intent and capacity, allowing you to assess their potential as the right fit for your offering. No more shooting in the dark or wasting time on unqualified leads.

Imagine having the ability to quickly and efficiently identify the most promising prospects, those who are truly interested and have the capacity to become valuable customers. With the right prospecting tools, you can streamline your sales process, focus your efforts on high-potential leads, and ultimately, close more deals with less effort. Say goodbye to the outdated cold calling approach and embrace the power of data-driven prospecting for unparalleled sales success.



"Our integrated prospecting tools provide data-driven insights you need."

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Chapter 3: The 5 Benefits Of Prospecting Tools (cont..)

4) Increased Sales Productivity:

Sales teams are all too often burdened with administrative tasks, leaving them with little time to truly personalise their outreach and communication. This can result in bland and standardised engagement that fails to connect with prospects on a meaningful level. But fear not, with cutting-edge outreach prospecting tools like sales cadences, sales reps can break free from the shackles of repetitive tasks.

Imagine a sales team that's empowered to personalise every interaction, nurturing genuine connections with prospects. This leads to more meaningful conversations, deeper relationships, and ultimately, more closed deals. Say goodbye to generic and monotonous engagement, and say hello to sales reps who can engage with prospects in a way that resonates, driving results that exceed expectations.

‘Outreach prospecting tools like sales cadences help reps by offering automation to lighten the load of repetitive tasks’



"Our integrated prospecting tools provide data-driven insights you need."

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Chapter 3: The 5 Benefits Of Prospecting Tools (cont..)

5) Predictable Revenue Growth :

Imagine unlocking the power of unparalleled sales efficiency, where repetitive and tedious tasks are automated, and your sales team is guided with precision on which prospects to contact and follow up with. With cutting-edge prospecting tools, you gain access to accurate contact details of in-market, target buyers, prioritised based on intent.

Say goodbye to wasted time and effort on manual prospecting and hello to increased sales velocity. Your sales team will be empowered to focus on high-priority prospects, driving motivated and inspired sales reps. The result? Predictable revenue growth and a sales team that's firing on all cylinders.

By leveraging the latest prospecting tools, you'll turbocharge your sales process, eliminate unnecessary delays, and unlock new revenue opportunities. Boost your sales team's productivity, fuel your sales velocity, and achieve remarkable revenue growth, all while creating a motivated and high-performing sales force.

‘ When each stage of the prospecting process is automated (whether in part or fully), your team can speed up the discovery, qualification, and outreach process.’



"Our integrated prospecting tools provide data-driven insights you need."

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Chapter 4: Features To Consider When Choosing A Prospecting Tool

1) User-Friendly Interface:
The interface of a prospecting tool is paramount to your team's success. A complicated and difficult-to-use interface can be a major roadblock, hindering your workflow and productivity. Just imagine the time wasted onboarding yourself and your team to a tool with a complex interface! That's why it's crucial to invest in a prospecting tool that offers an intuitive and easy-to-use interface, ensuring that everyone can quickly get the hang of it and hit the ground running for maximum efficiency and results!

2) Contact Enrichment:
Contact enrichment is a game-changing feature that elevates your sales prospecting game to new heights. With contact enrichment, you can go beyond basic contact information and complete your prospect's profile with valuable data like job title, company size, industry, and personal email. Armed with these insights, you can craft personalised messages that truly resonate with your prospects, making a lasting impact and increasing your chances of success. Say goodbye to generic outreach and hello to hyper-targeted engagement with the power of contact enrichment!

3) Extends Insights Beyond First-Party Data:
In the past, access to intent data was limited to first-party sources, but with the rapid advancements in technology and the proliferation of mobile shopping, the landscape has changed. Now, buyer intent data can be gathered from three distinct categories. First-party data, which you have direct control over and can access from your website visits. Second-party data, which is collected, analysed, and sold by other reputable companies, such as review sites like G2. And third-party data, obtained through IP lookups, cookies, or data from ad networks.

To truly unlock the power of intent data, it's crucial to find a prospecting tool that is licensed to provide in-depth and high-quality behavioural data. With such a tool, you can tap into a wealth of insights that go beyond the surface, allowing you to make informed and strategic sales decisions. Say goodbye to guesswork and hello to data-driven prospecting with a tool that empowers you with the most comprehensive intent data available.

‘Finding a prospecting tool, licensed to sell behavioural data is an effective way to buy in-depth and high-quality data.’

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Chapter 4: Features To Consider When Choosing A Prospecting Tool

4) Integration Capabilities:
When selecting a sales prospecting tool, it's essential to ensure that it seamlessly integrates with the other tools you use in your marketing and sales funnel. This ensures smooth data flow between your various systems, enabling your team to work efficiently and stay ahead of their tasks. Look for a tool that not only integrates with popular platforms like Zapier, which connects to thousands of other applications, but also considers the option of an all-in-one, fully integrated platform or solution for a truly streamlined experience.

Imagine the power of having all your prospecting tools working harmoniously together, eliminating any data silos or cumbersome manual processes. With a seamless integration, you can effortlessly transfer information, automate tasks, and unleash the full potential of your sales and marketing efforts. Say goodbye to tedious data management and hello to a unified, high-performing sales prospecting solution that empowers your team to excel.

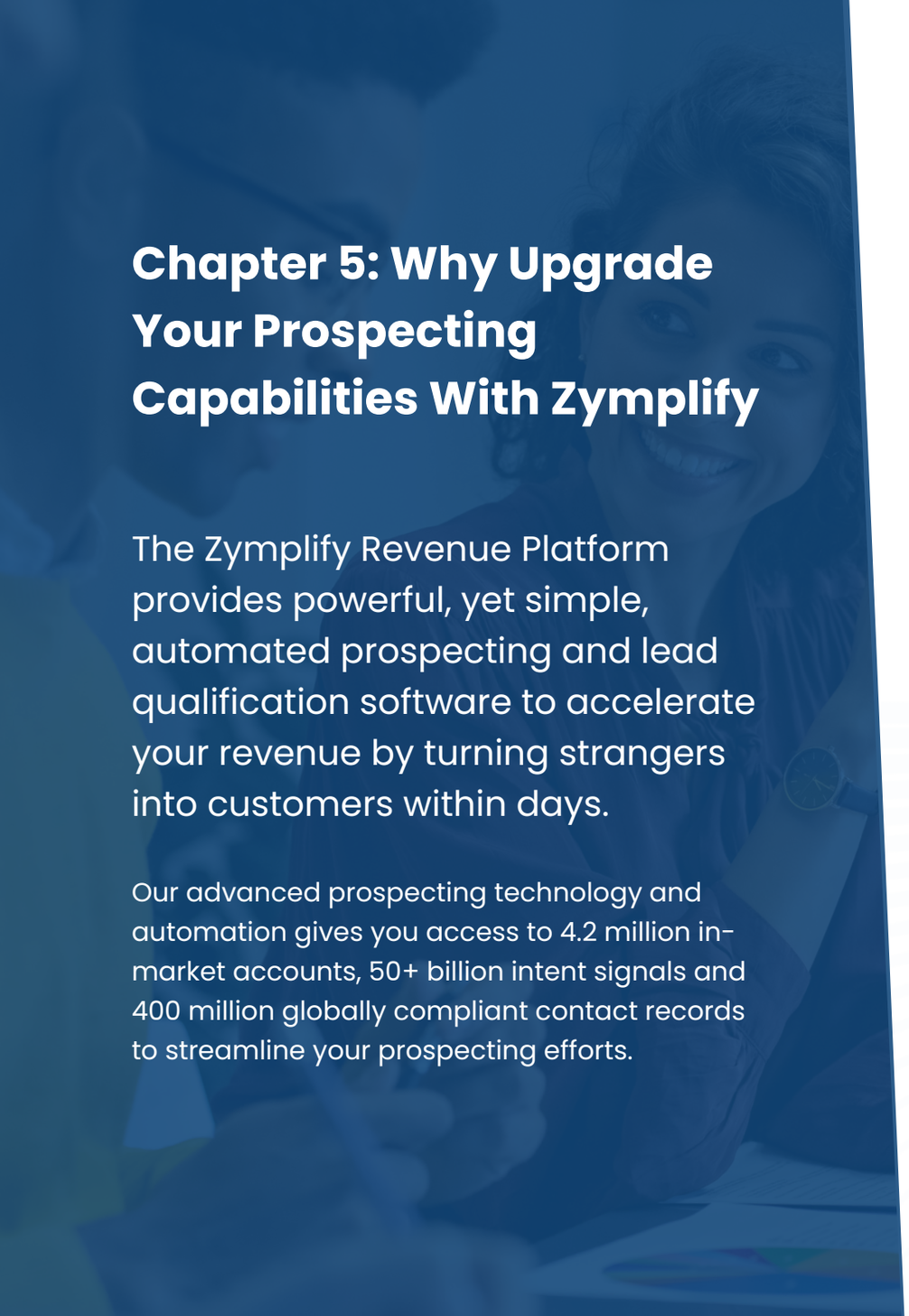
"Make sure that the sales prospecting tool/s you choose are compatible with the other tools you use throughout your marketing and sales funnel.

5) Reporting & Analytics:
Unlocking valuable insights from your sales process is crucial for driving continuous improvement, and that's where robust reporting and analytics capabilities come into play. When selecting a sales prospecting tool, it's imperative to ensure it offers advanced reporting capabilities. The right data insights can shed light on your team's strengths and weaknesses, revealing areas for improvement and guiding strategic adjustments for greater effectiveness.

Imagine having access to comprehensive reports that provide a deep understanding of your team's performance, highlighting key metrics, trends, and patterns. With these insights at your fingertips, you can quickly identify bottlenecks, pinpoint areas of improvement, and make data-driven decisions to optimise your sales prospecting efforts.

Don't settle for a tool that leaves you in the dark about your sales performance. Choose a prospecting tool that empowers you with advanced reporting and analytics capabilities, so you can continually refine your sales process and achieve outstanding results.

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Chapter 5: Why Upgrade Your Prospecting Capabilities With Zymplify

The Zymplify Revenue Platform provides powerful, yet simple, automated prospecting and lead qualification software to accelerate your revenue by turning strangers into customers within days.

Our advanced prospecting technology and automation gives you access to 4.2 million in-market accounts, 50+ billion intent signals and 400 million globally compliant contact records to streamline your prospecting efforts.

All The Prospecting Tools You Need - In One Platform

- Find your ideal customers and in-market target accounts in seconds. Use our advanced search filters to quickly create laser-targeted prospect lists and easily calculate your Total Addressable Market.
- Differentiate between those who desire your product (Serviceable Addressable Market) versus those who have an intent to purchase (Serviceable Obtainable Market) using our 1st, 2nd and 3rd party intent tools and automatically prioritise which prospects to focus your efforts on using Surge.
- Automate your one-to-many and one-to-one outreach at scale by sending your prospects to cadences, sales pipelines or to HubSpot and Salesforce via our integrations.
- Create and automate follow up tasks. Seamlessly add your prospects to the relevant lead nurturing campaigns via our inbuilt marketing tools, add them to sales cadences depending on their level of intent and create conditions to send hot prospects directly to your pipeline.
- Quickly and easily grab contact information, send personalised emails and LinkedIn messages, create and automate follow up tasks within our sales area.

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Chapter 6: Using Zymplify To Build An Always-On Prospect Pipeline

Zymplify's powerful prospecting tools help B2B organisations gain GDPR compliant, precise data, grow at scale by automating time consuming, repetitive prospecting tasks and free sales teams to focus their time on revenue generating tasks, like closing deals.

Now let's delve into how you can best leverage Zymplify's prospecting capabilities to get a constant supply of qualified leads flowing into your sales pipeline.

- Contact Search
- Lookalike Audience
- Buyer Intent Data
- Chrome Extension
- Sales Cadences

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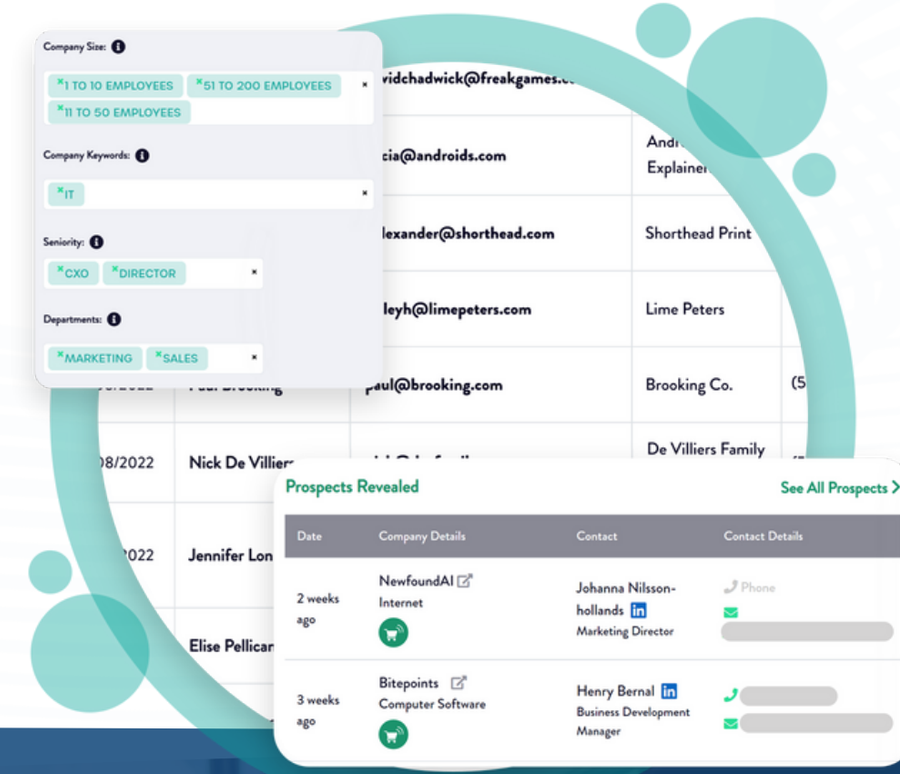
1) Revive Your Database with **Contact Search**

Dirty data in your CRM is negatively affecting your lead generation and stopping you from reaching your marketing and sales objectives. For effective prospecting you need up-to-date data with deliverable email addresses and current phone numbers for key decision makers in your target organisation.

Fresh leads with a click of a button

Enhance your existing CRM lists with a simple search function. Zymplify's easy to use Contact Search tool means you can select company specific filters to find organisations by size, revenue, industry or even relevant technology that fit your prospect profile.

For person specific search, all you need is the job title, the location, or the skills your desired lead would have. Set your criteria and watch as the powerful engine presents you with a list of verified, up to date contact information matching your specifications.



How the Contact Search Tool can help you:
Looking for new contact information could not be any easier. With Zymplify's contact search engine, you get access to:

- Over 400m global GDPR and Data Protection compliant B2B profiles.
- Unlimited contact storage for a centralised database
- A wide range of filtering tools to allow for specific criteria tailored to your needs
- Guaranteed ISO 27001 accredited and 100% Globally Compliant B2B Contact Data

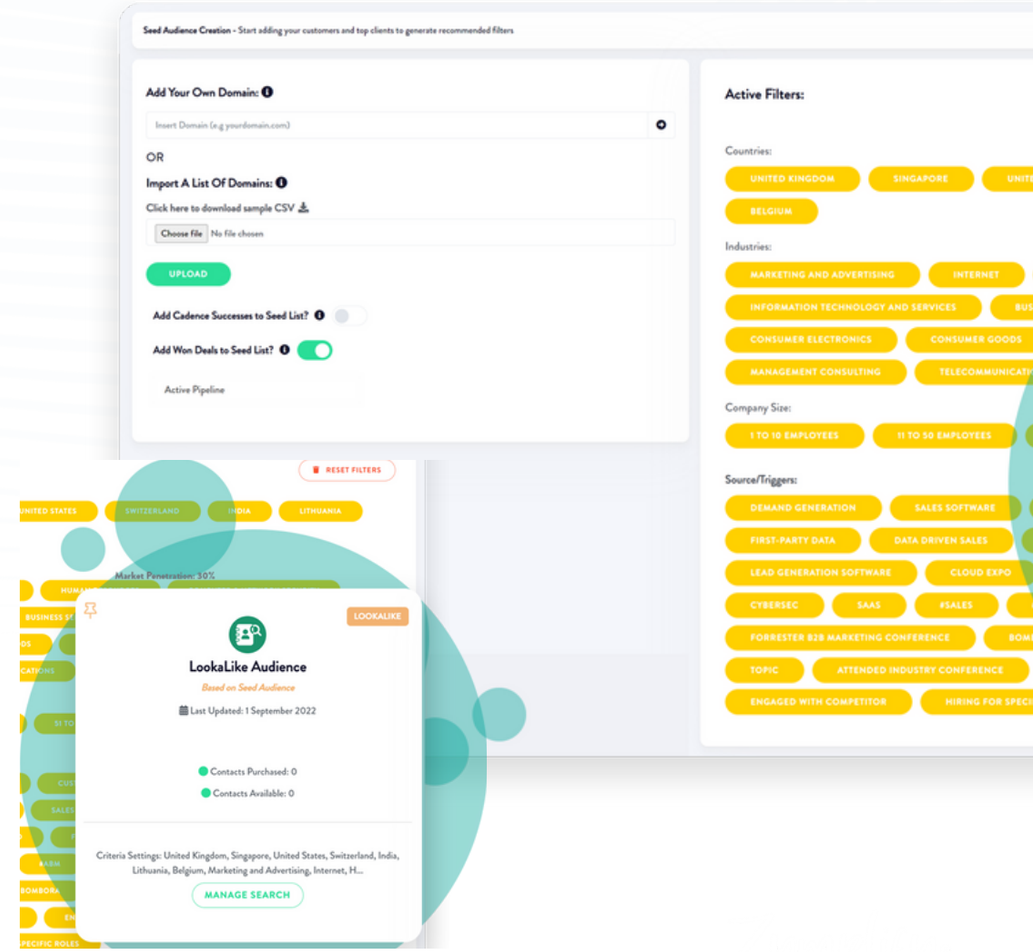
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2) Learn from success and repeat **Lookalike Audience**

Bridge the gap between sales and marketing and fill your funnel with prospects who mirror the profile of your previous wins.

Unleash the power of Zymplify's Lookalike Audience tool by identifying companies who match the firmographic properties of customers and are showing intent for your product or services. Simply upload your customers or map your pipeline wins in the platform to create a targeted audience of contact level data.

80% of companies believe they have lost revenue due to data challenges. cio.com



The Lookalike Audience tool can help you:

- Mirror the profile of your previous customer wins.
- Access your ever-growing total addressable market.
- Gain ISO 27001 accredited and 100% globally compliant B2B contact data

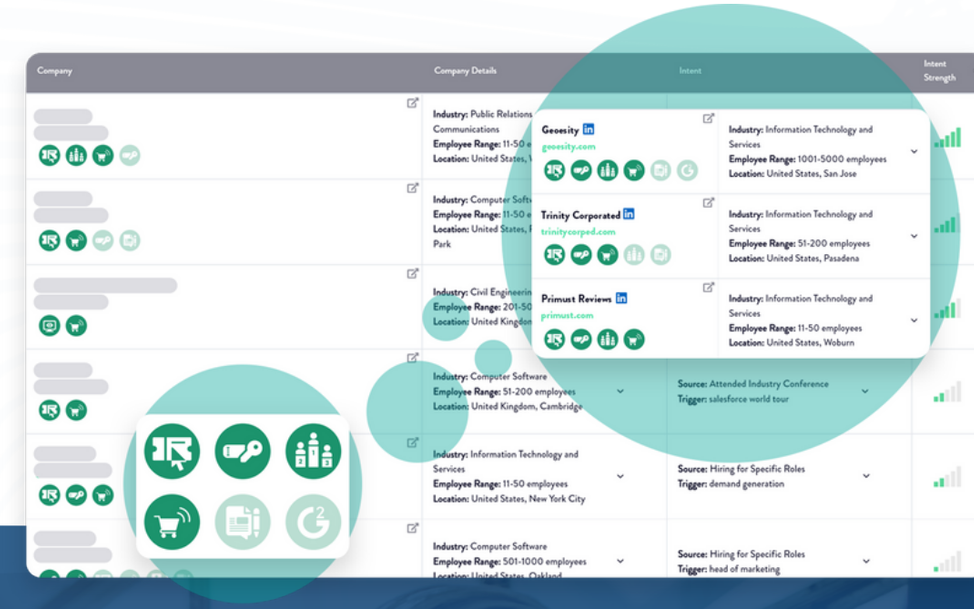
The Lookalike Audience tool is perfect for when you know your ideal customer profile from previous wins and want to fill your funnel with more prospects that look just like them. When you know what converts, fill your funnel with more of it!

3) Unlimited intent data at your fingertips with **Buyer Intent Data**

Get access to data that indicates the purchasing intentions of your potential customers. To succeed in the competitive marketplace, you need to be able to cut through the prospecting noise. Using buyer intent data, you can scope out the signals given off by your ideal prospects so you can understand how actively they are engaging with your product or service online.

Identifying prospective leads at an early stage and finding leads that are actively Interacting with your industry and are interested in purchasing your product or service can give your organisation a significant competitive advantage.

81% of customers said they want B2B services to get to know them and figure out the right time to approach them.
Accenture



How Zymplify's Buyer Intent Data Can Help You:

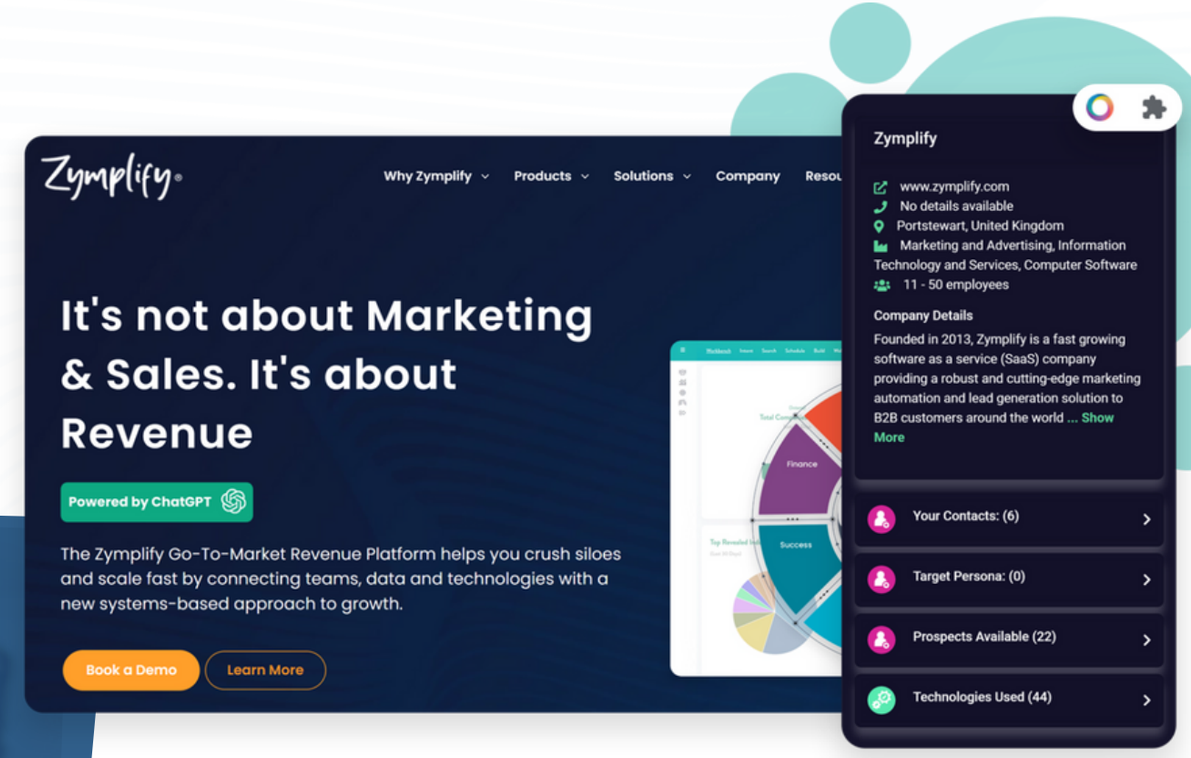
- Scope out what your prospects are interested in
- Identify where your prospects are in their buyer cycle
- Monitor prospects' online behaviour to map their sales journey

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4) Tap into reliable B2B sales intelligence wherever you need it with **Chrome Extension**

Now your sales team can stop losing valuable time searching for reliable emails and mobile numbers which produce no results or unusable data. Zymplify's Chrome Extension tool provides you with easy access to company data and employee contacts, allowing you to swiftly build your prospect list.

Simply visit the company website and use our extension to obtain actionable data for each target company and its employees. Additionally, improve your LinkedIn profiles and Sales Nav prospect lists with actionable contact data.



The Chrome Extension tool can help tap into Zymplify's GDPR-compliant database as you are:

- Browsing corporate websites
- Prospecting using LinkedIn or LinkedIn Sales Navigator
- Managing contacts and accounts in your CRM or sales engagement tool

5) Build strategic sales outreach with **Sales Cadences**



Regardless of the number of qualified leads flowing into your sales pipeline, if you don't have strategic outreach mapped for your sales team to get ready to pounce on your sales opportunities, then the chances of achieving repeatable results at scale are reduced.

Sales cadences are your way of diversifying your outreach by connecting with your prospects via various channels. Whilst allowing you to create a 'standard' of what sales outreach should be, ensuring prospects are receiving high quality, consistent, on brand content and communications regardless of the sales person.

Sales professionals spend 27% of their time actually selling, with more time on administrative & other non-selling duties.

Developing sales cadences not only helps your organisation but also your sales team to accelerate your conversion and increase revenue.

How Zymplify's Sales Cadences Can Help You:

- Map strategic outreach for your sales team, ramp up new team members faster.
- Empower every sales person to work faster using automation.
- Use AI to create dynamic and customised sales cadences containing emails, phone scripts, and LinkedIn messages, in seconds.

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Conclusion:

By harnessing the power of Zymplify, you have the potential to create a powerful prospecting pipeline that is always on and actively generating leads. Experiment with the different features such as workflows and cadences, to lower the cost of customer acquisition and increase your conversion rates.

With Zymplify you have everything you need in one platform to keep up with the industry trends and use the best practices of personalisation, customisation, and automation to ensure you create an always -on prospect pipeline that keeps your sales team motivated and takes your lead generation to the next level.



Zymplify® Revenue Platform

Zymplify provides powerful, yet simple, automated prospecting and lead qualification software to accelerate your revenue by turning strangers into customers within days

Book a Demo

Visit Zymplify

