



**Profitable
Sales Growth
Strategies**

Outbound Excellence
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Improving Prospecting Performance-The Silver Bullet

**If Ever There Was
A
“Silver Bullet”**

**For Improving
The
Performance & Profitability
of an
Outbound B2B Telephone
Sales Organization...**

**Developing & Implementing
An Effective
Business Intelligence System
Would Be It!**

Develop An Effective System
For Obtaining Business Intelligence

**Those Sales Organizations
That Have
Effectively Developed & Executed
Automated Processes**

**To Have
Targeted Prospect & Customer
Business Intelligence**

**Sent Directly To The Desktop
of the
Outbound Sales Representative**

**Responsible For Managing
The
Account Mentioned
In Each
Business Intelligence News Release**

**Have Shown
Significant Growth Trends
Above Those
Outbound B2B Telephone Sales
Organizations**

**That Do Not Have
“Effective”
Business Intelligence Systems
In Place.**

Why Invest In Business Intelligence?

The Value Of Business Intelligence

**All The
Valid Business Reasons
Your Outbound Sales Organization
Will Ever Need**

**To Contact Their
Top Prospects & Customers
As Often As They Need...**

**Are Available Today
“FREE”
On The Internet**

What Is Business Intelligence?

**Business Intelligence Is Information
That Can Be Converted Into Valid Business Reasons To
Contact Target Prospects & Customers**

- **Pain & Problems**
- **Financial Releases**
- **Strategic Initiatives**
- **Mergers & Acquisitions**
- **Building Of New Facilities**
- **Changes At C-Level Positions**
- **Store & Plant - Openings & Closures**
- **Complete “Key Contact” Information**

Setting Up A Profitable **Business Intelligence System**

**To Set-Up An Effective Business Intelligence System
You Will Need To Know The Following:**

- 1. The Right Questions To Ask**
- 2. How To Properly Word Each Question**
- 3. Where To Obtain The Most Effective Answers**
- 4. How To Design Business Intelligence Filters**
- 5. How To Automate The Data Capture Process**
- 6. How To Get The Business Intelligence Automatically
Delivered To The Appropriate Account Manager's
Desktop**