

# Mint

for Salesforce

## At a glance

Two ways to benefit:

### Search Mint within Salesforce to

- Find companies and prospects with specific profiles
- Research areas and industries
- Create sales plans and regions

### Pull Mint data into your records to

- Populate with new leads
- Refresh your stale data
- Enrich your records with valuable sales intelligence

Seamlessly integrate high quality business intelligence and a superior search engine, all within Salesforce

## Be more effective

Timely, comprehensive business intelligence helps you find more business opportunities in less time

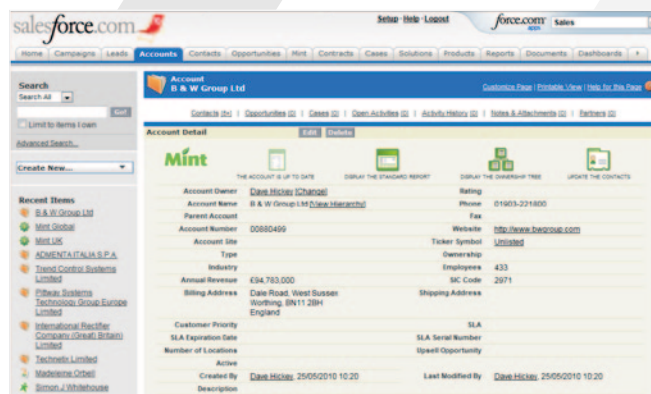
### • Enrich your data with opportunity-giving sales intelligence

- Size and performance indicators
- Activity codes and free text
- Financial viability indicators
- Contacts and decision makers
- Parent company

### • Qualify your leads: prioritise your time, sharpen your focus

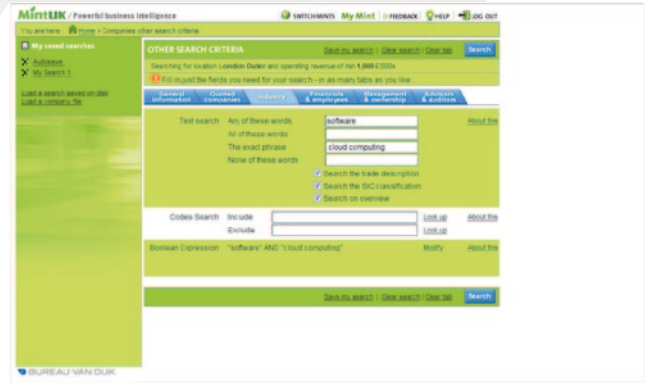
Mint helps you confirm

- What a company does and its turnover
- Whether the company is growing
- Who the decision-makers are
- Whether they are financially robust
- Where they are in the corporate structure



## Key features for sales teams

- Use Mint's search engine to source leads
- Precision searching by size and activity
- Source leads on accurate intelligence
- Search with confidence – you can't import duplicates
- Qualify leads before you engage your sales process
- Create more accurate sales plans with a better knowledge of your regions or sectors
- Look at corporate families for opportunities
- Find new contacts at existing accounts
- Be better prepared for meetings and sales pitches
- Use Mint's intelligence to find new opportunities in existing customers and to help with account retention

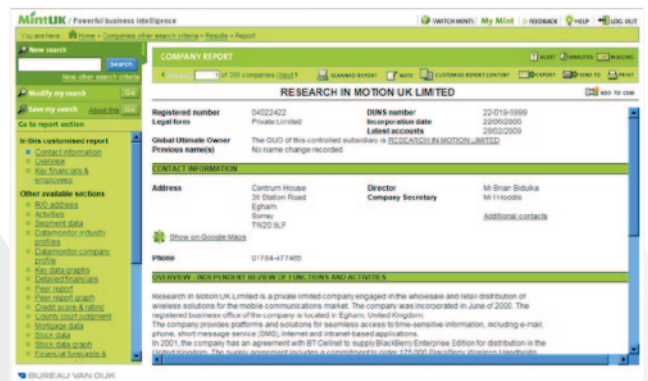


Powerful search engine

## Key features for CRM managers

Use Mint with confidence – Mint manages duplicates and is easily and efficiently integrated into your workflow systems

- Populate missing fields easily
- Refresh stale data
- Add valuable intelligence to records
- Control access to the functionality on Mint – user by user
- Flag existing accounts or leads within the Mint interface
- Control the fields your users can take from Mint into Salesforce
- Upload and refresh data in bulk



Detailed intelligence



Populate your CRM



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