

Company information for business development

Business intelligence that helps you generate
opportunity from prospects and customers

bvdinfo.com



BUREAU VAN DIJK

Company information for business development

We have unrivalled coverage of public and private companies. We combine company data and business intelligence with software so you can manipulate and interpret it. You can search for companies with specific profiles, enrich your knowledge on your customers and prospects and improve how you manage your CRM system. Our products can make you more efficient and show you where your sales focus can be most rewarding.

Know more about your leads and prospects

Understand a company's financial viability before you engage them in your sales process. Our business intelligence helps you prioritise your leads and demonstrate an understanding of a prospect's business challenges in your meetings and pitches. We have detailed information on corporate families so you can look for more opportunity within a group and make sure you're in dialogue at the right level for decision making. You can use our products on Smart Phones.

Find more relevant prospects

Combine search criteria to find companies and prospects to target.

Develop your existing accounts

Use our alert systems to watch for action indicators (new directors, deal rumours and takeovers, topical news coverage) that could require early intervention for client retention, development or acquisition.

Create more accurate sales plans

Our products have information on the whole UK market (international options are also available) so you can research new industries and areas to see what opportunity they offer. You can source companies to include in your target lists and look at individual companies for viability. They are also invaluable in helping you create and maintain balanced sales territories.

Understand your client base

Upload your clients into our products for analysis. You can identify best-client profiles and then use the products to find more like them.

Enrich, update and populate your CRM

You can include any of our data points in your own CRM system including financial data, employees, activities and SIC codes – seamlessly. You can also refresh stale data. Having accurate, "live" figures will improve your performance.

Business intelligence to identify opportunities

**Mint**

- Information on companies and contacts across the UK
- Streamlined for desktop and end-user access
- Mobile Mint for Smart Phones

*fame*

- Detailed information on companies across the UK and Ireland
- Comprehensive search criteria and detailed reports
- Mailing wizard and integrated analysis options

Our consultants will advise you on the best solution for you.

We also have international products.

bvdinfo.com/freetrial





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