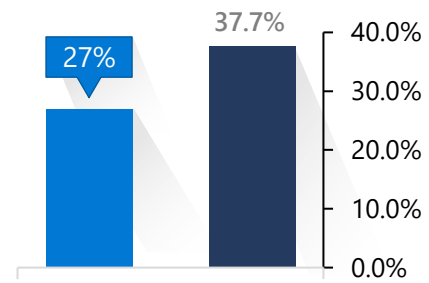


Providing prospect **insights and recommendations** to inform next steps

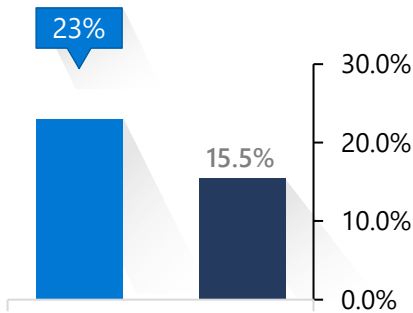
The ability to compile an accurate “big picture” speaks volumes when it comes to developing an action plan and adjusting strategies. And research shows that regardless of the level of success achieved, the top contributor here is the ability to orchestrate data from multiple sources.

5 Keys to providing insights and recommendations to your team

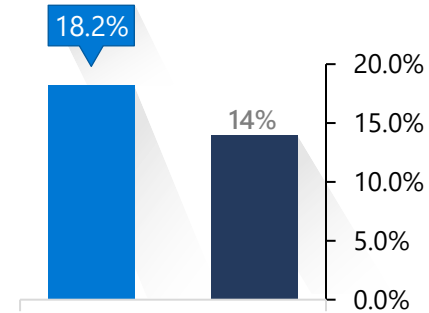
- Successful organizations
- Not as successful organizations



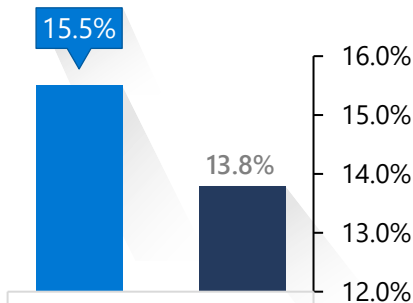
Bringing together data from multiple systems to get a full picture of the prospect and their organization



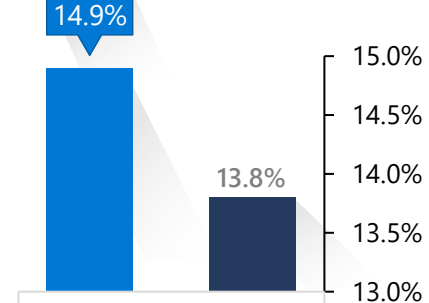
Understanding how prospects engage with sellers and sales content



Using interaction data to help determine next best step to take in the sales process



Providing access to social data to gain insights about the prospect and their organization



Delivering personalized content to prospects