

Company Surge™ for account intelligence

Sales and account management challenge

With a long list of businesses to prospect or account manage each week, it can be difficult prioritizing which ones to focus on. There are businesses that are unlikely to ever make a purchase, while others may already be in an active buying cycle. For account managers, some customers need very little attention while others may be about to churn.

Unfortunately, this knowledge is not readily available and sales and account managers are often left guessing about how to prioritize their accounts.

Company Surge™ for account intelligence

Company Surge™ highlights the businesses that are exhibiting spikes in research activity for topics relevant to your products or services compared to their historical baselines.

This data is integrated directly into Salesforce to help sales teams prioritize target accounts demonstrating purchase intent on topics related to their products or services. Account managers can use this information to identify current customers researching for competitive solutions that may signal discontent.

A walk-thru of the solution:



Log into the Salesforce Interface and prioritize the topics relevant to your product or service.



Schedule a weekly report to be sent to your sales and account management team with the top prospects or customers surging on the relevant topics.



Prioritize sale and account management outreach on the top prospects or customers with a Topic Score over 60.

For further information, please visit bombora.com/contact or email info@bombora.com.

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