

# Company Surge™ for account prioritization

## Sales and marketing challenge

Sales and marketing teams often use broad messages and impersonal call scripts when prospecting for new customers because they lack the knowledge of what really matters to their prospects.

In an age where B2B buyers expect sellers to be knowledgeable not only about their business, but even their personal profiles, this type of cold calling typically leads to even colder responses. Sales teams struggle to connect with prospects to generate qualified opportunities.

## Company Surge™ for account prioritization

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

By using this information, your sales team can customize conversations and engagement based on the topics that are top of mind for individual prospects and businesses. Marketing teams can create programs and tailor content that also aligns with the topics of interest.

## A walk-thru of the solution:



Log into the Bombora Interface at [surge.bombora.com](https://surge.bombora.com) or create a query from your Bombora Salesforce integration.



Run a Company Surge™ report by selecting relevant topics and select 'comprehensive report' as the output.



After downloading the report, find businesses that have a Topic Score above 60 and the corresponding topics.



Use the topics showing the most purchase intent for specific businesses to guide sales conversations and marketing engagement.

For further information, please visit [bombora.com/contact](https://bombora.com/contact) or email [info@bombora.com](mailto:info@bombora.com).



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