SaleBuild
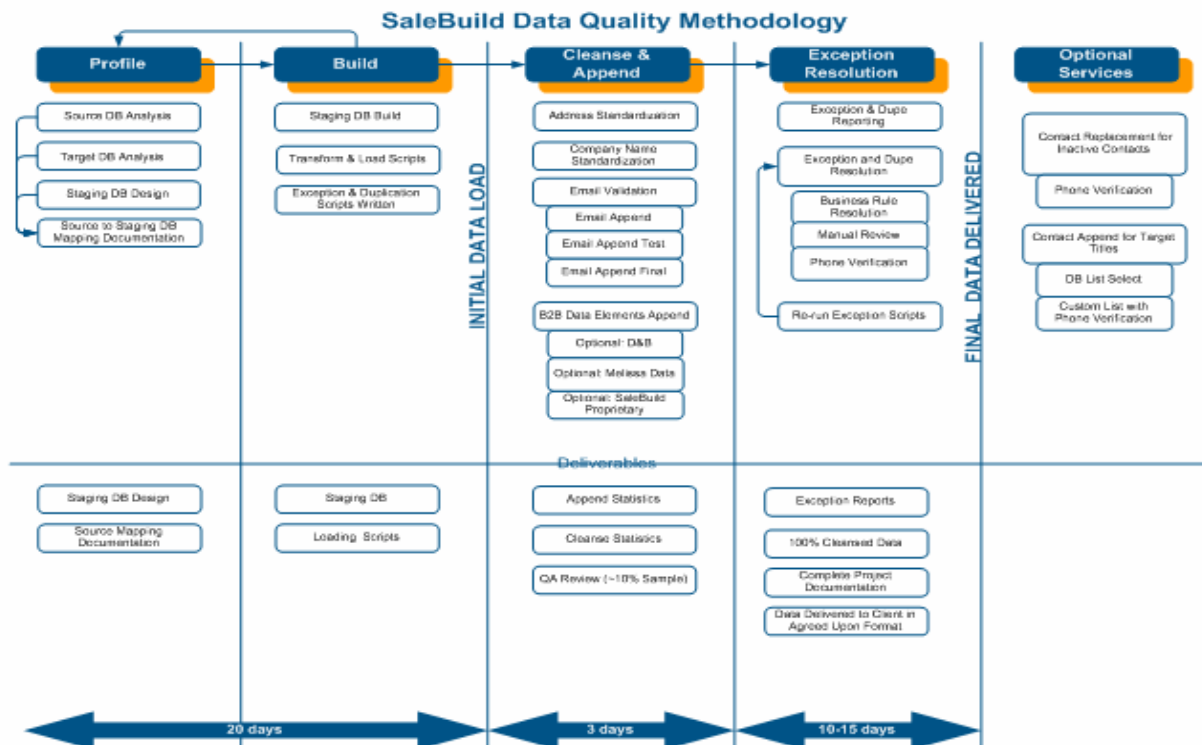## ...the sales acceleration company

Key Benefits

For Marketing:

- Build and maintain a highly profitable internal house list that is both cost effective and highly accurate
- Overcome challenges of missing data and communicate with key customer and prospects via any channel with accuracy
- Better segmentation and targeting for successful lead generation campaigns

For Sales:

- Identification of cross sell and up sell opportunities using appended company profile data
- Easier and more accurate territory management due to accurate address, company name values and company hierarchy.
- Acceleration of the sales cycle by delivering quality contacts for cold calling, emai l and targeted direct marketing campaigns.

Robust Methodology

SaleBuild Data Quality Methodology

Profile	Build	Cleanse & Append	Exception Resolution	Optional Services
Source DB Analysis	Staging DB Build	Address Standardization	Exception & Dupe Reporting	Contact Replacement for Inactive Contacts
Target DB Analysis	Transform & Load Scripts	Company Name Standardization	Exception and Dupe Resolution	Phone Verification
Staging DB Design	Exception & Duplication Scripts Written	Email Validation	Business Rule Resolution	Contact Append for Target Titles
Source to Staging DB Mapping Documentation		Email Append	Manual Review	DB List Select
		Email Append Test	Phone Verification	Custom List with Phone Verification
		Email Append Final	Re-run Exception Scripts	
		B2B Data Elements Append		
		Optional: D&B		
		Optional: Melissa Data		
		Optional: SaleBuild Proprietary		

INITIAL DATA LOAD — FINAL DATA DELIVERED

Deliverables

Staging DB Design	Staging DB	Append Statistics	Exception Reports	
Source Mapping Documentation	Loading Scripts	Cleanse Statistics	100% Cleansed Data	
		QA Review (~10% Sample)	Complete Project Documentation	
			Data Delivered to Client in Agreed Upon Format	

20 days — 3 days — 10-15 days

SaleBuild is a global sales and marketing services company offering a full suite of data services products aimed at helping you get control over your customer and prospect house list. Data append solutions offer enhancements to your internal marketing database increasing the value of your house list and providing the ability to segment for targeted campaigns. SaleBuild contact replacement and custom list build solutions put an end to time and money wasted on purchased or rented compiled lists which typically have an accuracy level of 50% or less. In short, SaleBuild's suite of data services solutions accelerate the sales cycles by delivering quality contacts in targeted companies.

Accuracy
- Data Quality is not a system or a tool, it is a process. Data Quality is a function of both smart automation and manual intervention. Given the complexities of possible disparate source systems, languages and regional differences, there usually will be a large amount of manual intervention required along with automated processes.
- **SaleBuild has both the tools and the call center staff required to develop a repeatable process for data quality.**

Cost
- Global resources to manually review or develop data validation internally.
- **SaleBuild has the required resources to provide ongoing, cost effective support for data exception resolution and research. In addition, SaleBuild's off shore model not only provides a cost effective solution, but ensures that we can deliver with global focus.**

Timing
- Ability to meet very aggressive schedules.
- **Given that SaleBuild is a global organization, we could work 24/7 to ensure that deadlines are met. In addition, we can quickly scale and will provide dedicated resources will be provided to the project.**

Advantages
- Accurate data cleansing is not a completely automated process. Human intervention is needed to guarantee the highest level of accuracy. SaleBuild can deliver cost effective solutions to meet the needs of any client.
- SaleBuild's unique combination of US and offshore resources enables our teams to deliver solutions which are best of class and scalable.
- SaleBuild offerings are typically cost per contact, while competitors charge hourly rates for "best" efforts.
- SaleBuild's continuous data maintenance programs ensure that clean data is maintained cost effectively throughout term of contract
- SaleBuild accuracy guarantee and warranty is unmatched by other s

Data Services Detail Overview
SaleBuild data services are aimed at helping you get control over your customer and prospect house list. Our data services are built around a unique methodology that combines smart automation with hands-on research analysts to enable fast, accurate cleansing of legacy CRM and marketing databases. This combination of automatic and manual processes ensures a cost effective, but highly accurate result. We can deliver ongoing or periodic cleansing and enrichment of your database to ensure that all of your marketing campaigns are more effective resulting in higher response rates and better qualified leads.

SaleBuild can help your organization gain better insight and accuracy into your current customer and prospect base and ensure you are always able to touch the right contact with the right message via the right channel. Our data services include:
- o Database Cleansing and Append
- o Email Append
- o Email Verification

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o   Contact Replacement
o   Contact Discovery

Key Differentiators vs. Competitors - Why SaleBuild?
Companies tend to make the assumption that data quali ty activities are tactical and that 'any vendor can do it'. However, few companies will stand behind their work with SaleBuild's accuracy guarantee.
In addition, SaleBuild provides you with the best of all worlds. The research staff of a traditional telemarketing firm, the automatic data cleansing tools of a traditional service bureau and the list capabilities of a list broker/compiler.

SaleBuild vs. List Brokers/List Compilers
List companies compile data from a variety of sources – the source of the data is usually not disclosed. The data is neither verified nor guaranteed. These lists typically have low accuracy which results in low response rates.

SaleBuild lists are phone verified rather than compiled. The data is validated for accuracy and all records are updated on a regular scheduled basis. Most importantly, a SaleBuild list is yours to own – there is no requirement to purge the data , and it never expires.   You can use the list to build an ongoing, multi-touch campaign resulting in better qualit y leads.

SaleBuild vs. Telemarketers
Traditional telemarketers can call into an account and try to identify a key contact. But these firms charge a high hourly fee and only guarantee a call rate. SaleBuild's philosophy is that you pay for results. You pay per contact or per record not per hour – and you get an accuracy guarantee.

SaleBuild vs. Service Bureaus
Service Bureaus can run your list through software to cleanse the data, but that's where it ends. They do not have staff or resources to manage the exception resolution process.   They will delete a duplicate or apply a generic business rule to your data – possibly causing you to lose valuable contact information.   In contrast, SaleBuild will verify which data on each record is accurate and merge duplicates resulting in the freshest contact data possible.

Data Services Features

Database Cleansing and Append
SaleBuild database services can be utilized to cleanse, update, and append your database with missing information and keep the data consistent across key fields. With our database services, you can be more confident your database contains quality information, which translates into the more meaningful and valuable interactions with prospective buyers.

SaleBuild data cleanse and append services include:
We can also integrate any combination of the services below into a custom "scrub" program to meet your unique needs and enable continual cleansing of your data. Our Database Services Team is highly knowledgeable and can provide you with a custom solution for your needs. Request a free consultation regarding your data maintenance and cleansing needs.

De-Dupe - Normalize and provide de-duplication services at the account, site and contact level by identifying and resolving duplicates within and between various lists of contacts / companies / prospects
Standardization - Define and standardize data, such as company name, job title, address elements. Correct misspellings, add missing data elements, standardize formats and validate addresses for 230 countries worldwide using HotData from Group1. Utilize USPS standardizations based upon CASS standards

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Validation – Deliver web-based or phone-based verification of any segment of database or entire database

Relationships - Define parent and child company mapping tables so that accounts are put in a hierarchical order with parent-child relationships. Identify and append partner or channel information.

Profile Append - append company level business data from external sources, such as DUNS Number, SIC codes and annual revenue.

Mappings - Determine field limitations and requirements to combine and import data into CRM or back-end database

Email Verification and Append - Email marketing is both a cost effective and important component of your marketing strategy. Contacts in your house list with missing or invalid email addresses limit your ability to take full advantage of this effective channel. Ensuring that your database has correct email information will enable your sales and marketing organizations to reach a larger target audience and close more revenue. SaleBuild's email verification and append processes guarantee campaign costs are not wasted with invalid or missing emails.

Custom List Build and Contact Discovery

Building an internal list of prospects can be one of the most valuable things a marketing department can do. However, creating a sizeable house list both cost effectively and with high quality can be challenging - if not impossible. Traditionally you could either compile a large, low quality contact list by purchasing data from a typical list broker, or you could build a smaller and very expensive, but accurate list using a specialized telemarketing company. SaleBuild offers the best of both worlds, by delivering a world class customized house list which is not only large enough for any of your sales and marketing campaigns, but also cost effective.

You may already have a large house database, but with contacts leaving organizations and email addresses changing at a rapid rate, the typical house list will degrade at a rate of 2-5% per month. Within a year, over 60% of contacts in your database could become obsolete if not properly maintained! SaleBuild contact replacement and contact discovery services enable you to cost effectively replace invalid contacts with new contacts on a regular basis.

Developing and maintaining a great in-house database is a smart investment. Not only will you have accurate contact data to act on immediately, but you will also realize a reduction of costs allocated to future sales and marketing initiatives since you will not have to rent or purchase poor quality lists.

SaleBuild's custom contact discovery solution is not only one of the most accurate solutions in the industry, but can deliver the exact number of contacts that you require rather than "best efforts" as our competitors. Unlike traditional telemarketing firms, SaleBuild charges you only for your expected results not for our efforts. You pay only for valid, accurate contacts. In addition, SaleBuild is able to offer a guarantee of the accuracy of your list. Before delivering your up-to-date contact database, all data is phone verified to ensure the contact information is correct.

Learn More

Let SaleBuild help you determine which data services solutions are right for your business. Visit us at www.SaleBuild.com or call us at (888) 281-9427.

About SaleBuild

SaleBuild is a privately-owned provider of sales and marketing specific KPO services specializing in outsourced telesales, inbound & outbound call center services, lead generation, renewal & maintenance sales, contact databases, and database services. The SaleBuild team strives toward delivering qualified sales leads, delivering targeted sales and marketing campaigns, and selling products and services. SaleBuild utilizes a combination of India and US-based sales and marketing teams to help start-ups and well-established companies increase revenue while reducing the cost-of-sales.

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