

creditsafe



# Lead Generator

Connecting you to your next customer



Creditsafe Salesforce App



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# Introduction

Creditsafe's Lead Generator for Salesforce allows you to gain access to over 78 million leads across 13 countries directly within your Salesforce CRM. Creditsafe provides accurate and trusted information in real time, allowing your sales teams to be as productive as possible.

When utilising Lead Generator you will be able to develop truly bespoke lead lists; ensuring your teams are only contacting pre-qualified, "hot" prospects. You will have the ability to filter from 8 high-level categories and then drill down to over 150 precise sub-categories; enabling your sales teams to target your next ideal customer.

This solution gives you the ability to import leads in real time, or to schedule lead selections to import on a daily, weekly or monthly basis. Once scheduled you will be able to assign leads to your sales teams through your Salesforce CRM, independently of Creditsafe.



Creditsafe Salesforce App

# Bespoke leads

Through Lead Generator, you have the ability to build bespoke lead lists, ensuring your teams are working as effectively and efficiently as possible. There are 8 high-level categories to filter from, within which you can further refine your results by selecting one or multiple fields. With over 150 sub-categories, Lead Generator allows you to make truly bespoke, effective lead lists for your teams.

These master categories offer the following sub-categories:



Geography



Industry



Employees



Turnover



Credit Risk



Credit Limit



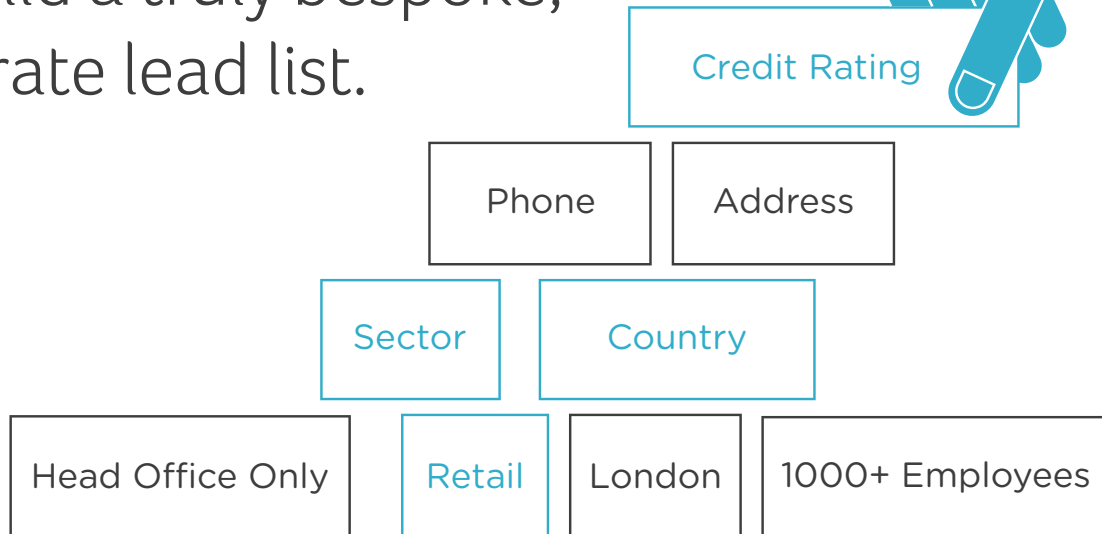
Years Trading



Other

## Building your bespoke leads

With over 150 sub categories, lead generator allows you to build a truly bespoke, accurate lead list.



# Coverage & Data



## International coverage

Lead Generator can deliver an international solution directly into your Salesforce CRM, offering the ability to generate leads on over 78 million companies based across 13 countries. Once you have selected the country you wish to generate leads from, you can then further drill down to specific geographical areas, meaning you can deal with micro or macro areas; depending on how you want to do business.

After establishing your geographical location, you can then select from over 150 sub-categories, allowing you to develop truly bespoke and effective lead lists.



## Data sources

Creditsafe gathers data from only the most reliable and trusted sources throughout the world, which include official data sources, trusted media sources and specially selected partners who supply world-class data directly to Creditsafe.

All of this data is then expertly collated to bring you the information you need on over 78 million companies, instantly and directly into your Salesforce CRM.





## International solution

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Lead Generator gives you  
access to over 78 million leads  
based across 13 countries

# Installation



Lead Generator can be downloaded and installed with just the click of a button

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Simply choose your configuration and you are ready to go

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You will have the ability to determine who has access to Lead Generator directly within the application

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Your leads are scheduled and delivered to your Salesforce CRM

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# Configuring your leads

Lead Generator can be configured by any Salesforce administrator quickly and easily through simply mapping the data fields that Creditsafe can output. The data fields can be mapped through the specially built “Configuration” tab within the application, making the process as easy and streamlined as possible.

## Data output

Once the data fields have been mapped, you will have access to the following information:

Account Name	Address 1	Phone Number	Latest Turnover
Trading Name	Address 2	URL	Share Capital
Company Registration Number	Town	Contact First Name	Industry Activity
Creditsafe Safe Number	Postcode	Contact Surname	Industry Code
Company Status	Country	Incorporated Date	Number Of Employees
Registration Type	Office Type	Latest Accounts	

Full support documentation is provided to help support you through the configuration process and once you have generated your leads you can then quickly and easily import them. This allows you to manage and amend the lead selection as and when required; putting you in control of the usage and imports for your sales staff.

# Lead Generator - Connecting you to your next customer

To start your free trial visit [www.solutions.creditsafeuk.com/salesforce](http://www.solutions.creditsafeuk.com/salesforce)

