

# Sage ACT! | White Paper

## Feeding Sales

Find targeted leads with Sage Business Info Services for ACT!, powered by Hoover's™.



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## The challenge: Find relevant, yet cost-effective sales leads

Your business needs a steady supply of new sales leads so it can grow and acquire more customers. Over time, it can really become a struggle to find sources of good quality leads. Lists often cost too much, focus on the wrong industry for your products, or contain outdated contact information. Soon, you're spending as much time looking for leads as you are making sales calls—and that's not a productive way to sell.

New leads can be obtained from a variety of sources, including word-of-mouth from your current customers, rented lists, purchased lists, or doing your own research on individual companies using internet searches and newspapers or magazines. Unfortunately, these methods can result in wildly variable lead quality, and are also time consuming and costly.

What your business needs is a deep source of leads on-demand, with consistent quality, at a reasonable cost. That's what Sage has introduced with Sage Business Info Services for ACT!, powered by Hoover's™, a new cloud-based service that provides a rich source of new sales leads and research, accessed from within Sage ACT! 2011.

## An easy solution to the oldest sales problem

Fill your sales funnel and expand your business with highly qualified leads from Sage Business Info Services for ACT!. It's like having a sales research assistant who always makes sure you have the right contacts, updated telephone numbers, and other information you need to make the most of every sales call.

The information that powers Sage Business Info Services for ACT! comes from Hoover's™, a division of Dun & Bradstreet, the proven leader in business information. Hoover's tracks over 68 million companies and frequently updates over 85 million contact records. While most leads purchased from list brokers contain outdated information within 90 days, Sage Business Info Services for ACT! is updated continuously to ensure the most accurate contact, industry, and financial information possible.

Sage Business Info Services for ACT! is available in three different subscription packages. You can get started with basic company research for free. Or choose a paid subscription for access to more robust features. Depending on your subscription, you can:

- ✓ Use search filters to create targeted lists of leads based on geography, industry, financial data, employee size, or a host of other criteria including your own keywords.
- ✓ Effortlessly import selected leads directly into Sage ACT! 2011.
- ✓ Identify new markets for products and services by researching different industries.
- ✓ Keep up with important news about your customers or prospects by receiving alerts.
- ✓ Append existing contact data in your Sage ACT! 2011 database, plus add new names and contact info for other executives at the company.
- ✓ Conduct detailed research into prospect companies to reveal comprehensive financial information, company profile, an industry overview, and list of competitors.
- ✓ Research your customer's competitors and uncover new opportunities.

*A subscription to Sage Business Info Services for ACT!, powered by Hoover's™ is like having a sales research assistant who always makes sure that you have the right contacts, updated telephone numbers, and other information you need to make the most of your sales calls.*

**Is Sage Business Info Services for ACT! different from a Hoover's™ account?**

Yes. Instead of researching leads with your Hoover's™ account and then typing contacts into Sage ACT!, you can build targeted lists and directly import dozens or hundreds of leads at once with Sage Business Info Services for ACT!. The import is simple and you can complete the entire process without ever leaving Sage ACT! 2011. Additionally, Sage is able to offer special subscription pricing that makes this service an especially compelling value.

You'll find Sage Business Info Services for ACT! on the Web Info tab of Sage ACT! 2011. First, you will need to sign up for a complimentary Sage Connected Services account to access this service. Your account will also enable you to access Sage E-marketing for ACT!<sup>1</sup> if you choose to, as well as other future Sage ACT! services.

<sup>1</sup> Requires additional subscription.

**Plans Comparison Chart**

		<i>Most popular!</i>	Reference	Free Business Directory
		Reference + Leads	Reference	Free Business Directory
		\$54.95/mo	\$24.95/mo	N/A
<b>Business Info</b>				
<b>Profile</b>	Line of Business	✓	✓	✓
	Full Description	✓	✓	
<b>Financials</b>	Basic	✓	✓	✓
	Expanded	✓	✓	
<b>Contacts</b>	Import Key People	✓	✓	
<b>Industry</b>	Overview	✓	✓	
	Competitors – Top 3	✓	✓	✓
	Competitors – Full List	✓	✓	
<b>News</b>	News and Timeline	✓	✓	
<b>Alerts</b>	Email Alerts	✓	✓	
<b>Leads</b>				
	400 Leads Per Month*	✓		
	Keyword Search	✓		
	Build a List	✓		

**Need More?**

\*Additional leads are sold in blocks of 400 for \$49.95.

Figure 1 Sage Business Info Services for ACT! is available in three different subscription levels, including a free subscription with basic company information.

It takes just a few clicks to build a new list of leads. Select the criteria you want from drop down lists. For example, you can choose companies based on location, size (annual sales, employees, or market capitalization), industry (including SIC or NAICS codes), financial information, or even keywords. Once you've defined your search, Sage Business Info Services for ACT!, powered by Hoover's™, searches through millions of companies to find those that best match your prospect model. Review the list, click on the leads you want to import into Sage ACT! 2011 and you're done! For companies that are already in your database, Sage ACT! matches those and merges any updates to contact information, ensuring your records are always up to date.

*To be effective, you need a source of easily accessed and constantly updated leads.*

Figure 3 With a few mouse clicks, create a list of highly relevant, up-to-date sales leads and add them to your database in Sage ACT! 2011.

### Why not just use Google for sales research?

Many sales professionals try to find the sales lead information they need by performing web searches. While Google® is a powerful search engine, it is a poor substitute for a true sales lead solution. The reason is simple: Conducting a search of a prospect's website to collect an individual lead takes too much time and sometimes leads to inaccurate results. Many companies don't update their web pages with management contacts for weeks, or even months after they hire new executives.

By contrast, the database you can access with Sage Business Info Services for ACT! contains corporate details and contact information that is second-to-none. **The specially trained staff at Hoover's™ is dedicated to contacting companies and updating records every business day.** Sales leads can't get much fresher than that! Instead of researching one lead at a time, you can build targeted lists and directly import dozens or hundreds of leads at a time into Sage ACT! 2011.

### Why not include email addresses with the leads?

In sales, first impressions matter the most. The last thing you want associated with your business is spam. Sending unwanted, unsolicited emails can quickly land your business in hot water and result in costly fines. Each violation of the CAN-SPAM Act is subject to penalties of up to \$16,000! Hoover's™ does not capture email addresses and does not include them in their business information, therefore, there are no email addresses in the leads you import from Sage Business Info Services for ACT!.

One of the best ways to avoid being perceived as a spammer is to ask for your prospects' email address and permission to send them email communications. This is known as permission marketing. You can ask prospects for email addresses and permission to email by sending them a postcard or letter, or asking them to fill out a simple form on your website. For a definition of spam, read *The CAN-SPAM Act: A Compliance Guide for Business* available from the Federal Trade Commission.<sup>2</sup> When using email businesses should:

1. Avoid misleading header information including the "From," "To," or "Reply-to" lines.
2. Use subject lines that accurately reflect the content inside the message.
3. Identify the message as an advertisement.
4. Include your valid physical postal address within the email.
5. Tell recipients how to "opt out" of receiving future emails from your company.
6. Take opt outs off your marketing list within 10 business days.
7. Monitor any external agencies that send emails on your behalf.

<sup>2</sup> Federal Trade Commission, *The CAN-SPAM Act: A Compliance Guide for Business*, September 2009, accessed online at <http://business.ftc.gov/documents/bus61-can-spam-act-Compliance-Guide-for-Businesshttp://business.ftc.gov/sites/default/files/pdf/bus61-the-can-spam-act.pdf>

## Benefit from a rapid return on investment

Sage Business Info Services for ACT! pays for itself (and more) in a number of ways. By speeding up your sales research, it can shave about 30% off the time you spend finding new leads.\* You'll enjoy a direct savings of the cost associated with your research time, as demonstrated by the model below. Fill in numbers for your own business to more closely estimate your return on investment.

	Example	Your ROI
Employee Annual Salary	\$50,000	
Hourly Value (based on 40 hour work week)	\$25	
Hours of Research/Year	250	
Cost of Research/Year	\$6,250	
Hours Saved (estimated 30% savings)	75	
<b>Saved Costs</b>	<b>\$1,875</b>	
Cost of Sage Business Info Services for ACT! Premium subscription	\$659	
Cost needed to achieve ROI	<b>(\$1,216)</b>	

Table 1 Sage Business Info Services for ACT! easily saves enough time in sales research to earn a positive return on investment.

\*Calculated using ROI calculator from Hoover's, Inc.

Direct time savings is not the only way that using Sage Business Info Services for ACT! pays off. The information you import into Sage ACT! 2011 can also help you make additional sales. With less time needed for research, you can spend more time nurturing leads. More of your sales calls and letters reach intended recipients because you have access to accurate contact information. Finally, the leads you pursue are more narrowly defined by multiple criteria, so you target the best industries and companies for your products and services. The result? More incremental sales for your business!\*

Incremental Sales	Example	Your Sales
Sales calls made per year	\$3,750	
Increase in number of sales calls made due to Sage Business Info Services for ACT! (estimated 30%)	1,125	
Value of an average sales	\$ 10,000	
New incremental sales per year (close rate * additional calls)	4.0	
<b>Annual Incremental Sales</b>	<b>\$40,000</b>	

Table 2 With accurate contact information and additional time to nurture leads, Sage Business Info Services for ACT! helps you drive more sales.

\*Calculated using ROI calculator from Hoover's, Inc.

*The time you'll save during sales research can more than pay for the cost of a premium subscription to Sage Business Info Services for ACT!. When you add in the extra sales that come from better leads and more time to make calls, it can really pay to use the service.*

## Sage ACT!

### Conclusion

Every business needs a solid process for sourcing new sales leads and turning them into profitable customers. To improve the effectiveness of your sales activities, you'll want an affordable source for accurate leads that offers a continuous supply of viable leads. Sage Business Info Services for ACT!, powered by Hoover's™, is a new service that provides contact, company, and financial information for over 68 million companies. From within Sage ACT! 2011, you can define criteria to search for your ideal leads and then instantly add them to your contact database. Sage Business Info Services for ACT! is offered in three subscription levels, including a basic research subscription that is free to all Sage ACT! 2011 customers. This affordable service can help you save time and better target your sales activities for increased incremental sales and a faster return on investment. With Sage Business Info Services for ACT!, it's easier than ever to grow your sales numbers.

### ***To order Sage Business Info Services for ACT!:***

*-Sign up in Sage ACT! 2011*

*-Contact your Sage ACT!*

*Certified Consultant<sup>3</sup>*

*-Or call **866-903-0004***

3 Certified Consultants are third-party vendors. Sage and its affiliates are in no way liable or responsible for claims made related to the services provided by third-party vendors.

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**Important Note:** Review Sage ACT! system requirements at [www.act.com/2011systemreq](http://www.act.com/2011systemreq). You must purchase one license of Sage ACT! per user. Scalability varies based on hardware, size, and usage of your database. **Compatibility:** Visit [www.act.com/solutions](http://www.act.com/solutions) or contact your add-on product provider to help determine compatibility. Sage E-marketing for ACT! is powered by Swiftpage™. Import functions for Sage Business Info Services for ACT! must be performed on the web server when using Sage ACT! Premium (access via web).

**Important Note for ACT! 6.x or Prior Customers:** Customer activation and registration are required to use Sage ACT!. Certain features may have changed or are no longer available, including inbound caller ID functionality, WinFax integration, recording and playback of macros, email/modem-based database synchronization, and SideACT!.