



USE CASE

PROSPECTING

SITUATION:

Prospects come from many different sources, and salespeople need to be able to evaluate a prospects quality, prioritize their outreach, and personalize their approach to increase conversions.

IMPACT:

Salespeople spend a significant amount of time developing their lead lists by conducting manual market research, cold calling and emailing, and contracting third parties. Once these lists are established, the salesperson must then evaluate the quality of each lead and prioritize outreach based on the likelihood of converting them into a customer. After a lead is determined to be of sufficient quality, the salesperson must dedicate further time and effort developing a personalized approach to secure the conversion of the lead into a customer.

RESOLUTION:

By using the User Profile within Pluaris, a salesperson can receive customized market intelligence based on their industry, geographical location, product or service offerings, and virtually any other business input. Within 24 hours after completing the initial configuration, the salesperson's News feed is populated with personalized intelligence extracted from over 170,000 external data sources. In addition, Pluaris allows users to upload and store internal data from a variety of sources, including existing Sales tools like CRM, messaging tools (e.g. Email, Instant Messages), and any other textual data sources (e.g. notes, meeting minutes). Using this blend of internal and external data, a salesperson can view the comprehensive story about their prospect and create a customized approach that highlights pain points, tailors communication, and increases the likelihood of conversion.

