



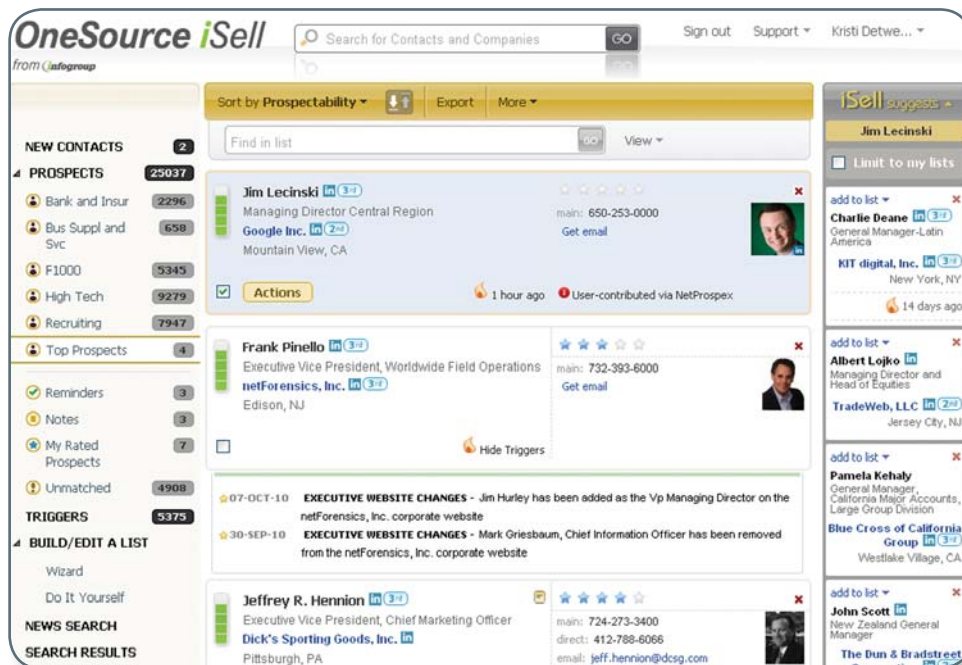
Taking Sales 2.0 to the Next Level

Transforming Sales to Drive Revenue

OneSource iSell **transforms sales** by understanding the ideal targets for each sales professional and then continuously delivering the most timely and relevant opportunities personalized by their profile.

With iSell, sales professionals can focus their efforts where there is the greatest opportunity, resulting in **greater revenue** and improved **sales productivity**.

Delivering the Hottest Opportunities



Only iSell delivers an automated feed of the hottest prospects for each sales professional prioritized by:

- Relevance by target industry, company size, geography, etc.
- Sales triggers, such as new funding, exec changes, office moves, product launches, website changes, and other critical events
- Depth of information available to quickly reach the right person

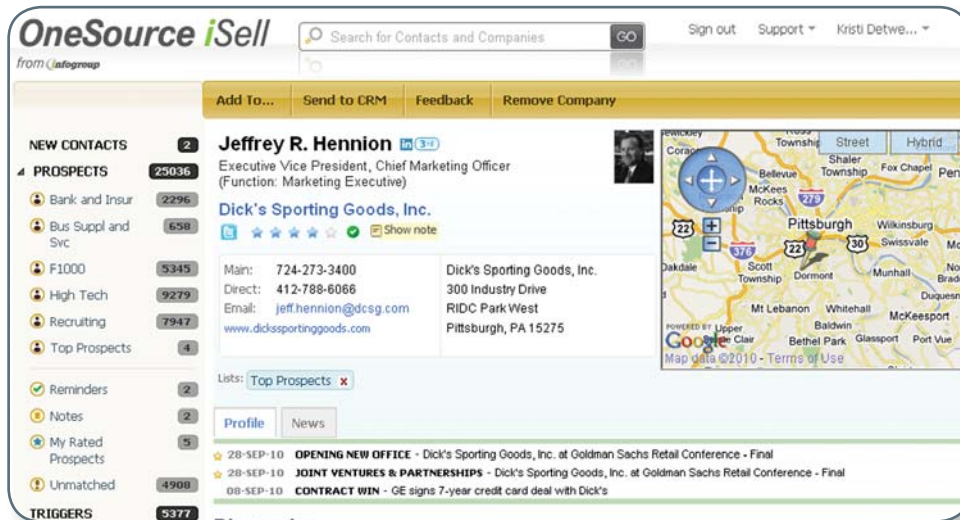
Prospects with sales trigger events are up to 8X more likely to buy

OneSource iSell is highly **personalized** based on how sales professionals define their ideal target market and sales process. It's easy for users to manage their own profiles and quickly tailor iSell to best support the way they prospect and sell. And, iSell's powerful **LinkedIn** integration lets users tap into their own unique network.

The drag-and-drop **user interface** makes actions quick and easy with features such as lists to organize prospects, one-click tagging with star-ratings, and other capabilities designed to save time so sales professionals can spend more time selling.

“The sales triggers that OneSource provides are invaluable for identifying new prospecting opportunities as well as staying on top of target accounts.”
—SourceLink

Unmatched Content Quality with LiveContent™



Only OneSource combines content from **over 50 leading suppliers** in addition to thousands of feeds ranging from structured company data to social media.

LiveContent™ goes beyond simply aggregating data – it selects the most accurate content from each source.

It validates data by checking content sources against each other to develop the most accurate profiles for companies and contacts.

For example, a contact profile can fuse a bio from **Thomson Reuters**, an email from **Jigsaw**, and a photo from **Zoominfo**.

Sales professionals get a competitive edge with LiveContent by gaining immediate access to critical sales information when they need it.

OneSource *iSell* offers a complete sales intelligence solution including company profiles, contacts, emails, social media content, news, sales trigger events, industry sales primers, company SWOT reports, maps, and more – putting all the information sales professionals need in one place.

Increasing Sales Productivity & Driving Revenue Growth

Increasing Sales Productivity

- CRM integration and export capabilities to support your sales process
- Integrated access to all types of sales intelligence in a single place
- Drag & drop, star ratings, list management and tools to organize prospects for efficiency
- Personalization to focus exclusively on the most targeted and relevant prospects

Driving Revenue

- Prospectability indicator prioritizes based on accounts with the greatest opportunity
- Recommendations from “*iSell* Suggests” highlight potential hot prospects
- Industry sales primers, SWOT reports, and in-depth content support sales calls
- Advanced sales triggers uncover accounts showing key buying indicators



ALLIANCE OF MERGER & ACQUISITION ADVISORS®

- 25 million contacts in North America - over 8 million contacts with email addresses.
- Industry Sales Primers - Know the questions to ask and better understand your clients and their business
- SWOT Analysis - better understand what the strengths, weaknesses, opportunities, and threats are for thousands of companies
- Full LinkedIn Integration - Instantly see if you are connected to anyone in *iSell*. No other product offers this integration!
- Monitor News and Trigger Events - keep up with M & A Activity, Executive Management Changes, new Product Announcements, and Company Changes