eBook

The Demandbase Sales Intelligence Playbook

Your Inside Advantage
Thanks to Account Intelligence

What you'll get out of this eBook

Key learnings for salespeople to improve response rates by up to 80 percent

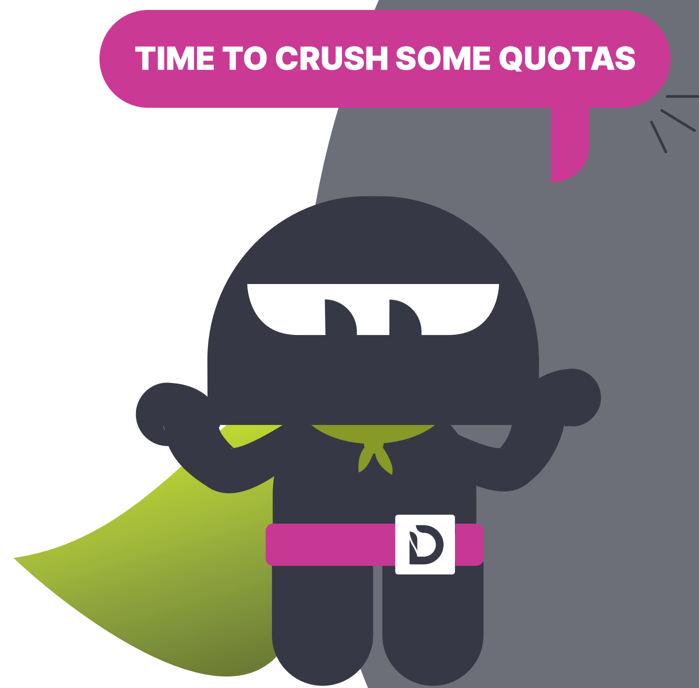
Approaching your prospects with account blindness will become a thing of the past once you learn about the difference data can make in your sales tactics. Leverage relevant company data, people data, and insights (like news and events) to get an edge and impress your prospects with your in-depth knowledge of their business challenges.

Understanding the Demandbase Sales Intelligence differentiator

Detailed instructions with corresponding screengrabs to hit the ground running with game-changing data types of Demandbase Sales Intelligence. Here, you'll get a clear idea of everything available to help you quickly narrow down your target list to the right prospects and approach them at the right time.

A feature-palooza... so you can focus your efforts on selling

If you're like the average salesperson, research might take up so much bandwidth, that you spend only about 30 percent of your time actually selling.[1] Yikes! Learn about out-of-the-box and customizable options for watchlists, agents, and alerts that deliver real-time insights right to your inbox.



Demandbase Sales Intelligence empowers sales teams to have an edge on the competition by reaching out to their prospects with relevance. It's a much more intelligent way to sell, which is why we call it Smarter GTM™.

The Intel You Want and Need

Sales, Data, and Acount Intelligence

The Art of the Sale

The B2B seller's challenges

- Rising quotas.
- Outdated databases.
- Oversaturated markets.
- Unprecedented times.
- Changing buyers.
- Sneaky competitors.

The challenges faced by B2B salespeople are stacking up.

Add to the list that buyers have raised the standard for what they expect from sellers. When 90 percent of decision-makers don't respond to cold calls or emails, how are sales teams supposed to get wins if they're going in blind?[2]

And numbers ... numbers don't lie:

- **82** percent of B2B decision-makers think sales reps are unprepared.[3]
- Only **57** percent of sales representatives are meeting or exceeding their quotas.[4]

Salespeople are fighting through endless friction to get through to the right contact, and only about half are managing to do so effectively. And buyers can (and will) be choosers.

The solution is quite simple: Salespeople need to find a way to stand out.

How? You guessed it. Intelligence. The kind that gets you in the door at the right time, in front of the right person, and with the knowledge in hand to make buyers see you as their top option.

Lowering the volume

Historically, the more prospects a salesperson reached out to, the higher the odds of meeting their quota. Today, sales is no longer a numbers game. Sure, you still need to measure activity and hit your targets, but taking the **volume** approach to selling is just a good way to get your number or email address blocked by more people.

If a seller has a quota of calls to make or emails to send a day, chances are most of those conversations (if answered) will be short, vapid, and lead to dead ends. On the other hand, if quality is brought into the fold, the seller can reduce the amount of outreach attempts, and focus on those fewer prospects that are more likely to engage.

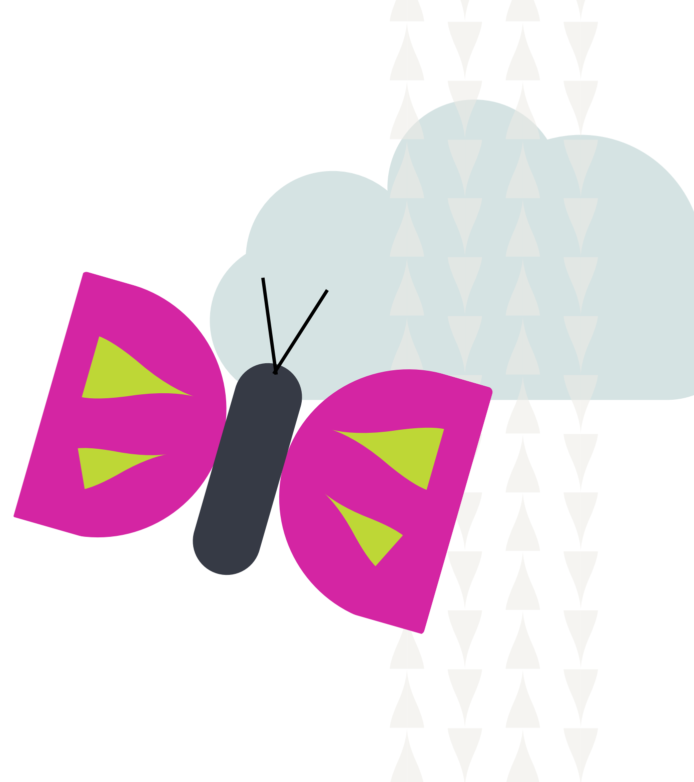
Sellers often look for MORE to land SOME. But they really should focus their time and energy on the buyers that fit their ideal customer profile (ICP). Then, with the first interaction, blow them away with relevant insights.

88 percent of B2B buyers only buy when they see a salesperson as a "trusted advisor," yet just 32 percent describe sales as a trustworthy profession. Because of this predisposition from buyers, salespeople are going against the grain from the start.[5] To combat this, sellers must show the value they can provide early on in the conversation.

The need for digital transformation

The fourth edition of the State of Sales Report from Salesforce[6] perfectly captures the Covid zeitgeist (starting in 2020) when B2B sales professionals around the world collectively faced the unprecedented challenges of a self-isolated world. In short:

- **79** percent of sales reps said they had to quickly adapt to new ways of selling.
- **73** percent of sales leaders said sales technology needs changed significantly since 2019.
- **43** percent of reps said they spent too much time discovering a customer's/ prospect's needs.



When asked for their top-ranked tactics for success in the short-term in the same report, sales leaders, inside reps, and sales operations managers all listed **"improved data quality and accessibility"** as their second most important tactic. **"Personalized outreach"** was in the top five for all sales roles, including outside reps.

There are many other other studies and surveys that all arrive at the same conclusion: Salespeople need digital transformation to perform well in today's competitive market, and they need tools that will drive them (and with them) to disrupt the stale sales landscape.

The new winning sales formula

To improve the customer experience, we have to make significant changes to the seller's experience as well. Imagine if, as a seller, you could:

- Zero in on those prospects that are more likely to give you a resounding yes (and be sure from the start that they actually have the final say on investments).
- Have someone break the ice for you and introduce you to the prospect so that you don't have to start the relationship from scratch.
- Start your conversations with golden insights about the company's needs that would blow the prospects away. What if you knew of recent events presenting additional challenges or opportunities to the buyer that they're either unaware of or unsure how to tackle? You'd be seen as a knight in shining armor instead of a money-hungry salesperson. And personalization tactics in general are known to boost conversion rates by about 10 percent.[6]

If this sounds like a dream scenario, we have good news for you: It's not a dream; it's already a reality.

Thanks to the not-so-secret weapon that we call Account Intelligence, sellers can embark on a Smarter Go-To-Market™ journey where they can activate our intel in their existing CRM platforms through tools like the Sales Intelligence Cloud, providing them with that inside advantage to spot opportunities earlier, reach out with relevance, and drive revenue.

Let's dig into this a bit more.

The Truth About Data

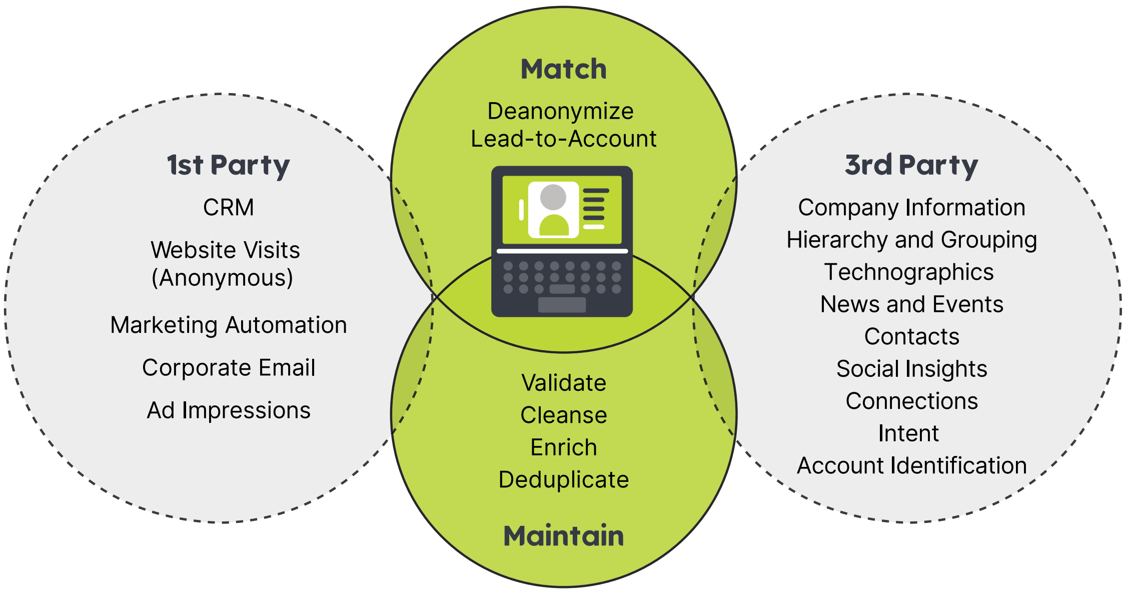
Letting the data do the talking

Account Intelligence is the amalgamation of B2B data that combines your first-party data with third-party insights. When deployed, Account Intelligence powers your revenue teams with the information they need to find opportunities earlier, progress deals faster, and make the buyer journey a smoother process ... for the sales team and the buying committee.

What kind of data are we talking about exactly?

A bird's eye view of Account Intelligence

At Demandbase, we combine first-party with third-party data from over 40,000 editorial, news, financial, and social data sources to provide insight on 47 million companies (and over 100 million contacts) across 750 industries across 180 countries. This raw data is triangulated and transformed into trustworthy Account Intelligence that delivers insights and a competitive edge to marketers and sellers.



To get the full story on the 14 data types we leverage, what they can provide you in terms of insights, and how we transform all of it into Account Intelligence, head over to our Smarter Go-To-Market™ Powered by Account Intelligence eBook, starting on page 5.

It never adds up to 100 percent

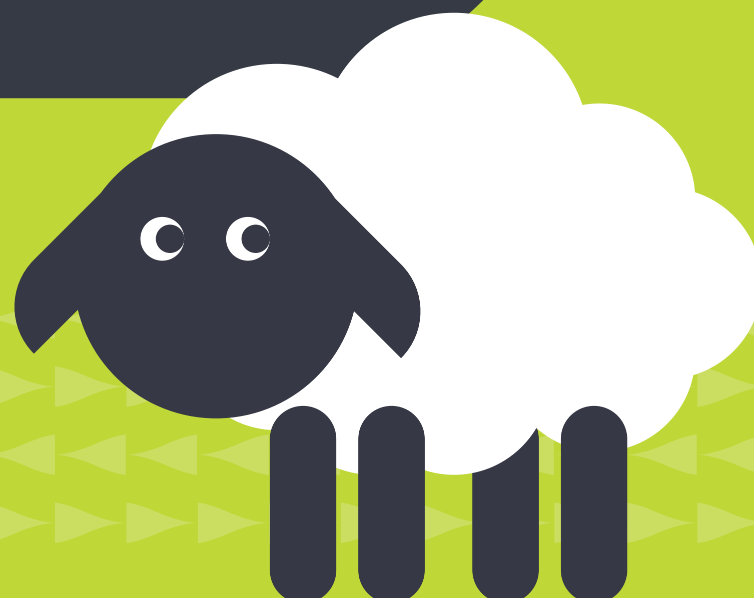
Account Intelligence is at the core of everything we offer at Demandbase for sales and marketing teams, which means we put a lot of care and effort into all things data: sourcing, ethics, hygiene, integrity, etc. Yet the hunch-junkies stuck on Rolodexes and spreadsheets that require manual updates are reluctant to invest in technology and let the data do the talking. Why? Look to the graphic on the right for a sample argument.

With that said, our data quality is — by far and large — the highest across the board. We provide higher accuracy and fill rates for key firmographics like employee count and revenue compared to market alternatives. We even ran an experiment with one of our customers to show how our match rate stacks up against other providers.

As soon as new data comes into our system, our teams validate and triangulate it across multiple sources. We dynamically and continuously verify and improve upon our contact data accuracy. Additionally, we have processes for users to flag any data that slips through the cracks and needs an update.

P.S. If you're into the nitty-gritty of data like we are, The Data Cloud Playbook has all the detail you could possibly want on our data types, sourcing, quality, and uses.

Sales Teams, Dream No More



Insights that give you a competitive edge.

It's time to explore the Sales Intelligence Cloud and its capabilities.

Sales Intelligence Cloud puts our Account Intelligence at your fingertips so you can find more of the right prospects at the right time, engage with them on a deeper level, and win more — all faster and easier than ever.

How does it do that?

Sales Intelligence Cloud provides three types of information: company data, people data, and insights. But we all know the devil is in the details, so let's explore how each component can exponentially improve your response rates.

Here's a simple math exercise:

Cold-calling a prospect without any insights sets you up for a response rate of **2.5 percent**.[8]

When you have deeper levels of **company data** and the **right people (contact)** information in hand, your response rate increases by **6-8** percent.[9]

If you add in **insights** (like business/news events, intent, technographics, etc.), your response rate can go up by around **28** percent.[10]

So the odds for a response get astoundingly better as you add data insights. Great, right? Well, as the TV ads say, *But wait, there's more!*

When you import your LinkedIn, Gmail, or Outlook contacts to the Sales Intelligence Cloud and determine additional relationship opportunities (or Connections) to leverage, you increase your response rate by a whopping **44-84** percent.[11]

Yes, really.

This is just the high-level overview — the tip of the iceberg. And since we're talking in percentages ... You only ever see about 11 percent of an iceberg. The rest of it is below water. Ready for the remaining 89?

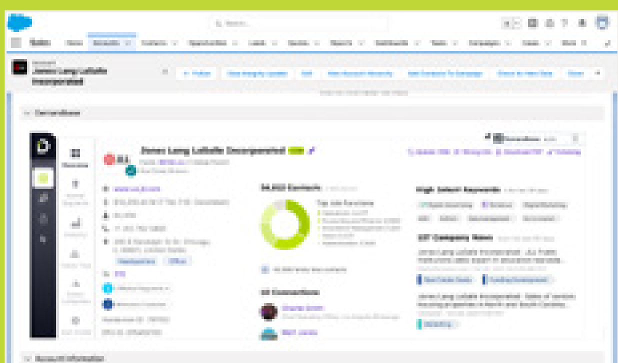
One Single Pane of Glass

Do you love your CRM? We've got your integration covered

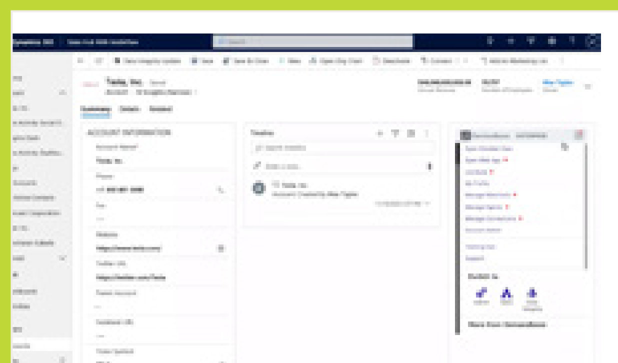
We recognize your most precious commodity is time. With that in mind, we built the Sales Intelligence Cloud to interface with your CRM. So you can see your Sales Intelligence Cloud dashboard from within your CRM, and you don't have to stitch it all together across multiple platforms.

As you begin reviewing the details of the companies you're researching, you may find that Demandbase Sales Intelligence Cloud contains additional or more up-to-date data than what you have in your CRM. If you use Salesforce or Microsoft Dynamics and have Demandbase Sales Intelligence Cloud integrated with them, you can update your CRM with our company and contact data.

Whether you run Salesforce ...

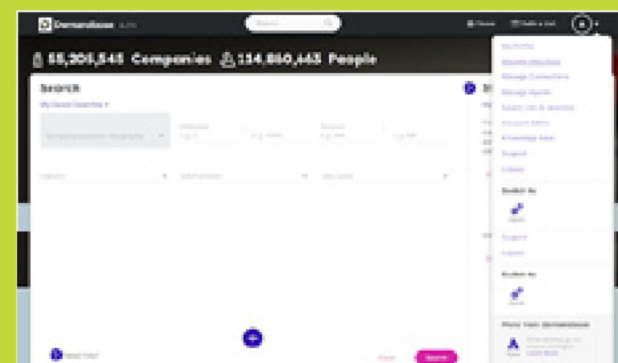


Or Microsoft Dynamics 365 ...



You can easily access the company data, people information, and general insights at the click of a button.

And if you use another CRM (or don't have one) ...



the Sales Intelligence Cloud is accessible as a standalone web application, from which you can directly do your prospecting.

Let's take a look at what you can access from the various dashboards.

What you see is what you get

Dig into the Sales Intelligence Cloud features

Once you start diving deeper into the functionalities of the Sales Intelligence Cloud, you will see how each of the data sets were designed to address a specific hurdle in the sales process. As a salesperson, you're probably all too familiar with the following challenges:

Challenge: Screening companies and accounts that fit your ICP is a lengthy process driven by a lot of guesswork.

Solution: **Company Data** (with information from over 47 million companies worldwide) puts all the relevant details in one place, so you can quickly gauge who belongs in your target account list (TAL).

Challenge: Finding the right person to talk to at a prospect company feels like detective work.

Solution: With **People Data** – which has over 100 million contacts, including 25 million mobile numbers and counting – your path to finding the right person (with their contact details in hand) just got shorter.

Challenge: Scouring global, national, and local news day and night to find a relevant talking point to leverage with a prospect is what you do when you're not working.

Solution: Forget it. This is a thing of the past with **Insights**. All relevant news and events that can help you start conversations are delivered right to your inbox.

We cover how all of these three data sets work in some of the most popular features of the Sales Intelligence Cloud, including your dashboard options, **Watchlists**, **Agents**, and **Connections**.

And if you do a lot of your prospecting on LinkedIn or while browsing the web, you will want to hear all about our Chrome extension.

Let's start with the basics. What do you need to deploy and play?

Company Data, People Data, and Insights

Company data

If you want a one-stop-shop that contains all the information you could possibly need about a company, this dashboard is for you.

On this dashboard, you can see ...

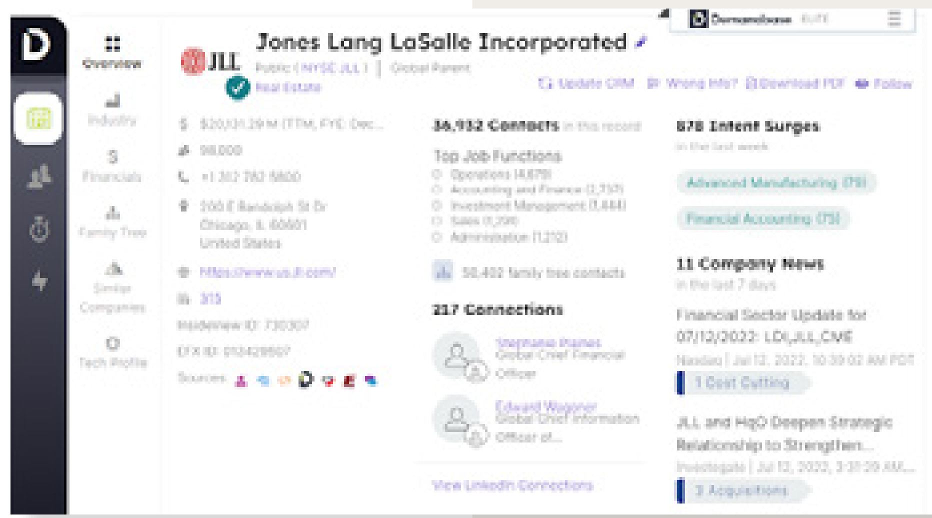
- **Industry:** You have 30 main industries and a number of subcategories to select from. **Plus, you get call prep questions for each industry. So if you sell to a lot of different industries, the industry section preps you with relevant trends and provides you insightful questions to ask. So you sound like you're an expert — even if you're not.**

- **Financials:** The database provides deeper financial history and details about public companies. What's more, you can access SEC filings for public US-based companies directly from the navigation.

- **Family trees:** Corporate hierarchy is one of the most important insights you can have. Having the parent company linked to its underlying subsidiaries means you can quickly decide who is the best contact to go after.

- **Similar companies:** You have seamless access to view profiles of companies similar to the one you're going after. This is especially helpful when you're building a use case for your prospect.

- **Tech profile:** With insight into a company's tech stack, you can figure out how to position your offering, both for new prospects and for cross or upsells.



People data

Zeroing in on a company fit for your offering is step one, but companies don't buy products — people do.

From the People dashboard, you can filter on various attributes to find the right contact you should reach out to.

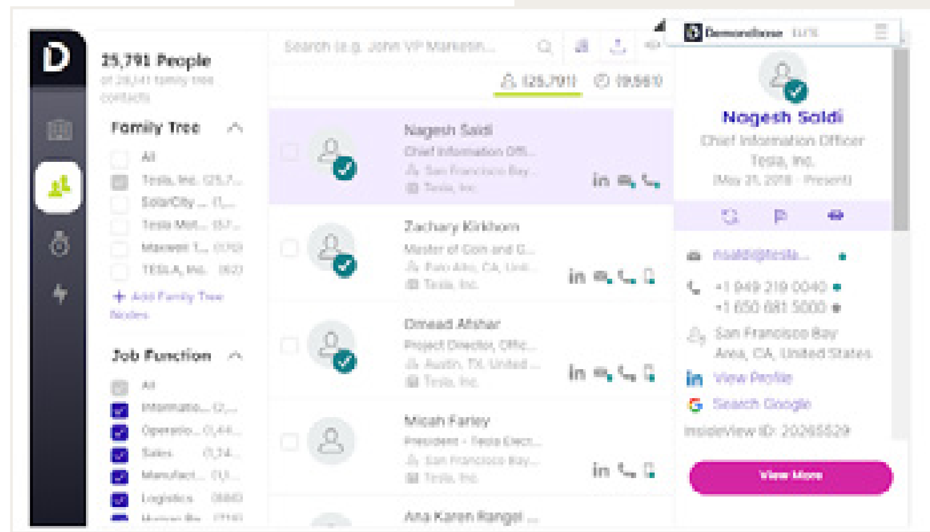
- **Family tree:** Are you going for a subsidiary or straight to the parent company? Once you've sold to one subsidiary, it's much easier to sell to other ones or even to the parent company. But without understanding the organizational hierarchy, you leave your cross-sell success to lots of manual effort and hunch-based tactics. Plus, it can be harder to assign accounts to the right rep: Having accurate family trees avoids assignment conflict.

- **Job function:** Select from 25 job functions, including IT, operations, sales, HR, marketing, etc. You can also perform a title-specific search.

- **Job level:** Focus on the roles you want to target. Narrow down your list to senior executives, managers, directors, vice presidents, board members, C-level executives, or whatever combination of ranks you're looking to talk to.

- **Contact location:** Ensure that the contacts you're reaching out to are based on your territory preferences.

- **Contact info:** What contact details are you after? What kind of outreach will you pursue? This filter enables you to select from contacts who have verified email addresses, mobile phone numbers, or office phone numbers so you can choose how to reach out to them.



Insights: better than the morning newsletter

One of the elements that can make or break a sales pitch is timing. Historically, it's taken a lot of effort and time to research what is going on in a company to try and gauge when is the right time to approach the account.

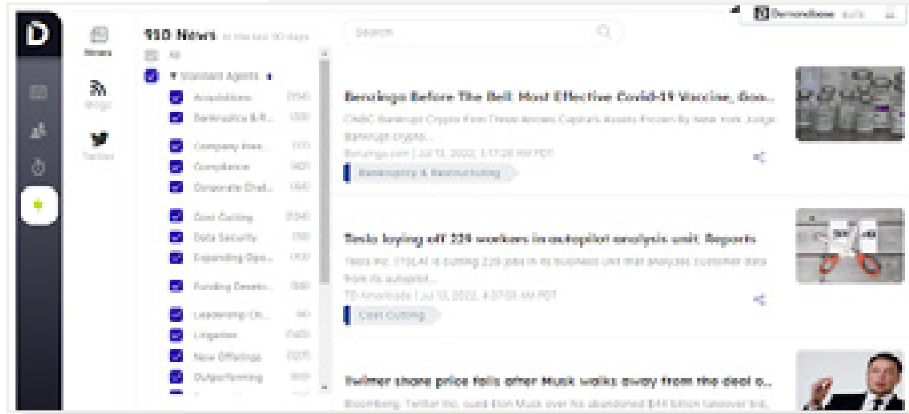
The Center for Sales Strategy published an interesting report nailing down how much time salespeople spend selling.[1] Spoiler alert: about a third of their time, which is not nearly as much as they'd like. And in the State of Sales report from Salesforce we cited earlier, sales reps went into more detail about one time-consuming task in particular: research.[4]

- Over **80 percent** of sales reps say they spend time daily or weekly monitoring information sources to inform their selling.
- **42 percent** of those reps assert that they spend too much time spent discovering a customer's needs.[4]

After all, salespeople get paid commission for their sales, not for the time spent researching potential ones.

With Sales Intelligence Cloud, important and relevant news is delivered right to your inbox when you want it. It's like having your own newsagent — literally.

Check out the "Agents: mission possible" section of the next chapter for more.



Our customers are data heroes, too.

With over 100 million people and 47 million companies in our system (and counting), we know that the one constant in company and people data is change. And even though our AI is pretty phenomenal, we know that your insights are, too.

That's why we have a unique flagging system within the platform that allows you to report on any typos, changes, incomplete data, or outdated information about a company or contact. (You rock, and you know it.)

Linking with LinkedIn

We're all familiar with LinkedIn. As B2B professionals, we often use it for networking and prospect screening.

And we've also already established that Demandbase provides the deep Account Intelligence needed to fully understand your prospects and customers.

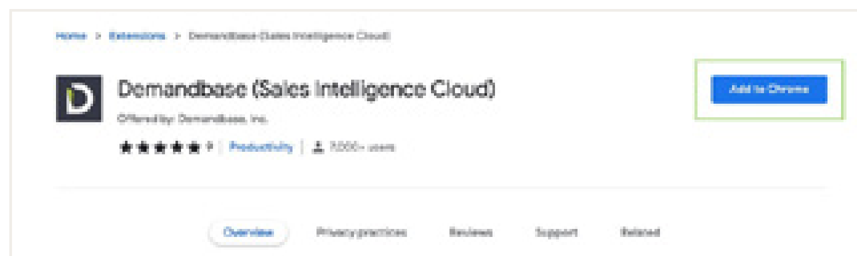
So how about bringing them together?

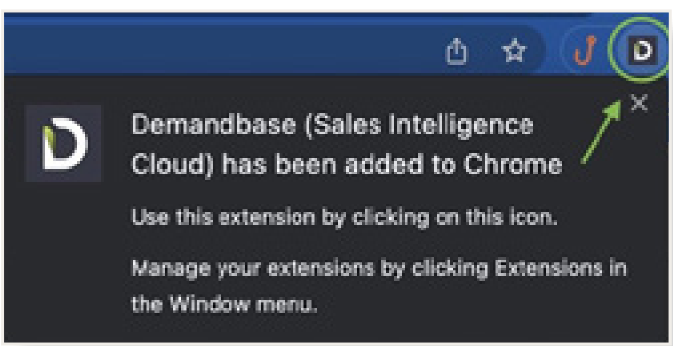
With Sales Intelligence Cloud, you never need to manually enter account and contact data into your CRM. Even when you're prospecting on LinkedIn or the web, our browser extension has you covered.

It's — quite literally — the best of both worlds. All you need to do is install our browser extension to Chrome, and you'll have access to all the company and people insights you could want as you research LinkedIn and surf the web.

Set up the Sales Intelligence Cloud extension

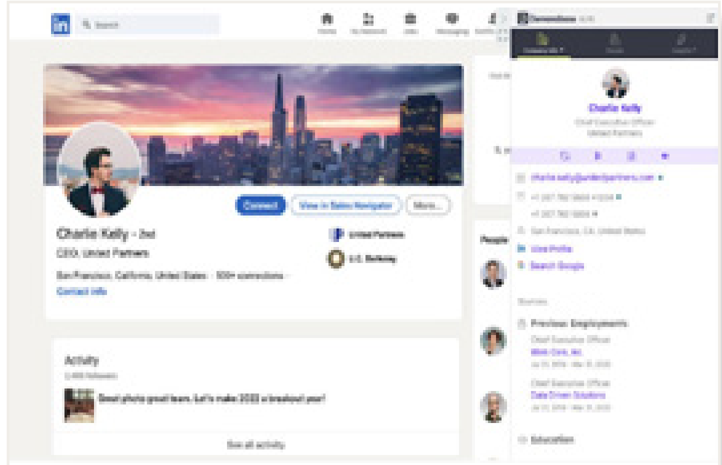
1. Search for the Sales Intelligence Cloud extension in the Chrome Web Store and click on **Add to Chrome**.

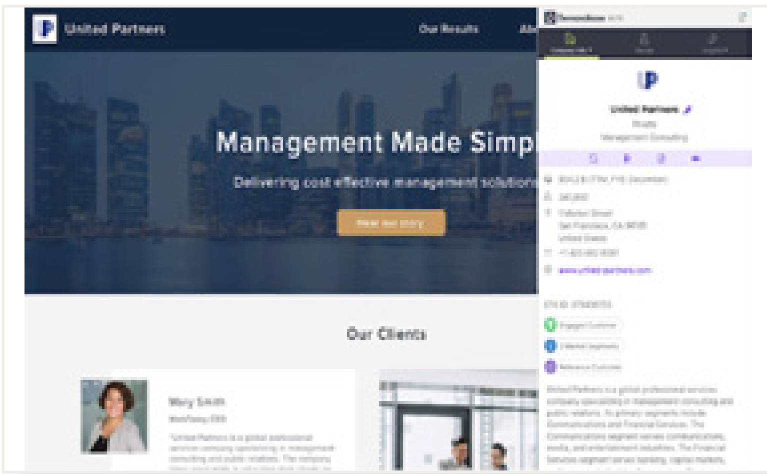




2. Once the extension is on your browser, you'll be able to leverage all the Sales Intelligence Cloud insights of companies or people by simply clicking on the icon while visiting a prospecting page of your choice.

3. Use it while on LinkedIn to get a contact's information, job function, email address, phone number, and all other insights that could help you determine if they're the right person you should reach out to. You can sync their information directly to your CRM through the browser extension, too.





4. Or use it while visiting a company page to get all of their relevant and current "About" information in one single snapshot.

Remember, it's not enough to know just who to target. You also need to know who else is in the buying group, why and when to reach out, and how to engage through shared connections. A personalized insight-based call shows clear value, which leads to productive conversations.

Get the most relevant data of your prospects and customers — both contacts and companies — to be fully informed and win more often.

Watchlists, Agents, and Connections

Sell At Your Best, Automate the Rest

So how's your screen time?

Whether you're in an outbound or inbound sales role, you're constantly hunting (or screening) for companies and contacts that match your ICP. Done manually, this screening process is extremely time-consuming and doesn't yield consistent results.

Our push towards a Smarter Go-To-Market™ strategy is about helping you spot opportunities earlier, reach out with relevance, and drive conversion faster across the buyer journey. The Sales Intelligence Cloud has the following three features to help you accomplish these goals:

- Watchlists
- Agents
- Connections

Pssst!
Account Executives, Sales Development Reps/Business Development Reps, Account Managers, get excited. This is the part you've been waiting for.

Watchlists: keeping your eye on the prize

Watchlists is a feature in the Sales Intelligence Cloud that helps keep you in the know about the companies you follow. You can group your companies by categories that make sense to you such as proximity to being in market, ICP fit for a specific product, or whichever designation matches your strategy. Watchlists round up all the relevant insights for the group of companies you select so you can act on timely business opportunities.

When you add a company to your Watchlist, you can view its activity in the platform's News Feed, or through alerts delivered right to your email.

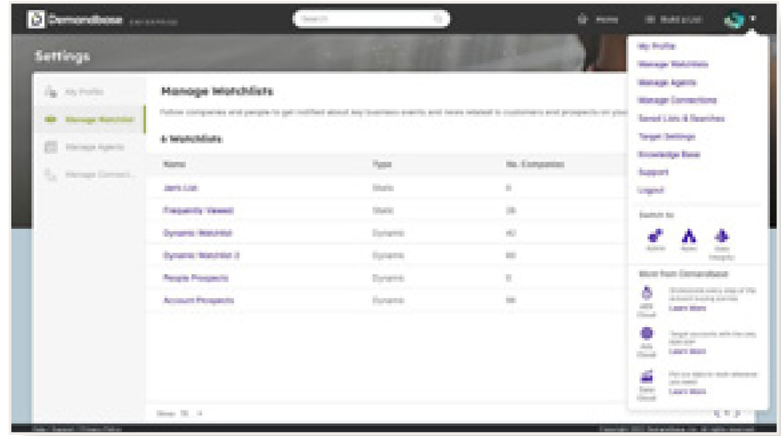
Choose from three types of Watchlists:

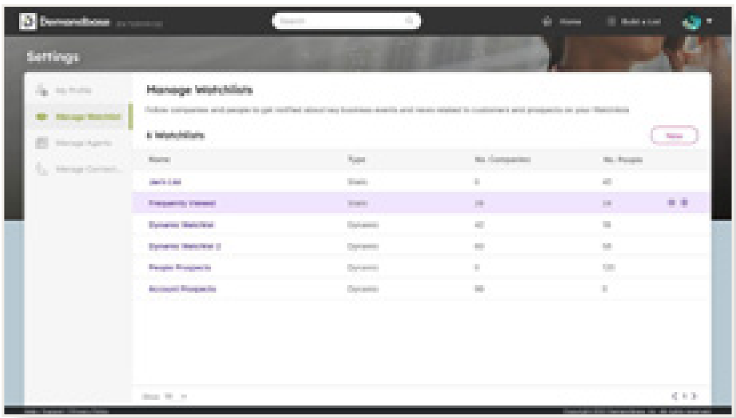
- Frequently Viewed: This list automatically tracks the companies or people you view most frequently.
- Static Watchlist: This may end up being your favorite Watchlist, as it's the one you can manually add companies and/or people to.
- Automated Watchlist: This list automatically tracks companies based on the criteria you specify (for example, "All Accounts I Own," "All Open Opportunities I Own," or "Custom Criteria").

Here's how easy it is to create a Static Watchlist.

Create a Static Watchlist.

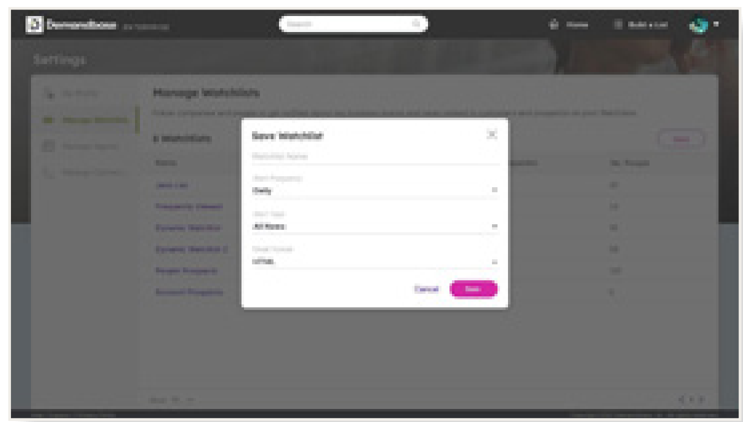
1. Open the **My Profile** menu and click **Manage Watchlists.**



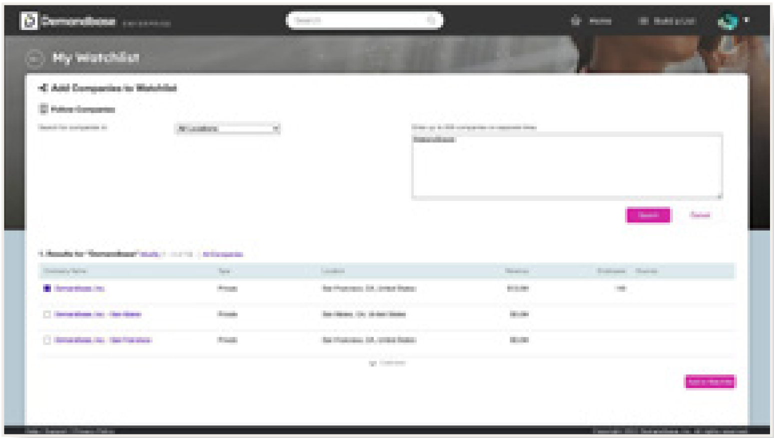


2. On the Manage Watchlists page, click **New.**

3. In the dialog box, enter a name for the Watchlist and make your selections for Alert Frequency, Alert Type, Email Format, and then click **Save** to create the Watchlist.

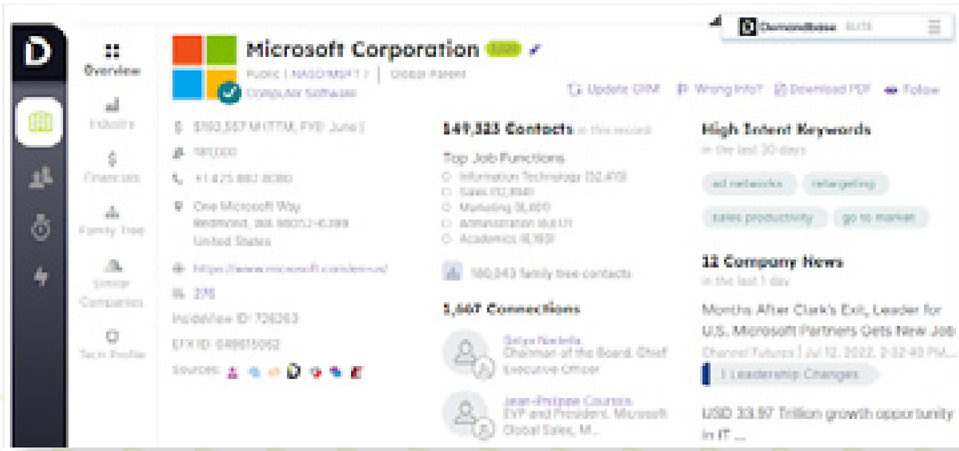


Now that the Watchlist has been created, you can add prospect companies to it.



4. Click the **+Add** button and then enter or paste company names or URLs into the **Enter your Companies** box. You can add multiple companies at once separated by a new line.

5. Click **Search** to see a list of matching companies. The most likely match (based on popularity) will be listed first. Select the checkboxes of the companies you want to add and then click **Add to Watchlist** at the bottom of the page.



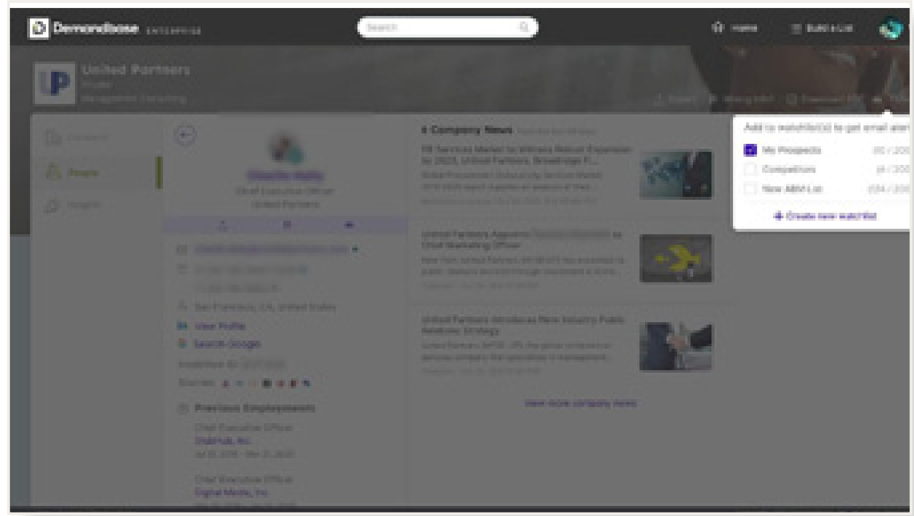
HOT TIP! You can also quickly add companies to a Static Watchlist from the overview page/profile. Just click on the little eye button **(Follow)**, which will turn into a checkmark once you choose which Watchlist(s) to add the company to.

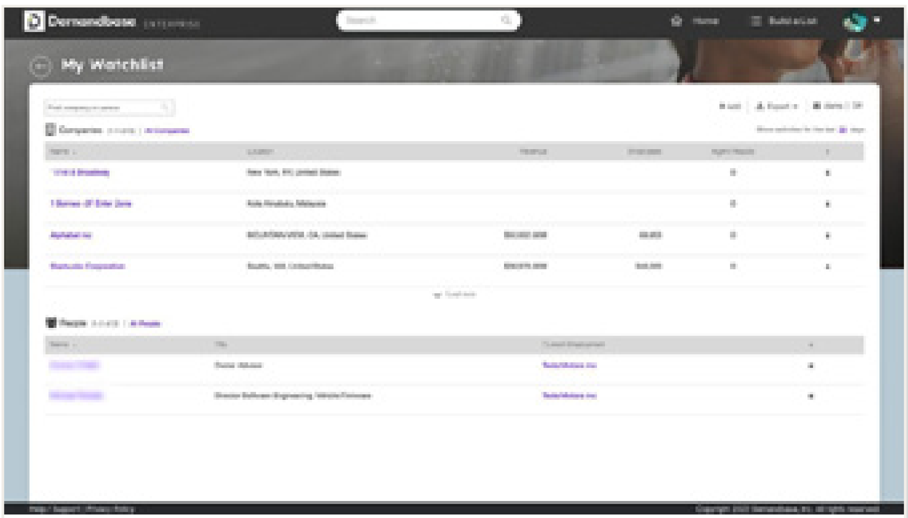
The magic of Watchlists doesn't end there.

You can make your Watchlist even more targeted with richer insights by adding people to it.

Add people to your Watchlist.

1. On the **People Details** page, click the **Follow** (eyeball) icon below the person's name and title. Select as many Watchlists from the drop-down list as desired to add that person to the Watchlists you're curating.





Remove people from your Watchlist.

Over time, you won't need to keep an eye on all of those people or companies as you will have made progress with them.

Let's see how to remove companies or people from your Watchlists:

1. Select the **Watchlist** from the Manage Watchlists page.
2. Click the **X** to the right of the person or company you want to remove.

That was easy.

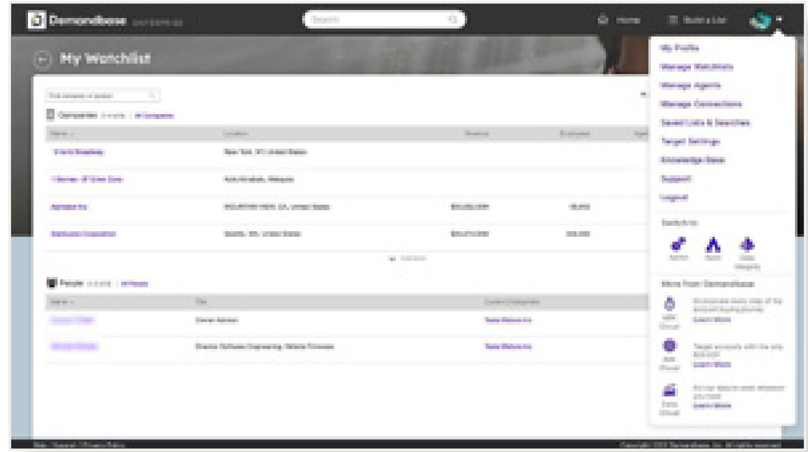
Now, this is a good time to set the frequency with which you want to receive email notifications about the people on your Watchlists.

Setting up email notifications

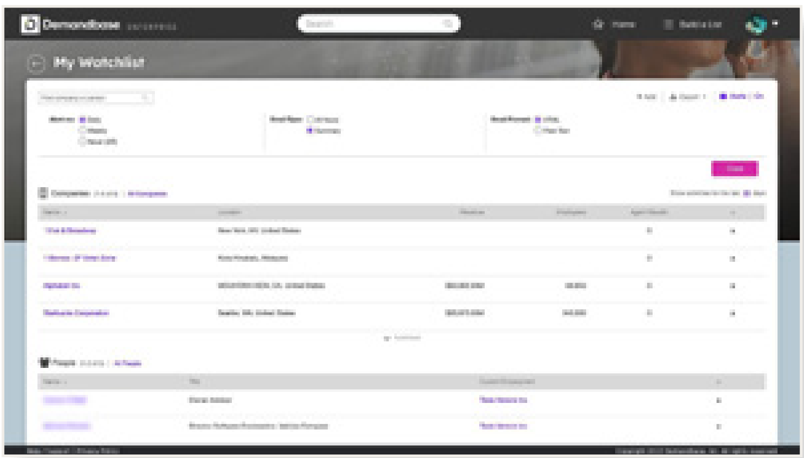
Email notifications are set up to release on a daily cadence.

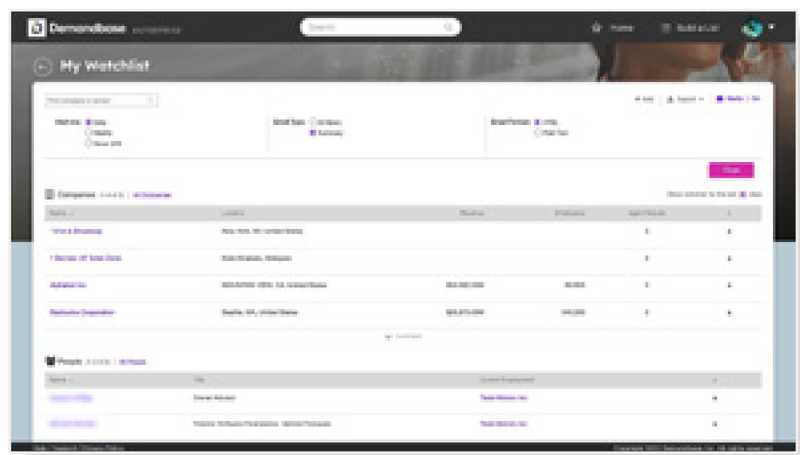
If you'd like to change the default setting to release a weekly summary or you're happy with checking your News Feed within the dashboard and prefer to disable the email notifications altogether, here's how to do that.

1. Go to the **Manage Watchlists** page.



2. Select the Watchlist you want to modify email settings for.
3. Click **Alerts** and adjust the settings as required.





4. Changes are saved automatically. Click **Close** to exit the settings panel.

Agents: mission possible

Remember the Insights section a few pages ago? We mentioned a setup where you can have your own newsagent filter all the relevant news straight to you, so you don't have to search high and low for a window of opportunity with your prospect. Well, we meant it literally.

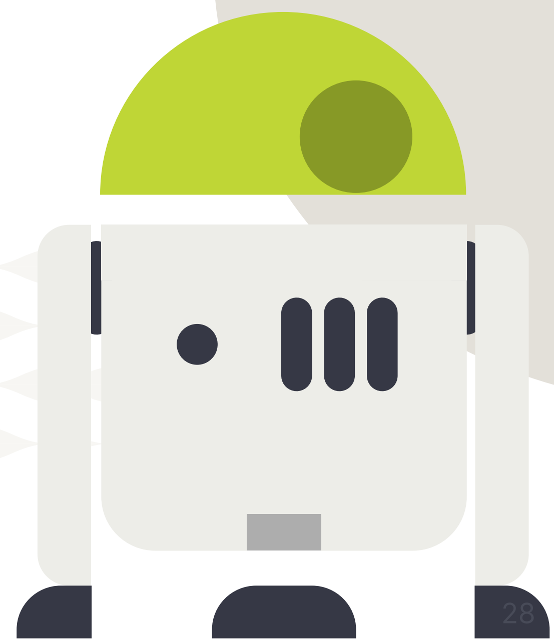
Meet another key element of the Sales Intelligence Cloud: **Agents.**

Agents are search bots that retrieve news articles and current events about companies and people of interest to you. While the Watchlists bring together the companies and people you want to keep a close eye on, Agents act as an additional filter where you choose which types of news you want to be informed about specifically.

And, as with our data and Watchlists, Agents also fall into three categories:

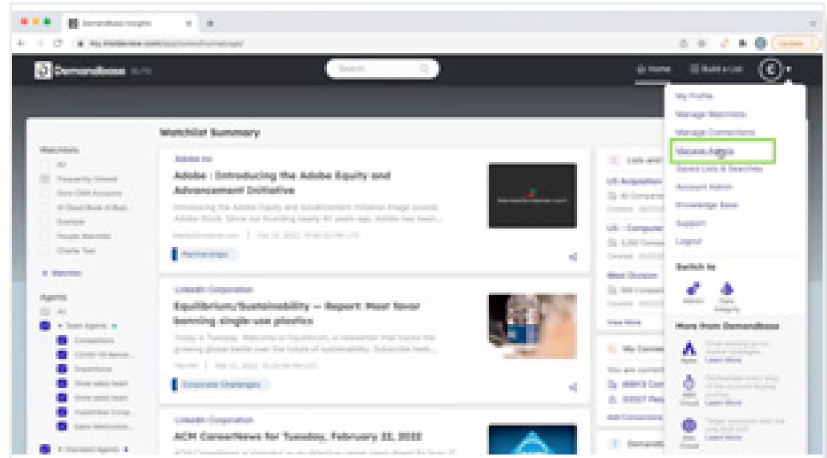
- **Standard Agents:** These are 18 predefined bots that gather specific business-related news, including leadership changes and new offerings. They are unlocked by default, and you can choose to turn them off individually.
- **Team Agents:** These are the fan favorite Agents among Sales Intelligence Cloud users. They are tailor-made for you by your customer success manager (CSM) to match your requirements, and they're shared across your team.
- **Custom Agents:** As the name suggests, you can create these with keywords and other criteria to specify what kind of news you'd like to see for a target company or a contact.

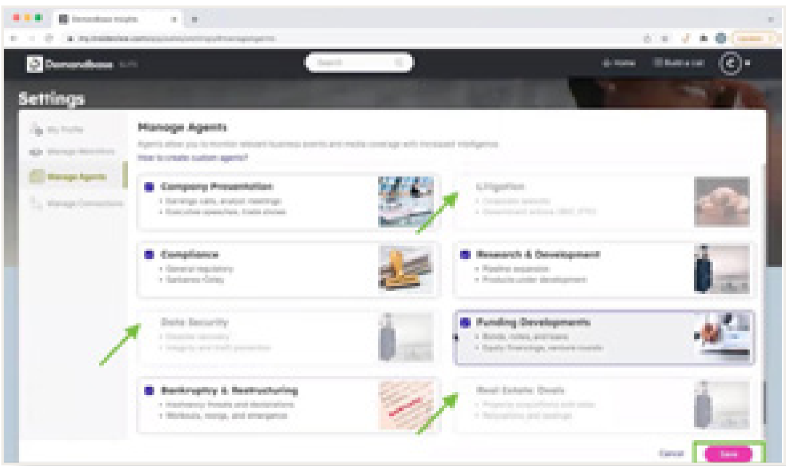
On the following pages, we provide a quick overview on how to manage your Standard and Custom Agents so you don't have to sift through news that you don't care for and can ensure, instead, that your news feed shows you only what you want (and need) to see.



Set up your Agents.

1. On the upper right-hand corner, click on your **Account** (circle with your first initial) icon, then select **Manage Agents.**





Set up a Standard Agent

You can browse through your choice of agents. We recommend that you start by managing your Standard Agents:

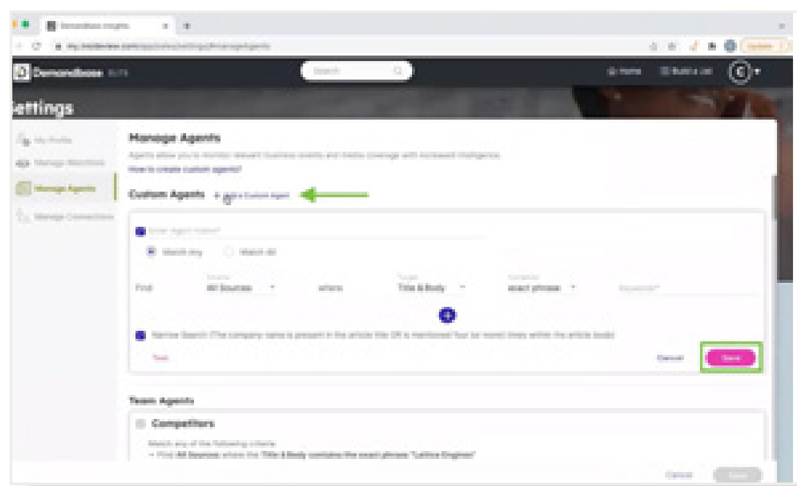
1. Scroll all the way down to the Standard Agents section and simply deselect the checkbox of the Agent type you're not interested in. Click **Save** to complete the changes.

Set up a Custom Agent

For Custom Agents, you have the opportunity to include topics in your News Feed that may not be part of the Standard Agents.

1. Scroll to **Custom Agents** and click on the **+Add a Custom Agent** button

2. Fill in keywords that fall under the topic that you'd like to keep track of, and add as many filters as you'd like to customize your Agent. Click **Save** to create the Custom Agent.



Connections: get a helping hand to break the ice

One last callback — we promise.

Remember the exercise earlier that showed you the exact ranges that you could expect to increase your response rates by with the help of the Sales Intelligence Cloud? Can you remember the one that can catalyze the highest leap?

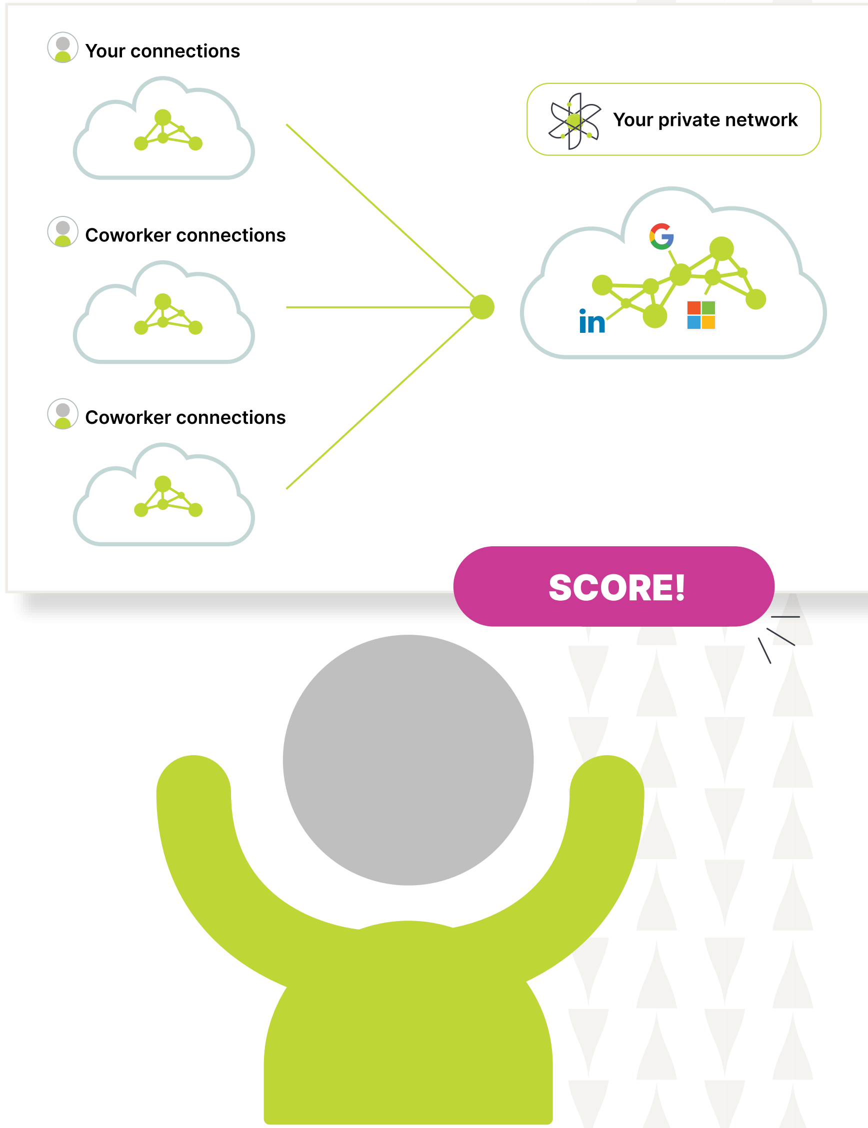
That's right! **Connections.**

The Sales Intelligence Cloud Connections feature helps you significantly expand your referral network and makes it possible to get warm introductions to your prospects. How? By leveraging your existing social and professional contacts as well as those of your coworkers.

We've all gotten a cold sales pitch at one point or another, and when the situation feels forced, it's natural to shut down the approach. Now, if a friend, coworker, or acquaintance introduced you to someone in their network, you would be much more open to engaging with them.

And that's the power of Connections.

When you import your LinkedIn, Gmail, and Outlook contacts into the Sales Intelligence Cloud, the platform will match them against the executives in our database. A perfect match signifies a relationship to that person directly or through the company they work for, and once it's highlighted for you, you can request a warm introduction. Your connections stay private to your company — we don't share or resell your contacts outside of your organization — and to you.



Connections provide opportunities for a softer approach towards a prospect by eliminating degrees of separation and finding the common ground between you both. Connections help with:

- **Finding decision makers:** Use connection filters to identify a path that leads to a decision maker in your target company. This increases the probability of engagement and creates more potential business.
- **Asking for referrals:** Once you identify a contact, ask your connections for a referral. This will increase the chances of a faster response.
- **Starting conversations:** Use the information provided to identify important conversation starters and gain familiarity with the prospect.

With the contact data, insights, and company information in your dashboard, a Connection can facilitate a warm introduction that will knock down the walls of predisposition the prospect may have, providing you with a priceless opportunity to show the value of your offering, and increase the likelihood of a win.

Setting Up Connections

Once you import and set-up your Connections, the Sales Intelligence Cloud will use the details you provided to identify ways to connect to target companies and people. We suggest importing your contacts quarterly to maximize potential of your network additions. The platform leverages the following connection categories:

- **Work History:** Identify connections and find referrals through previous employers and co-workers.
- **Education:** Have your alma mater serve you for life. Create referral networks through your fellow alumni from your past college/university programs.
- **Reference Accounts:** There's no better reference than a company you have done business with. The employees at those companies might be able to make an introduction.
- **Personal Connections:** Your direct contacts from LinkedIn, Gmail and Outlook are your best bet to help identify connections and find referrals to a company or specific person.

  More than ever, it's all about who you know.

It’s the era of self-service, but we’re still here for you

Even with the most detailed of user manuals in hand, we know you may still have questions or want to explore the potential of the data in your CRM coupled with the Account Intelligence from the Sales Intelligence Cloud.

If you’d like targeted skill-building sessions that can inform new ideas on how to maximize the use of the features, we have office hours you can register for.

If learning at your own pace with guided tutorials is more your cup of tea, we offer a Sales Intelligence Cloud training course from our Demandbase Academy program.

And, lastly, our CSMs are always available to guide you through trainings and enablement sessions.

We’ll show you the way, and you choose your own adventure.

A Smarter GTM™ fueled by Account Intelligence is the ultimate pipeline accelerator. With Account Intelligence activated in the Sales Intelligence Cloud, you can optimize prospect screening, improve your response rate, and get deeper insight-based conversations where your value-add is abundantly clear.
Get a demo of the Demandbase Sales Intelligence Cloud in action.

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