



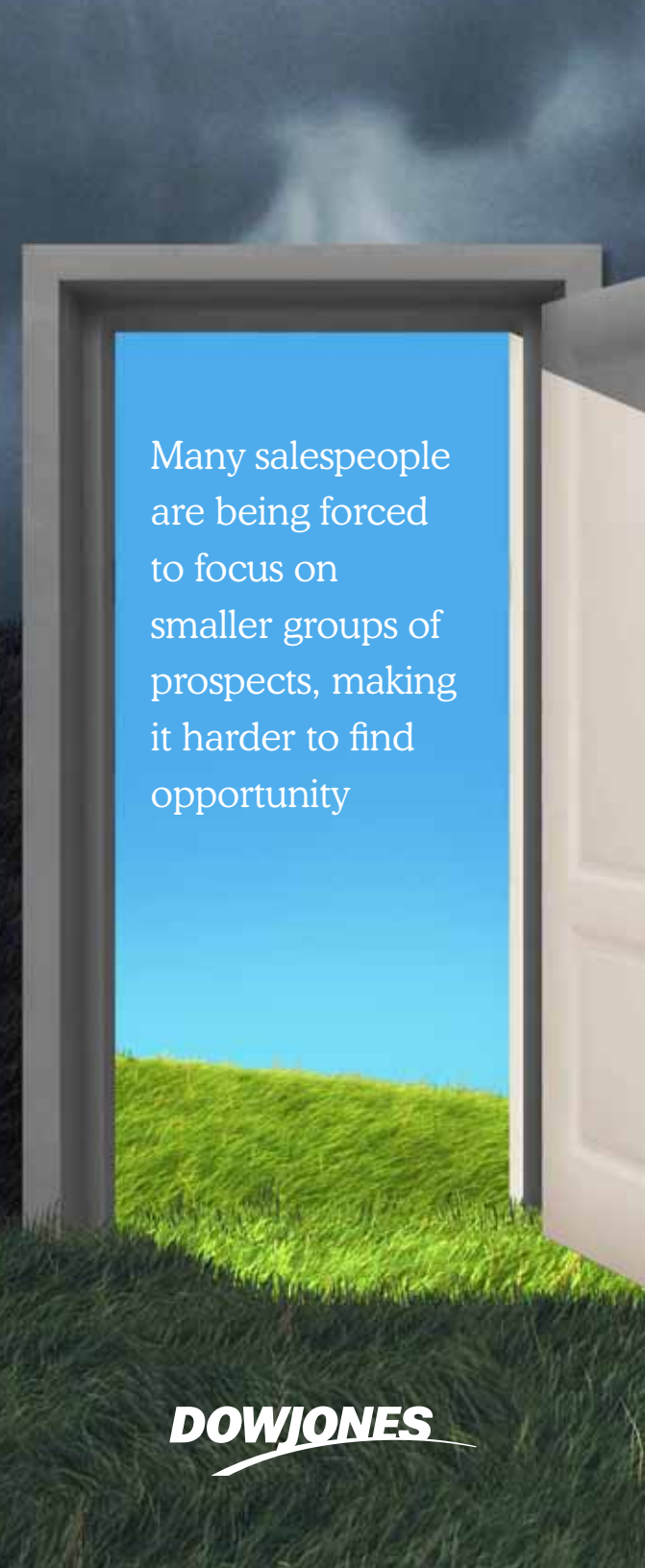
Dow Jones eBook

Open Doors with B2B Social Networking

How social networking technology is
changing the competitive landscape
during the economic storm

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Many salespeople are being forced to focus on smaller groups of prospects, making it harder to find opportunity

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The economic downturn has forced budget lockdowns for many businesses, spelling trouble for salespeople. As the golden doors of opportunity are slamming shut, it's more challenging for salespeople to gain access to decision makers. Successful salespeople invest in building prospect and customer contacts; however, the growing pressure to perform makes building relationships difficult.

Determining the best way to reach decision makers can be a big challenge. The laborious process typically involves using a variety of sales tools plus spending time manually scouring the Internet—often overwhelming even the savviest salesperson.

How can salespeople easily determine the quickest path to prospects without lengthy hours of research? Are there easy ways to identify people who can open doors to high-value prospects?

To help meet these challenges, many sales organizations are turning to B2B social networking solutions. Designed to help salespeople quickly identify the best path to connect with prospects, these tools leverage the contacts of employees across the company, revealing connections to important decision makers. Unlike consumer alternatives, B2B social networking combines the power of “who you know” with the breadth of business contacts listed in public databases and contacts in an organization’s in-house email and CRM systems.

This report reveals how B2B social networking is helping sales quickly open doors to new opportunity.

Why Salespeople Often Row Against the Current

When revenue is down and the global economy is in a tailspin, all eyes are on the sales team, making the pressure to perform extreme. Many sales directors respond by shrinking the focus of salespeople, asking them to direct their efforts on smaller groups of prospects. The idea is to force salespeople to go deeper rather than broader in their relationships, building more strategic alliances with prospects and customers.

The path to a prospect is often a maze with many dead ends



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While focusing on fewer prospects seems like a rational solution, when times are tough many accounts have locked down their budgets. The result is often an unfocused and random process as salespeople fish for any reason to make contact. Salespeople need a more efficient way to call into accounts.

Imagine locating someone inside your sales organization with a connection to a key contact at a large target account. Leveraging that relationship could result in a fast introduction, catapulting a salesperson toward the latter stages of the sales cycle. New solutions make this vision a reality.

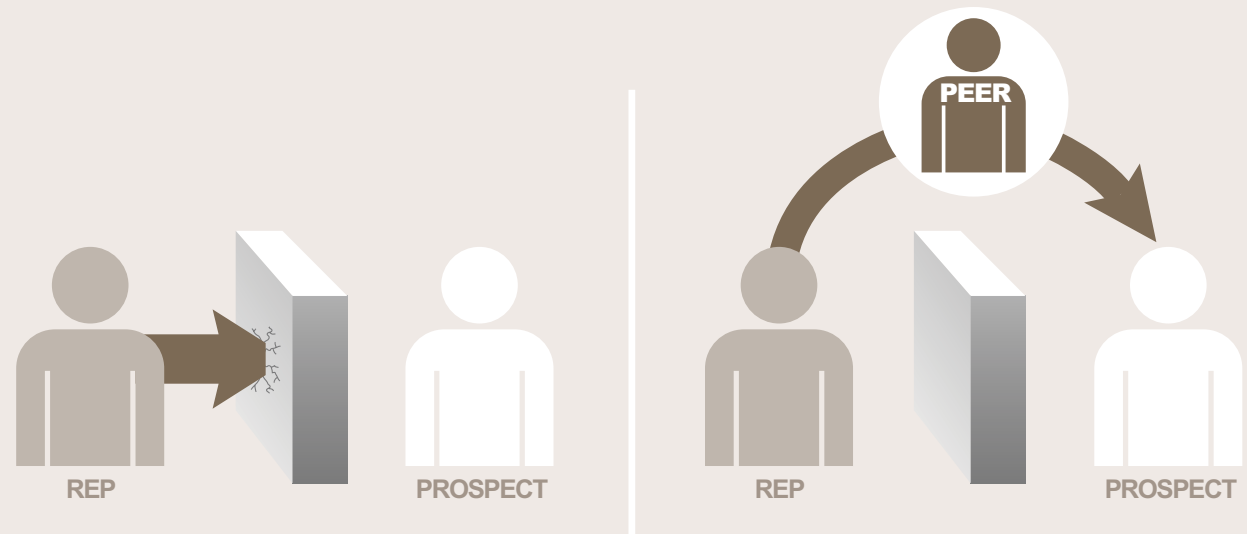


Figure 1: Social networking allows salespeople to leverage the professional relationships of their peers as well as their own.

Building Relationships One Person at a Time

Relationships are the key to making the sale. Capitalizing on existing connections is one of the most effective ways of winning business. The No. 1 reason that salespeople lose deals, apart from price, is because the prospect has a pre-existing relationship with another vendor, according to a study by CSO Insights¹. Smart salespeople understand that relations and connections open doors to important accounts.

Salespeople spend countless hours trying to find and develop contacts that might lead them up the chain to decision makers. What if those connections already existed within the company but simply have not been uncovered? Typically those important relationships do exist in a sales organization—and the larger company as a whole—but are often never examined. Unfortunately, most salespeople rely on their own self-built networks to find a way to prospects.

¹ Dickie, J. & Trailer, B. (2008). CSO Insights. Sales performance optimization: 2008 survey results and analysis

B2B social networking for salespeople combines existing network contacts with the breadth of publicly available insight on millions of executives, creating a super-network

The Next Stage: B2B Social Networking for Salespeople

Designed to help salespeople rapidly make contact with decision makers, B2B social networking is helping sales teams expedite contact with decision makers and eliminate hours of research. Used as discovery tools to reveal the best path to key people at prospect companies, these new solutions combine the best of social networking with public domain information to provide a clear and reliable contact path.

These solutions include opt-in networks (such as LinkedIn), Internet contacts (such as email contacts) and public databases. The opt-in networks are highly relevant contacts, and Internet contacts identify inferred connections. Public information provides a broad knowledge of millions of business contacts.

Unlike traditional social networks, B2B social networking shows every contact that leads to a prospect, whether those people are in a salesperson's network or not. Much like online mapping services reveal the best path to a destination,

The screenshot shows the Dexterra website interface. At the top, there's a navigation bar with 'DOW JONES g2' and tabs for 'TRIGGERS', 'EXECUTIVES', 'COMPANIES', 'RELATIONSHIPS', 'NEWS', and 'PR'. Below this is a search section titled 'HIDE RELATIONSHIP SEARCH | REFINER RELATIONSHIP SEARCH'. The search criteria are set to 'From: Myself' and 'To: Executive'. A search button is visible.

The main content area is titled 'Dexterra Executive Lead' and features a profile for Michael Liebow. Below the profile, there's a section titled 'My Relationships to Michael Liebow' which displays a table of relationship paths. The table is organized into two columns: 'FIRST DEGREE (0)' and 'SECOND DEGREE (13)'. Each row in the table lists a contact's name, organization, and relationship status (RS).

RELATIONSHIP PATHS				Degree of Separation	
REL	ORGANIZATION	EXECUTIVE	RS	ORGANIZATION	EXECUTIVE
	Amazon.com, Inc.	Doug Mackenzie		International Business Machines Corporation	Michael Liebow
	Amazon.com, Inc.	Ashish Gupta		International Business Machines Corporation	Michael Liebow
	Ariba, Inc.	Jim Frankola		International Business Machines Corporation	Michael Liebow
	Ariba, Inc.	Jim Steere		International Business Machines Corporation	Michael Liebow
	Ariba, Inc.	Larry A. Mueller		International Business Machines Corporation	Michael Liebow
	Ariba, Inc.	Lisa Caswell		International Business Machines Corporation	Michael Liebow
	Ariba, Inc.	Richard P. Wallman		International Business Machines Corporation	Michael Liebow
	Ariba, Inc.	Robert Calderoni		International Business Machines Corporation	Michael Liebow
	RealNetworks, Inc.	Robert Kimball		International Business Machines Corporation	Michael Liebow
	Ariba, Inc.	Stephen Graham		International Business Machines Corporation	Michael Liebow
	Lyons, Inc.	Steve Eskmezi		International Business Machines Corporation	Michael Liebow
	Shiva Corporation	Angelo J. Santorelli		International Business Machines Corporation	Michael Liebow
	Yahoo! Inc.	Kerian J. King		International Business Machines Corporation	Michael Liebow
Affiliate		Dale L. Fuller		Apple Inc.	Ajit Samaranayake
Affiliate		Dale L. Fuller		Apple Inc.	Barry Schiffman
Affiliate		Dale L. Fuller		Apple Inc.	Bill Jobe
Affiliate		Dale L. Fuller		Borland Software Corporation	David Little
Affiliate		Dale L. Fuller		Apple Inc.	Donald P. Casey
Affiliate		Dale L. Fuller		Apple Inc.	Gary Little
Affiliate		Dale L. Fuller		Apple Inc.	Harold D. Oppen

Figure 2: With the click of a button, a salesperson can discover connections to key contacts at a prospect site while reading a Web page.



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B2B social networking for salespeople shows precisely who the best connections are to a prospect, using corporate-wide social contacts and publicly available insight.

The solution starts with each salesperson's current and past work history and educational data. Then the employee's existing social network and email contacts are added. Next, other participating employees within the company add similar insight. Finally, public domain information is applied.

Not only does public information provide biographies on key individuals, it also reveals or verifies who worked with them in the past, what schools they attended, what boards they sat on, and so on. By drawing from a database of millions of publicly known contacts and applying the information to the sales team's contacts, the result is a super-network for salespeople.

A Quick Example

Imagine a salesperson discovers an article on his favorite news site that mentions a new executive hired at a prospect company. Technology can extract key information from that Web page, identifying the key people mentioned. Then a salesperson can easily drill down further into relevant executive and company information, showing him the degrees of connection to each person. The best path to reach a specific executive is revealed (see Figure 1).

The relationship paths show all the people in the salesperson's network who know the prospect or have connections with someone else who knows the individual. For example, it may become apparent that a fellow employee has a direct link to the prospect. The paths to the prospect are sorted by relationship strength. In mere seconds, the best connections are revealed and the salesperson can immediately solicit introductions.

This means that now a salesperson can quickly respond to news—in this case a management change—eliminating hours of research.

What can make B2B social networking so powerful is the immediate access to comprehensive databases that include millions of executive profiles. From those profiles, the system can determine important information, such as where they worked and when, where they went to school and when, and what boards they served on. When that information is analyzed and compared to all the contacts within a company, powerful connections can be quickly discovered.

B2B social networking combines the best of social networks and public data for a powerful sales network leading to prospects

The Benefits of B2B Social Networking for Salespeople

B2B social networking provides many significant benefits to salespeople. In particular, it:

Leverages the relationships of the many employees within a company to reveal connections to prospects

Enables integration of personal, work, educational and opt-in network contacts, in addition to leveraging the relationship capital of an organization

Expands a salesperson's network by leveraging millions of publicly available executive profiles

Provides a clear and immediate inside path to prospects that might be otherwise impossible

Speeds the discovery of connections to prospects, allowing salespeople to spend more time selling

Eliminates endless hours of Internet research

Increases the likelihood of quick contact by taking advantage of the relationships of referrals

Eliminates trial and error by revealing the strongest path to a prospect

Enhances understanding of prospect and related contacts by providing detailed background information

What to Look for in a B2B Social Networking Solution

When seeking a B2B social networking solution to assist the sales team in making connections to prospects, consider the following important requirements:



Goes beyond existing contacts

Look for a solution that leverages a database of executives and can draw connections based on where an executive worked, what boards he or she served on, which schools he or she attended and any community affiliations. This information should be combined with known network contacts to reveal the best path to prospects.

Look for a solution that combines existing social network contacts with Outlook and public data for the most comprehensive sales network

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Does not require opt-in involvement with social networks

Many key executives do not participate in existing social networks. The ideal solution should still be able to add these individuals using Web crawling and aggregation from public data sources, resulting in a very powerful network.



Email integration

Seek a solution that can import contacts from email applications such as Microsoft Outlook to represent contacts who may not be participating with existing social networks.



Works with existing social networking tools

Seek a solution that will leverage the “who you know” contacts within existing social networks and add linked contacts from public data sources to form a solid bridge between known and unknown individuals.



Examines current and past relationships

The ideal solution should be able to determine current and past work history and other relevant past affiliations to draw important connections.



Represents millions of businesses

Look for a solution with a comprehensive database to ensure the largest possible network.



CRM integration

Seek a solution that integrates with existing CRM software to increase the ease of use and adoption of the solution and provide a single point of access.



Highly accurate information

The ideal solution should accurately verify the integrity of individuals and their relationships to ensure the best path to prospects and eliminate wasted effort.



Includes peer relationships

Make sure the solution can uncover relationships within your organization and how they connect to the prospect, ensuring that connections among willing participants are shown.



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Reveals the complete path

Look for a solution that will show the entire path to the prospect, including names and biographies, to help salespeople make the best decisions regarding contact methods.



Examines multiple levels of relationships

Seek a solution that goes beyond existing social network connections and includes a prospect's work history, education history and executive board memberships when providing a path to a prospect.

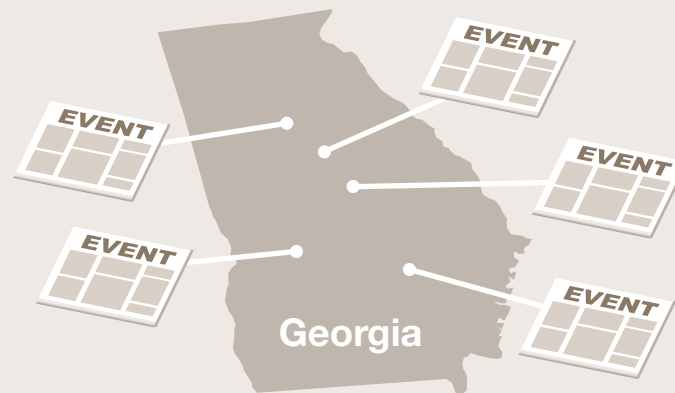
The Next Step: Sales Lead Acceleration Solutions

Designed to help sales teams identify opportunities and locate important corporate contacts, sales lead acceleration solutions enable salespeople to focus on building relationships and selling.

These tools accomplish this by automatically scanning the news and identifying companies experiencing events indicative of a buying cycle. For example, a salesperson selling telephony services to big businesses in Georgia could track the news for companies adding new facilities or moving into the region. The moment a topically relevant news story is published, sales lead acceleration solutions analyze the company's size and location, determine if it fits the salesperson's criteria, immediately notify the rep and reveal important contacts within the company. The end result is that a very hot

prospect is revealed before the competition even knows what's happening.

Sales lead acceleration solutions are virtual research assistants that automatically monitor thousands of sources. Not only do they pinpoint opportunities, they allow a salesperson to quickly examine the latest activity of a company. Thus, a sales rep has an actionable excuse to make first contact. Now a cold call becomes a warm contact.



Our Georgia salesperson could say, "Hi Jack. Congratulations on your amazing growth and that new government contract! I see you folks are moving into a new facility in a few months. Have you seen the latest IP telephones your competitors recently installed?"

Dow Jones offers a premier B2B social networking solution that empowers salespeople to quickly make contact with unknown prospects

Now sales can quickly identify whom to pursue, determine the latest activity of the company and rapidly make contact. Rather than spending precious time digging through Web sites, sales lead acceleration solutions allow salespeople can work to build strong trusted relationships. With sales lead acceleration solutions, the practices of advanced salespeople are automated and made available to the entire team.

Built as Web-based tools, these solutions intelligently scan thousands of news sources—many outside the public Internet—and intelligently analyze content, filter results and present findings in visual dashboards.

The Dow Jones Advantage

Designed to help salespeople rapidly make contact with prospects, Dow Jones's B2B social networking solution is a vital resource for sales teams. It eliminates laborious searches, allowing sales to focus more on selling.

Dow Jones offers the broadest network, including both opt-in and public domain data, and empowers the enterprise with peer affiliations that help make connections through sales teams. With its “clear path” relationship maps, hidden business connections and proven paths to prospects are revealed, shortening the time to connect. Plus, by monitoring millions of news articles, media sources and blogs on a daily basis, key contacts and their relationships are constantly updated.

Winner of three 2009 Software and Information Industry Association CODiE Awards, Dow Jones has a proven track record of delivering software tools that help sales teams excel.

Empower your sales team to quickly make contact with important prospects. Enable your salespeople to focus on their most important activities: building relationships and selling.

About Tom Aley

Senior Vice President and Managing Director, Business and Relationship Intelligence, Dow Jones

Tom Aley is currently the senior vice president and managing director of Dow Jones's Business & Relationship Intelligence group. This group works within the Enterprise Media Group at Dow Jones with solutions targeted at the enterprise sales and media segments.

Tom co-founded Generate Inc., which was acquired by Dow Jones in 2008. At Generate Inc, Tom served as the





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president and CEO and was responsible for the company's vision and strategic direction, management and technology development. With more than 20 years' experience in the information, software and media industries, Tom has a proven track record of driving sales and building and investing in successful companies.

About Dow Jones Business & Relationship Intelligence

Dow Jones Business & Relationship Intelligence provides leading customer intelligence solutions that enable organizations to identify and connect to the best business opportunities. The combination of next-generation technology with actionable information powers the performance of sales and research professionals.

Our award-winning solutions include the most up-to-date and accurate global intelligence on millions of companies, the executives who manage them and the relationships that link them. Integrating these tools and content behind your firewall—connecting vital internal and external customer information in context for salespeople—provides a single, complete view of a customer, further increasing your sales effectiveness.

For more information about Dow Jones Business & Relationship Intelligence solutions, contact us at:

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Website: www.solutions.dowjones.com/sales

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