



ZoomInfo for Sales

FIVE-SECOND OVERVIEW

ZoomInfo helps sales professionals achieve their most pressing objective: driving more meetings from the sales team's efforts. Experts in the industry for over 15 years, ZoomInfo's database leverages over 220 million businesspeople and 12 million

company profiles. The company's Growth Acceleration Platform dynamically puts sales pros in position to identify, connect, and engage with qualified prospects – faster than any other B2B contact provider.



When dialing a list of **direct lines**, it takes **12 dials** to connect with one prospect and around **5 minutes**



When dialing a list of **switchboard numbers**, it takes **17 dials** to connect with one prospect and around **22 minutes**

So what? This increase in productivity results in twice the number of meetings booked.

Source: VorsightBP

WHY ZOOMINFO'S DATA MATTERS

Because ZoomInfo's verified professional and business profiles come fully loaded with detailed background information about prospects, sales pros can easily reach ideal buyer personas, accounts, and decision makers in any industry in a more meaningful way. Simply put, ZoomInfo offers sales more direct dials and email addresses than any other competitor in the marketplace and presents sales teams with the tools needed to close (way more) deals.

"Without access to direct dial phone numbers, momentum stalled on the sales

team," commented Mark Kosoglow, VP Sales at Outreach. "There was strong call reluctance because they knew they wouldn't get in touch with anyone."

From robust integrations with popular CRM and marketing automation platforms to plug-ins that support on-the-go prospecting efforts, ZoomInfo's contact data and sales intelligence is always at your fingertips. By eliminating inefficient guesswork, research, and manual data entry from your daily workload, you can finally focus on what you do best: sell.

ZoomInfo's Coverage

Millions of Users Contributing Data



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50K	45M+	3M	12M+	86M+	8K
New contacts added daily	Direct dials	Contacts updated daily	Company profiles	Email addresses	Technology Attributes