

## Achieve Strategic Sales Planning With Unified Data

### Scenario

A Fortune 500 Company commences its sales planning for the next quarter.

It plans to cross-match the Top 1,000 companies from multi-industries with their existing CRM accounts. At the same time, it aims to link the data between their CRM and Marketing Automation systems.

The matching exercise is expected to provide a complete view and status of the existing customers in their CRM system, new opportunities from the Top 1,000 companies as well as leads in their Marketing Automation system. With deeper insights of customers and prospects, the management can derive impactful sales strategy and business action.

### Challenges

The matching exercise by their system yields poor results due to:

- Inconsistent company name input by different users into CRM and Marketing Automation systems
- Insufficient or weak matching logic supported by the system

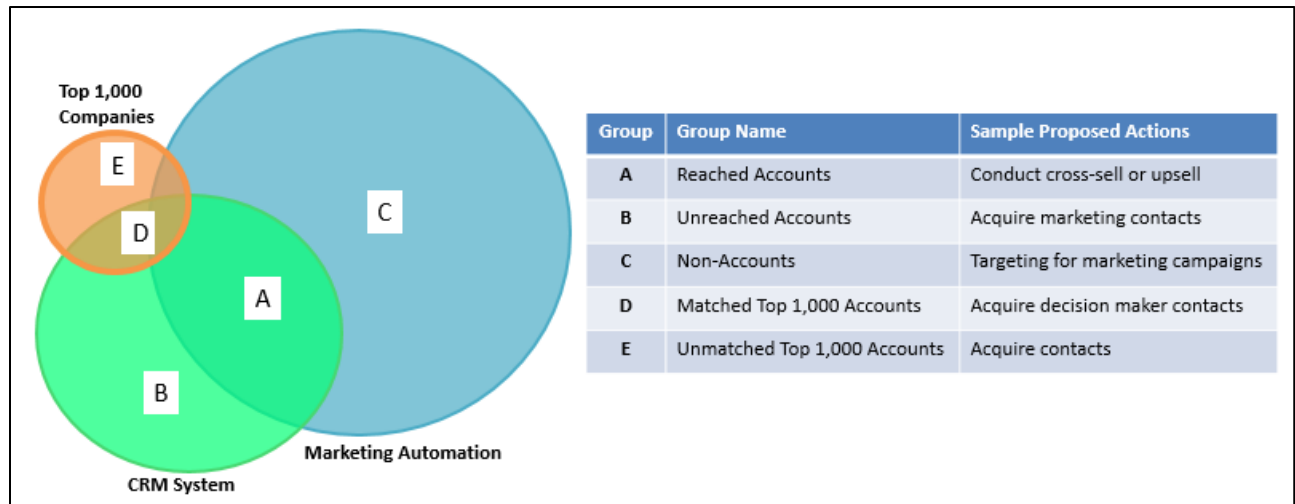
### Solutions

**Ent-Vision's Data Linking** allows data to be linked between various systems by **company name matching**. This provides a **unified view of customers, leads and opportunities** from multiples channels to accurately identify the best customers or prospects, ascertain their true value to the business, and engage with them.

*Illustration of CRM and Top 1,000 Companies List Matching Results*

CRM Account ID	CRM Account Name	Top 1,000?	Top 1,000 Company Name
00120001900Eter	EVEREST SHIPPING	Y	EVEREST SHIPPING PTE. LTD.
00127000007Eflc	CCD (S) PTE. LTD.	Y	CCD (SINGAPORE) PTE. LTD.
00127000107Eply	WATER PACIFIC PTE. LTD.	Y	WATERS PACIFIC PTE. LTD.
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## Illustration of Post-Data Linking Analytics to Drive Sales Planning



### Business Benefits of Ent-Vision Data Linking

- Targeted cross-sell and upsell opportunities
- Improved routing of qualified leads to the sales team
- Better conversion of leads into opportunities
- Shortened sales cycles by improving customer engagement

### Find out more!

Visit us at <https://www.ent-vision.com/solutions/smart-data/> to find out more about our **Ent Vision Data Linking** service, email us at [sales@ent-vision.com](mailto:sales@ent-vision.com) or call us now at (65) 6742 7945 for a no obligation discussion.