

## Before the Call



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### **Before the Call Adds Factiva SalesWorks to On-Demand Prospect Development Management Solution**

*Before the Call Subscribers Can Access Factiva's Premium Company, Industry and Executive Information on Sales Leads Without Exiting CRM*

**San Francisco, Calif., (Dreamforce, Booth #414) Oct. 10, 2006** – Before the Call, a market and technology leader in on-demand prospect development management, today announced a partnership with Factiva® to make Factiva SalesWorks™ available to subscribers of Before the Call's on-demand solution.

Factiva, a Dow Jones and Reuters company, is the number-one provider of current awareness news and research to enterprises worldwide. Factiva SalesWorks is a sales intelligence tool for global organizations that helps users to quickly identify and qualify prospects with in-depth company information, executive biographies, dynamic prospecting lists, relevant competitor analysis and highly targeted news coverage from its unrivalled collection of more than 10,000 authoritative sources.

Before the Call connects sales people with decision-makers by identifying, prioritizing and managing opportunities. It was built to improve the success of sales teams by:

- **Identifying** leads through cleaning and mining existing databases, then enriching those leads with additional critical information, or by pulling in leads from the largest selection of market databases in the world and developing targeted lists of new prospects
- **Qualifying** leads by scoring them according to the criteria that the user chooses, including industry, company size, or any field that exists within salesforce.com or Oracle's Siebel CRM On Demand
- **Connecting** sales reps with the right executives by further enriching lead data with millions of company and executive details, such as résumés or bios
- **Increasing user adoption of CRM** by providing sales reps with a tool that helps them achieve higher conversion rates and thus higher commissions

"We selected Before the Call as our prospect development solution because it offered the most comprehensive company financial and contact information, all seamlessly integrated with

salesforce.com,” said Joe Sullivan, inside sales manager of 170 Systems. “After seeing the demo for the first time it was very clear that Before the Call offered so much more to us than other applications we assessed.” 170 Systems is a leading provider of software solutions that optimize financial processes for the world's largest companies.

“Sales professionals need to spend the majority of their time creating the most lucrative relationships, improving sales productivity and accelerating the sales cycle,” said Greg Gerdy, vice president of channel marketing at Factiva. “Providing them with relevant company and executive information accessible from within their CRM system via Factiva SalesWorks and in partnership with Before the Call empowers them to do that by reducing the time they spend looking for information so that they can focus on analysis and gain a competitive advantage.”

“When it comes to premium company, industry and executive information, no one does it better than Factiva,” said Tim Ramos, chief executive officer for Before the Call. “Factiva provides access to information that is not available on the free Web. Having that type of intelligence at your fingertips, and displayed within your existing CRM solution, can make the difference in closing a big sale.”

Before the Call is a charter member of the salesforce.com® AppExchange™ and also integrates seamlessly with Oracle's® Siebel® CRM On Demand.

#### **About Before the Call**

Before the Call incorporated in March 2005 and is privately held. Its on-demand sales intelligence solution has hundreds of users from more than 25 customers, including Interwoven, Intervice, Dorado Corp., and Virsa Systems. Before the Call is located at 6200 Stoneridge Mall Road, 3rd Floor, Pleasanton, CA 94588. More information about the company and registration for a free trial are available at [www.beforethecall.com](http://www.beforethecall.com), or (925) 399-6250.

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