

Abstract

Free market intelligence. 15,000 top companies and 65,000 contacts are included free with the myMarketSpace application. To maximize your benefit, all records are sorted by to industry, locale, and other dimensions. Give your marketing and sales teams immediate access to the leads and prospects they need in less than 15 minutes!

Description

It is not uncommon to spend thousands of dollars on market intelligence only to have it become quickly obsolete. Or, you spend that money and have it mixed into your inbound leads, referrals, and other sources. myMarketSpace allows you to easily access your market intelligence to create new leads, accounts and contacts for sales reps to begin selling and for marketing people to deliver effective campaigns. The net effect is real results, on demand.

myMarketSpace is an application with its own database of companies and people that you download and keep in salesforce.com, all with one click. Use our powerful browse and search capability to find companies in a city in your territory or identify executives in an industry segment for your next product launch. There is no faster way to penetrate a market and increase sales. This shouldn't be confused with an external database from a data vendor. You own and keep your database in salesforce.com.

myMarketSpace comes with 15,000 companies and 65,000 contacts for free. This is the must have list. As you make your way through this list, stay tuned because we have exciting news on vertical data coming soon.

Highlights

Name	Description	Type
Coimpany	Stores company records; 15,000 included free	■ ☰
Person	Stores contact records; 65,000 included free	■ ☰
Industry Group Segment	Stores industry classification	■ ☰
Locale City PostalCode AreaCode	Stores geographics information	■ ☰
Search	Search database	☰
Briefcase	Store intermediate results for create and export	☰

■ = Custom Object, ☰ = Custom Tab, ● = Custom Link, ◆ = Custom S-Control

Features & Benefits

- Database of 15,000 companies and 65,000 contacts free that you keep in an application in salesforce.com.
- Full browse and search capability from directly within salesforce.com.
- Quickly create Leads, Accounts or Contacts that are important to you.

Key Reports & Dashboards

myMarketSpace is fully integrated with salesforce.com allowing the user to report on all of the company and people in conjunction with their leads, accounts, and contacts. Recommended reports include but are not limited to the following.


Name	Description
Industry	Reports on your sales in a particular industry segment and available companies in myMarketSpace to market to.
Locale	Reports on your sales in a particular geography and available companies in myMarketSpace to market to.
Adjacent Markets	Report on market penetration in existing and adjacent markets to detect early sales opportunities.

Requirements


Salesforce.com Edition	Professional, Enterprise, Unlimited
Storage Space	200Mb

Specifications

Publisher	Before the Call, Inc. 1-800-357-2005 sales@beforethecall.com www.beforethecall.com
Type	Composite
Salesforce.com Certification	Certified
Pricing	Free Application and 80,000 records \$199/qtr on a 90 Day subscription \$149/qtr on a 1 Year subscription \$99/qtr on a 2 Year subscription
Maintenance:	


market space

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myMarketSpace

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Briefcase

myMarketSpace by Before the Call for AppExchange

About myMarketSpace by Before the Call

Companies use myMarketSpace to increase their market share. MarketSpace keeps companies and their executives in target industries organized so that you can systematically sell into those prospects.

<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Companies</p> <p>All companies are found under this tab. They are fully categorized by industry and locale.</p> </div> </div>	<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>People</p> <p>All people are found under this tab. They are fully categorized by industry and locale.</p> </div> </div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Search</p> <p>Search your entire salesforce.com database for records that match your select criteria. Or, use quick search to let the system find them for you.</p> </div> </div>	<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Industries</p> <p>Quickly drill down into industry segments to focus your marketing and sales efforts on target companies.</p> </div> </div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Briefcase</p> <p>Use the briefcase to collect your records as you go along. Then you can copy and export them.</p> </div> </div>	<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Locales</p> <p>Browse companies and people by state, city, postal and area codes.</p> </div> </div>

Additional Help and Training


- To learn more, please visit www.beforethecall.com for more information
- If you are experiencing technical problems, please contact Before the Call Support at 1-800-357-2005 or support@beforethecall.com.

About Before the Call

Before the Call

Before the Call increases sales with our award winning on demand Prospect Development solution that **identifies** and **qualifies** prospects and **connects** sales people with decision makers.

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