

LexisNexis Prospect Portfolio Case Study: Sinclair Broadcast Group



“Without Prospect Portfolio, we had real trouble knowing where to start to achieve our new business prospecting goals. Now, we have more confidence, and more knowledge, and sales reps have much more energy about these warmed-up ‘cold calls’.”

“LexisNexis Prospect Portfolio helps me/my team meet or exceed my/our sales goals.”

“LexisNexis Prospect Portfolio has helped me/my team find opportunities with new customers.”

“LexisNexis Prospect Portfolio has helped me/my team better understand my/our customers and prospects.”

“LexisNexis Prospect Portfolio enables me/my team to be more efficient and effective in my/their sales prospecting efforts.”

Challenges

- Solved the following challenges with LexisNexis Prospect Portfolio:
 - Improved lead quality or quantity
 - Uncovered new selling opportunities
 - Increased deal size

Use Case

- Uses LexisNexis Prospect Portfolio primarily for the following:
 - Identifying opportunities related to existing accounts using company hierarchy data
 - Generating a list of companies or contacts
 - Preparing for sales calls using company and executive profiles
 - Researching revenue levels to prioritize new business contacts
- Finds the following LexisNexis Prospect Portfolio content sets to be superior to other sales intelligence providers:
 - Company profiles
 - Contact information
 - Reports—SWOT Analysis, Industry Reports
 - Financials & SEC filings
 - Company hierarchy

Results

- Describes LexisNexis Prospect Portfolio as somewhat critical to the success of their sales professionals.
- Rated their likelihood of recommending LexisNexis Prospect Portfolio as 8 out of 10.

About LexisNexis Prospect Portfolio

LexisNexis is a leading global provider of content and technology solutions that enable legal professionals to work in faster, easier and more effective ways, make informed decisions and achieve better business outcomes.

Learn More:

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