

# Alleviate Your Prospecting Challenge

Prospecting remains a key priority for Chief Sales Officers (CSOs) and other sales professionals. Unfortunately, traditional prospecting methods just don't produce leads as effectively as most sales teams would like. To deliver on constantly rising growth goals, it's essential for sales leaders to start utilizing new, technology-based prospecting strategies that will help them fill their pipeline more rapidly.

## Improve Your Prospecting Strategy with Tohoom's B2B Prospecting Cloud™

Our B2B Prospecting Cloud™ solution is for all organizations looking to rapidly grow their business and relationships via targeted prospecting. It enables and accelerates your Account Based Selling (ABS) strategy and operates on Tohoom's Stakeholder Lifecycle Management™ software system. This proven system incorporates a highly effective methodology and cadence that empowers your sales team with tools that help solve the prospecting strategy challenge.



Real-time analytics and insights on stakeholders by rep, VP, territory, etc.

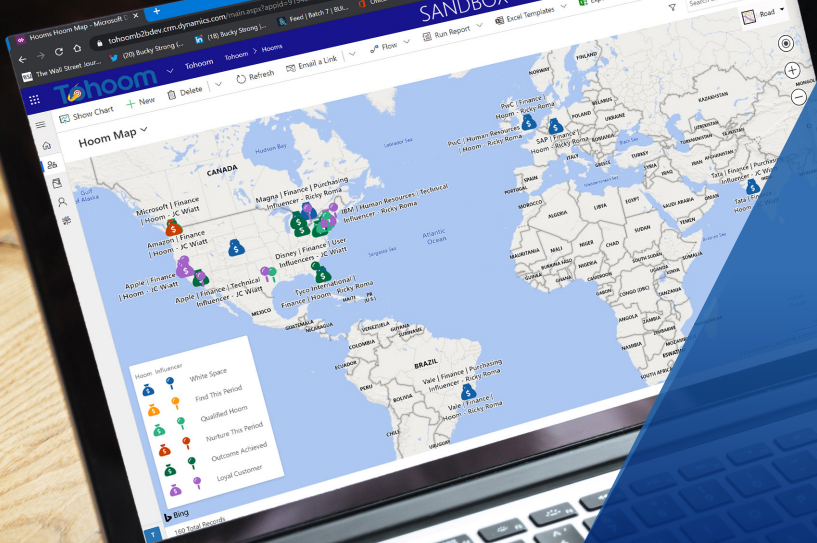


Stakeholder relationship scoring



Easy-to-understand dashboards





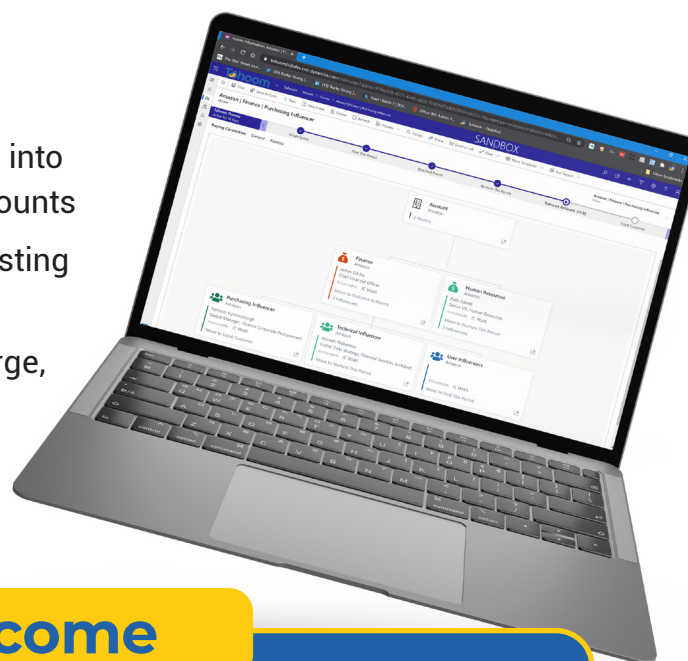
“The foundational key performance indicator in sales is the number of new people connected with each week. Tohoom is our management platform for methodically targeting, influencing and collaborating with new people every week.”

Seth Catalli

Regional Vice President | UiPath

## Benefits

- ✓ Systematically grows revenue by adding qualified deals into your pipeline with key economic buyers in your key accounts
- ✓ Nurtures new stakeholder relationships & enhances existing ones by identifying collaboration best practices
- ✓ Helps sales teams continuously cultivate and close large, profitable deals – quarter over quarter
- ✓ Provides strategic collaboration with economic buyers throughout the fiscal year



## Business Outcome

In a side-by-side comparison of one organization's sales team who adopted a Prospecting Cloud solution on Tohoom's Stakeholder Lifecycle Management™ System versus a team of its peers who didn't, the team that used the solution experienced a 5x higher growth improvement rate.

**86%**

connections to  
Hooms within  
year 1

**700%**

revenue growth during  
the 2-year period  
leveraging Tohoom

**5X MORE**

growth in comparison  
to next closest  
sales team

Learn more at [www.tohoom.com/stakeholder-lifecycle-management/business-outcome/](http://www.tohoom.com/stakeholder-lifecycle-management/business-outcome/)

If you are looking to improve your sales leadership effectiveness and drastically grow your business through prospecting, contact our team.  
Learn more at [www.tohoom.com](http://www.tohoom.com)

