

Finance & Sales Collaboration

How the CFO can Fuel Sales with Data Inspiration

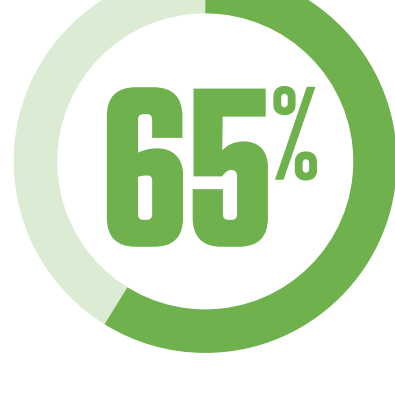
Today more than ever, growth and profitability are driven by relationships. Finance and Sales are increasingly compelled to work together to drive customer value and company profitability. Together, with a data-inspired approach to collaboration, they can discover new ways to improve customer relationships, optimize risk and opportunity and build long-term sustainable growth.



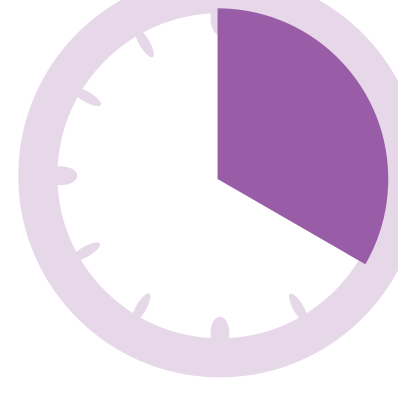
THE SALES PERFORMANCE CHALLENGE

The data explosion is challenging Sales performance and workflows. It's time for a new approach.

CSOs report new challenges in how they achieve results.



of the Sales force is delivering mediocre results



Reps spend only **1/3** of their time selling and **47%** are not making their quotas



of CSOs are planning for higher revenue targets next year



are unsure how they will make their numbers¹

Working together, Finance and Sales can rise to overcome the challenge. **But without focused data-inspired collaboration, inefficiencies and missed opportunities lower the value for all.**

- ✗ Last-minute credit approvals
- ✗ Inaccurate financial risk profiles
- ✗ Onboarding of unprofitable accounts

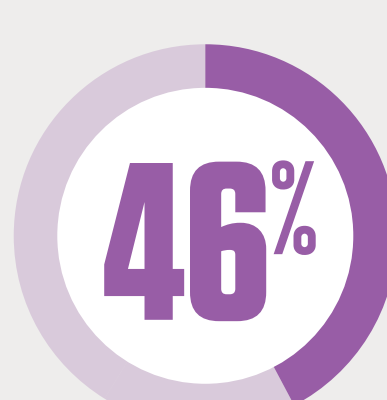


- ✗ Unrealistic payment terms
- ✗ Portfolio mismanagement
- ✗ Poor customer experience due to delayed data-sharing

THE PATH TO GROWTH: THE CFO AS VALUE ACCELERATOR

How Finance Can Help Sales

Once seen as unlikely allies, Finance and Sales share a passion for profitability, customer satisfaction and revenue growth; they cannot exist as disparate silos.



of CFOs feel that the customer's experience is the most important driver of top line growth.²



The new scenario demands a collaboration that leverages data and analytics to achieve a clear view of the most profitable relationships that can satisfy a mandate for enterprise-wide growth.

THE FINANCE PERSPECTIVE

- Financial stewardship and operational excellence
- Capital and risk management
- Identification and support of profitable relationships
- Reduction of customer liability and risk
- Data and systems leadership

THE SALES PERSPECTIVE

- Improved management of customer contacts and lead discovery
- Improved territory management, compliance and risk
- More effective deal closings
- Increased revenue

HOW FINANCE CAN FUEL SALES WITH DATA AND ANALYTICS

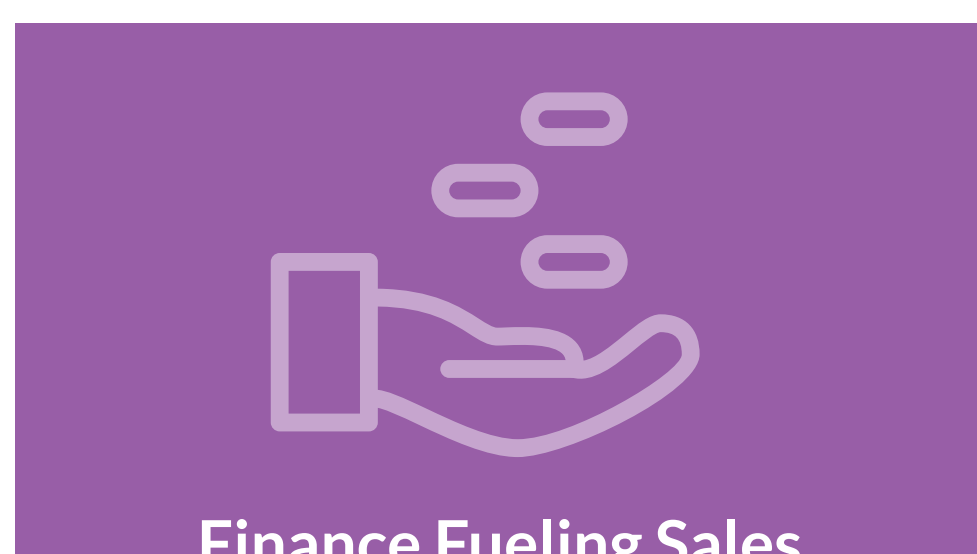
- Unified Customer Views
- Buyer Readiness
- Faster Credit Decisioning



- Portfolio Management
- Improved ROI

HOW DUN & BRADSTREET DRIVES RESULTS FOR FINANCE TEAMS

Dun & Bradstreet has the experience and expertise needed to help drive growth and build valuable relationships by uncovering truth and meaning from data.



Finance Fueling Sales



Capital & Risk Management



Data-Inspired Enterprise Growth



of surveyed organizations chose Dun & Bradstreet Risk Management Solutions to **limit risk exposure and contribute to sales growth opportunities.**



of surveyed organizations **decreased bad debt** with Dun & Bradstreet Risk Management Solutions.



of surveyed organizations have **shortened their quote to cash cycles by 5% to over 25%** with Dun & Bradstreet Risk Management Solutions.



D&B was a great partner throughout the implementation process. They invested the time required to understand our business needs, and worked closely with our team to develop the right solution based on our risk tolerance, operational goals and technical capabilities.

– **JASON HOUSINGER**
Director of Credit,
CDW Corporation



All customer information is provided to our sales force using Dun & Bradstreet data to ensure that we are properly optimizing territories. Sales has a more direct line of sight to the customers that we are calling on and their corporate linkage.

– **CHRISTOPHER CHANDO**
Vice President of Financial Solutions,
Ricoh Americas Corporation

D&B'S COMMITMENT IS TO LISTEN AND PARTNER WITH YOU ON THE DATA TRANSFORMATION JOURNEY.

dun & bradstreet

WE CAN HELP YOU FIND MORE WAYS TO GROW WHILE MANAGING RISK, WITH ACCESS TO THE MOST COMPELLING INSIGHTS TO SOLVE YOUR MOST PRESSING BUSINESS CHALLENGES.

VISIT WWW.DNB.COM/CFO TO LEARN MORE.

[Sources]

1. TechValidate Survey of 500 Dun & Bradstreet Customers 2. CFO Alliance