## **D&B** Solution Training

Kevin Gallagher and Bob O'Brien

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## Agenda

- Review D&B processes / Roles 5 minutes
- Main differences between D&B and all other data providers 5 minutes
- Demo on D&B Finance Analytics and question to ask your members 25 minutes
- D&B new Risk Intelligence High Level Overview and Questions to ask your members 5 minutes
- D&B solutions outside Risk and referral program 5 minutes
- Q&A 15 minutes

#### **D&B** Processes

- All leads must be submitted via the lead link below. Ask you member the following 2 questions: Are you an existing D&B customer (if yes, do not submit lead) Are you currently working with D&B directly? (if yes, do not submit lead)

https://www.dnb.com/forms/nacm-lead.html

- All emails to Kevin should have Bob cc'd; All emails to Bob should have Kevin cc'd (if one of us is out, we want to make sure we can handle the issue)
- Once you start an email chain with us, DO NOT create a new email string!! (we need complete history of email and when it goes into a new, it is very hard to find original)
- Questions on getting usage / password adds or resets/ billing issues all go to <u>SmallBusinessOnlineSalesTeam@DNB.com</u> not to Kevin or Bob ( subject line should have NACM Customer name / duns#) Please provide detail when making request)
- Questions on a Renewal or New business go to Kevin (copying Bob)
- Questions on commissions go to Bob but must come from NACM leader not from reps
- If you are looking to add users onto an existing contract that are from a different part of the company (subsidiary, sister company etc.. These must be cleared by Kevin before sending into mailbox. We need to make sure they don't have an existing contract with D&B as we might need to add \$'s onto existing contract.



#### **D&B** Roles

Kevin – All new Business / Renewals / Leads / Demo's/ Billing Issues

Bob – Commissions / Webinars/ Website content / Overall Strategy of Partnership

Small Business Team – Usage / Password resets/ adds/ billing issues



#### D&B vs Competition

- Only Data company in the World to have 470 million records accessible via one login
- 5 million updates per day no other provider close to this
- 2 Billon trade experience per year processes no other provider close to this
- Alerts/ monitoring included in 1<sup>st</sup> year at no additional costs ( year 2 portion of report costs if they would like to continue monitoring only
- Only Data company in the world to provide alerts/monitoring Globally in over 200 countries via single sign on
- Access to the Best 2 Partners in the World Priceless!!! © ©



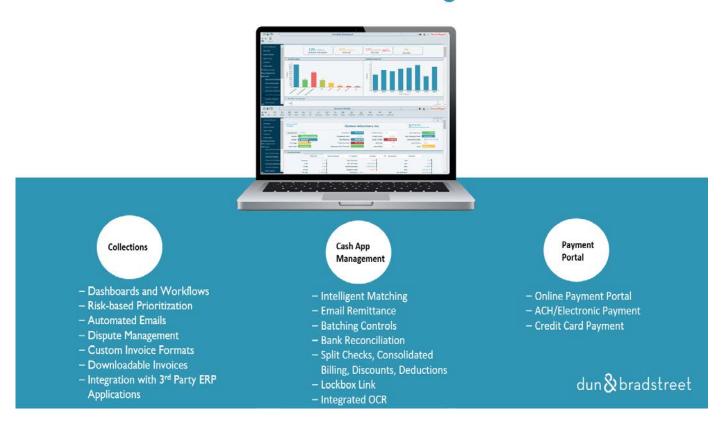
# D&B Finance Analytics Demo / Questions To Ask a Member.....

- New in 2020
- Only Global data platform that has data built in and updated Daily!
- Demo



## How does this Solution help your Members?

#### **D&B** Receivables Intelligence Suite



## D&B Risk Intelligence

- New 2020
- Referral Model
- Integration for full suite is approx. 1/3 the costs of other companies in this space (High Radius etc..)
- Opportunities for upsell of DNB core modules ( if you refer to another provider you lose on this part)
- Shows your members that want to help solve other business issues other than just Credit Reporting



#### D&B solutions outside Risk Solutions

- Hoovers Sales and Marketing Solution that allows companies to model existing customers and find qualified Prospects and apply risk
- Referral Model
- Integration for full suite is approx. 1/3 the costs of other companies in this space (High Radius etc..)
- Opportunities for upsell of DNB core modules (if you refer to another provider you lose on this part)
- Shows your members that want to help solve other business issues other than just Credit Reporting
- Supply Chain Supplier Risk is critical these days
- MDM Master Data Management (many companies has many different systems that are not linked to each other. D&B can clean up duplicates and provide linkage to show family trees)



## . Q & A

Thank you for your time – we are always here to help you and your members!

