

Cross-Sell to Improve Product Development

Extend Your Reach

When you serve both consumers and businesses, Salesgenie can help you to easily cross-sell your products and services to both audiences. Using our ExecuReach database, you can identify which of your consumer clients are also business owners, and vice versa.

Key Business Outcomes

- ✓ Increase product penetration
- ✓ Efficient way to increase market share
- ✓ Improved sales and marketing ROI



Target the Right Audience

Infogroup's ExecuReach database of 25 million business owners and executives can be reached at their office and/or at home. Opportunities include:

- ✓ Cross-selling services to existing customers who are also business owners.
- ✓ Reach executives at their home and bypass "gatekeepers" at work.
- ✓ Segmenting targets by company size, business type, location, time in business, and more.
- ✓ Improving customer lifetime value expanding relationships.
- ✓ Cost-effective way to grow your business.

Find the Right Audience

Using ExecuReach, marketers can target prospects through a cross-index of firmographic, demographic, and psychographic qualifiers.

Business Qualifiers

- ✓ Industry
- ✓ Title
- ✓ Employee Count
- ✓ Business Phone
- ✓ Business Address
- ✓ Estimated Annual Sales
- ✓ And More

Consumer Qualifiers

- ✓ Age
- ✓ Gender
- ✓ Marital status
- ✓ Presence of Children
- ✓ Donors/Contributors
- ✓ Residential Address
- ✓ And more

Call **877.708.3844** today to learn more