



SALES SOLUTIONS BRIEF

CLOSE MORE DEALS WITH HIGH VALUE TECHNOGRAPHICS

The most successful sales teams use reliable tech install information to target the right accounts, qualify leads, and implement Account Based Selling strategies. Our technographics help you uncover the companies who use hardware and software products that compete with and/or complement your business. With this information, you can quickly identify and pursue the opportunities that are most interested in your offer, leading to better, more relevant conversations with your prospects, and, ultimately, a much higher percentage of deals closed.

ACTIONABLE INSIGHTS TO ACCELERATE YOUR SALES CYCLE



SALES INTELLIGENCE

- Easily find all the companies using a competitive or complementary product to yours
- Target the right prospects with offers that are relevant to where they are in the buying process
- Free HG Focus tool lets you find company technographics quickly



LEAD QUALIFICATION

- Be more strategic in qualifying your leads
- Generate a lead scoring method that quickly identifies the best accounts to pursue
- Instantly identify relevant talk tracks and offers



ACCOUNT TARGETING

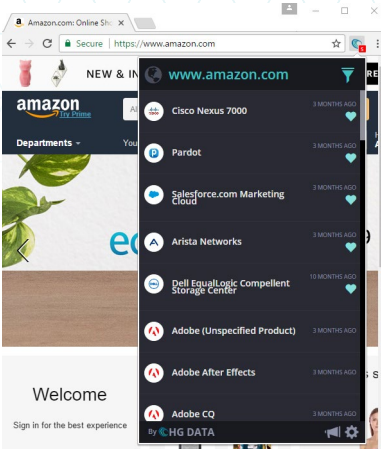
- Enrich your CRM system and predictive analytics engine with complete technology install data
- Target the right accounts and discover new opportunities



ASSIGNING SALES TERRITORIES

- Assign sales territories by product or technology
- Allow your sales reps to become knowledge experts and deliver better service to their customers

THE TRUSTED LEADER IN TECHNOGRAPHICS



With HG Focus you can visit a prospect's website and instantly know what products they use

THE MOST COMPREHENSIVE COLLECTION OF TECHNOGRAPHICS IN THE WORLD

Every day, HG Data indexes more than two billion unstructured documents from offline and online resources. We go well beyond the digital signature information commonly found on public websites, processing content such as B2B social media posts, case studies, press releases, news articles, blog articles, government filings, technical support forums, job listings and more, to produce a detailed census of the technologies companies use to run their business.

ADVANCED DATA SCIENCE PROVIDES ACCURATE DATA YOU CAN TRUST

Using advanced data science and our proprietary [Data Integrity Platform](#), we parse and clean massive amounts of data, and curate it using machine learning and other methods.



OVER
88,000,000
TECHNOLOGY
INSTALLATIONS



USED AT OVER
13,000,000
COMPANIES
GLOBALLY



OF
7,500+
TECHNOLOGY
PRODUCTS



MANUFACTURED BY
3,800+
TECHNOLOGY
VENDORS



VERIFIED BY
240,000,000
DISTINCT DATE
STAMPS

TOOLS AND DATASETS THAT ARE EASY TO USE

- Access and use our data directly from Salesforce using [HG Data for Salesforce](#)
- Use our free [HG Focus](#) tool to quickly know what products your prospects are using before you call
- Subscribe to receive the latest version of our data

To learn more about how HG Data can provide you with the technographics you need, visit www.hgdata.com.