

Abstract

Spoke™ Sales Prospecting for AppExchange from Spoke Software™ allows salesforce.com users to identify new prospects from a network of nearly 30 million people at over 500,000 companies. Users can instantly promote prospects they find in Spoke as Leads or Contacts in salesforce.com.

Description

Spoke Sales Prospecting for AppExchange seamlessly integrates Spoke's prospect identification and lead generation capabilities directly within the salesforce.com application interface in a custom tab. Users can search for prospects by title, company, industry, geography, revenue or other target account criteria.

Once a prospect has been identified, the user can perform additional research on the person or company, promote the prospect as a Lead or Contact in salesforce.com, or add the prospect to a working list of prospects they want to track. Users can even identify people they know who may be able to provide information about or an introduction to the prospect through the Spoke network.

Spoke Sales Prospecting is a perfect complement to your salesforce.com implementation – providing un-paralleled ability to populate your pipeline with highly targeted leads, and unprecedented information and access to your target accounts.

Highlights

Name	Description	Type
Prospect Tab	Adds a custom tab to your salesforce.com instance, providing access to Spoke capabilities.	☑
Quick Search	Allows users to search for prospects by title, company, industry, geography or revenue.	✗
Prospects	Spoke people and companies a user would like to research or contact. Users can create and work their Prospect List, then promote prospects as Leads or Contacts.	✗
Promote to Lead	Provides an instant way to promote Spoke Prospects to Leads in salesforce.com.	✗
Promote to Contact	Provides an instant way to promote Spoke Prospects to Contacts in salesforce.com.	✗

■ = Custom Object, ☑ = Custom Tab, ● = Custom Link, ◆ = Custom S-Control
 ≡ = Plug-In, ✗ = Composite Component

Features & Benefits

- **Populate Salesforce.com with Leads and Contacts.** Rapidly develop your sales pipeline by finding prospects and instantly promoting them as Leads or Contacts in salesforce.com.
- **Save Money on Lead Generation Costs.** Spoke's sales lead network allows you to develop a highly targeted list of contacts at a fraction of the cost of traditional lead generation tactics.
- **Expand Your Account Coverage.** Identify additional people, by title, at your key target accounts to uncover influencers, decision makers and new buyers.
- **Research and Prioritize Leads.** Access additional information for your prospects, including employment background, web data, company information and people you may know in common.
- **Augment Lead Records.** Spoke lets you quickly get information about leads, including job title and e-mail pattern.
- **Get Access to Decision Makers.** Utilize phone number and e-mail pattern for direct access, or get warm introductions through co-workers and colleagues in your personal network.

Key Reports & Dashboards

Name	Description
Spoke Revenue Reports	Shows how much revenue has been generated by Spoke leads by account and industry.
Spoke Revenue Dashboard	Summarizes key metrics related to revenue generated by Spoke leads, such as total revenue for the current quarter and revenue by industry.

Requirements

External Service	Subscription to Spoke Premium Available via (650)403-5900 or www.spoke.com
Salesforce.com Edition	Professional Enterprise

Specifications

Publisher	Spoke Software, Inc.
Type	Composite
Salesforce.com Certification	Sforce certified
Pricing	Call (650)403-5900 for pricing information

Brought to you by



Spoke Quick Search ?

Person:

Title:

Company:

SIC - Industry:

State:

Revenue:

Recent Spoke Searches

- [vp_operations](#)
- [salesforce.com](#)
- [vp_engineering](#)
- [director_it](#)

Spoke Prospects

Remove | Promote to Leads | Promote to Contacts | View by Companies | 1 to 19 (of 19)

<input type="checkbox"/>	Company Name	Revenue	Employees	City, State	My Prospects	Spoke Contacts
<input type="checkbox"/>	Adobe Systems Incorporated	\$1B - \$5B	2,500 - 5,000	San Jose, CA	2	1964
<input type="checkbox"/>	Bank of America Corporation	\$25B+	50,000+	Charlotte, NC	1	749
<input type="checkbox"/>	BEA Systems, Inc.	\$1B - \$5B	2,500 - 5,000	San Jose, CA	1	1327
<input type="checkbox"/>	Cisco Systems Inc	\$10B - \$25B	25,000 - 50,000	San Jose, CA	3	3197
<input type="checkbox"/>	Ebay Inc	\$1B - \$5B	5,000 - 10,000	San Jose, CA	1	990
<input type="checkbox"/>	Electronic Data Systems Corporation	\$10B - \$25B	50,000+	Plano, TX	1	898
<input type="checkbox"/>	Farmers Group Inc	\$1B - \$5B	5,000 - 10,000	Los Angeles, CA	1	69
<input type="checkbox"/>	Fujitsu America Inc	\$250M - \$500M	2,500 - 5,000	San Jose, CA	1	442
<input type="checkbox"/>	Intel Corporation	\$25B+	50,000+	Santa Clara, CA	1	1708
<input type="checkbox"/>	J. P. Morgan Chase & Co., Inc.	\$25B+	50,000+	New York, NY	1	455
<input type="checkbox"/>	La Salle Bank Corporation	\$5B - \$10B	10,000 - 25,000	Chicago, IL	1	260
<input type="checkbox"/>	Microsoft Corporation	\$25B+	50,000+	Redmond, WA	1	4679
<input type="checkbox"/>	Regions Financial Corporation	\$1B - \$5B	25,000 - 50,000	Birmingham, AL	1	229
<input type="checkbox"/>	Sun Microsystems, Inc	\$10B - \$25B	25,000 - 50,000	Santa Clara, CA	2	1208