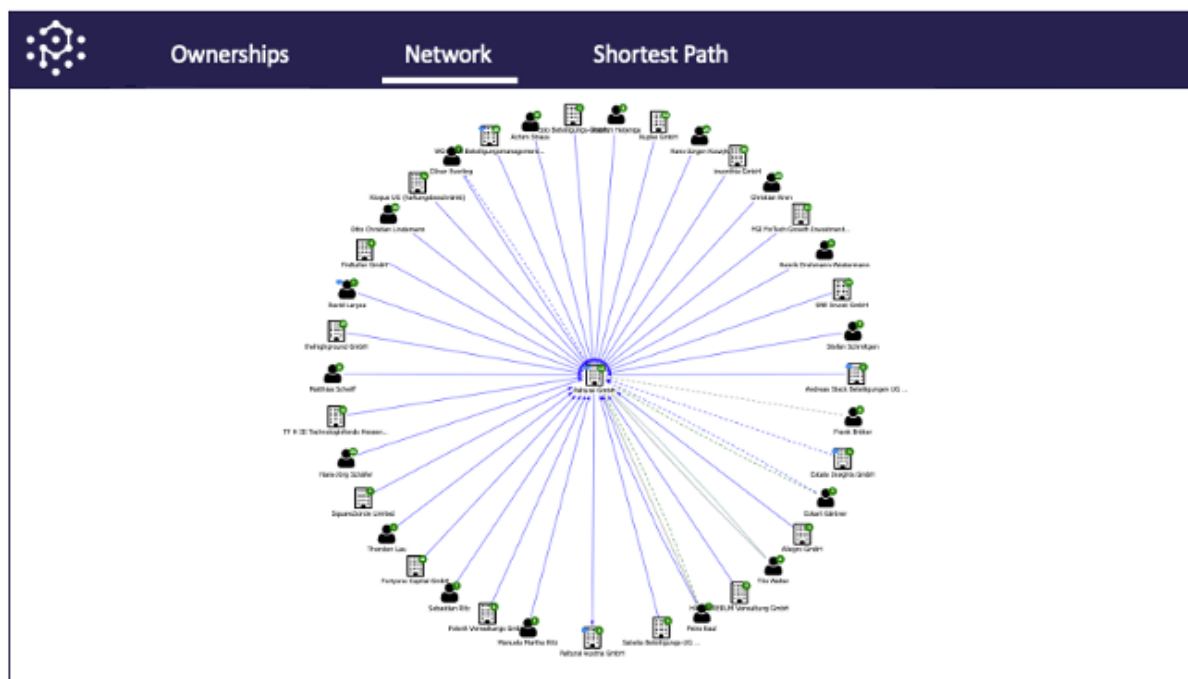




Maximize your sales success with Palturai BusinessGraph for Salesforce

This is Palturai BusinessGraph for Salesforce

Palturai BusinessGraph for Salesforce is the latest product in the Palturai portfolio. It is an app created specifically for the Salesforce market, which combines all sales-relevant functions from the Palturai product range. All integrated algorithms and visualizations have the same goal - to maximize your sales.



The world of Palturai

Palturai is an international data tech company headquartered in Hofheim near Frankfurt. As a pioneer in Graph Intelligence, Palturai offers highly developed and easy-to-integrate solutions that fundamentally benefit almost all processes and decisions in companies through surprising insights into business relationships.

The cornerstone of all functions and visualizations is the Palturai BusinessGraph, a global network of many millions of companies and their decision-makers from the DACH region, parts of Europe and the USA. All data comes from public sources.

With the help of modern graph technology, these links are visualized in a user-friendly way. After all, a graph usually tells you more about contact relationships at a glance than a thousand words that you have painstakingly put together through your own research.

How Palturai maximizes your sales

The Palturai BusinessGraph for Salesforce app follows 3 guiding principles to maximize your sales:

1. Increase your lead-to-customer success rate
2. Increase your turnover per customer
3. Reduce the duration of your sales cycle



Increase your lead-to-customer success rate

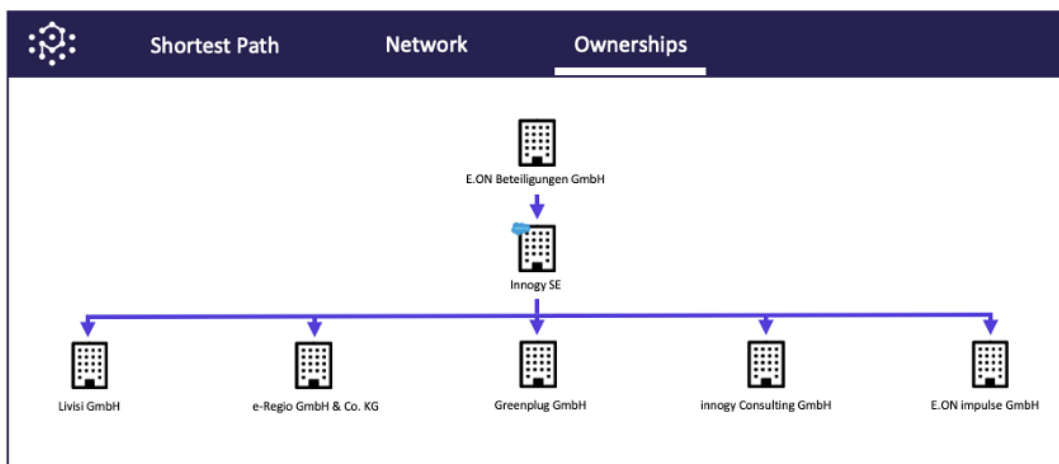
In order to achieve a high success rate, the type of initial contact with customers plays a major role. As you probably know from your own experience, warm introductions are usually much more successful than cold calls. Do you think the number of your own company contacts is very limited? Your network is often bigger than you think. This is where Palturai comes in.

Based on our contact network with over a billion relationships, our Shortest Path Algorithm calculates which of your Salesforce contacts can provide you with a warm introduction to your target customer.



Increase your turnover per customer

One way to maximize your turnover is to increase the sales with your existing customers. To do this, simply use our Ownership Structure. Here we provide you with comprehensive insights into the shareholder structures of existing business partners and show you up-selling potential. Because if your customers are already convinced of your product, it makes sense to expand your sales figures to subsidiaries, sister or parent companies.



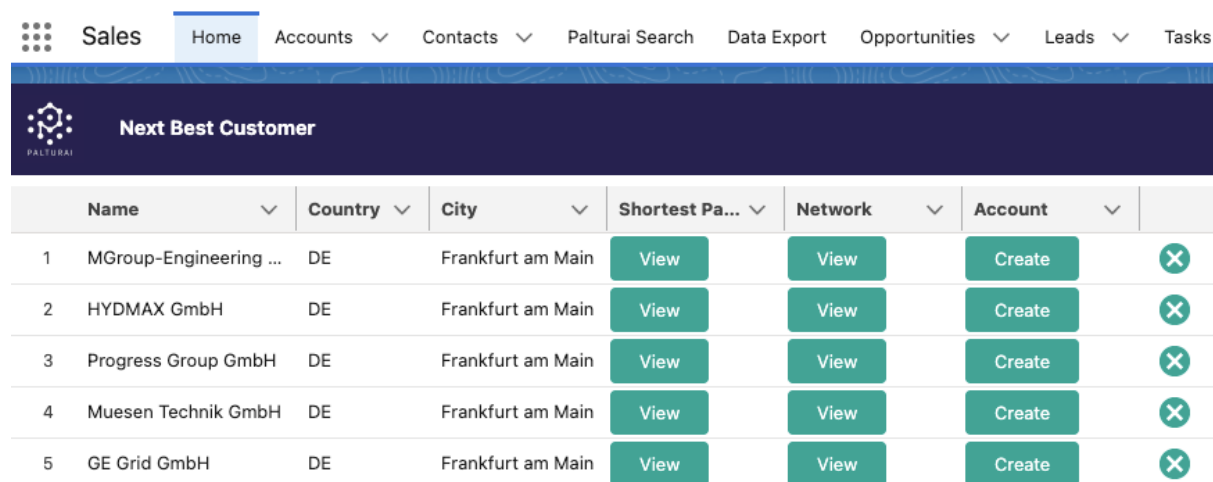
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Shorten your Sales Cycle

The shorter your sales cycle, the more leads you can process in the same time. For this reason, we suggest exactly those companies as potential leads that you can easily reach through your existing contacts.

If, for example, you are about to meet with one of your existing customers, you can use the Connected Companies function to transparently display which other companies your contact can refer you to.

If you do not currently have any upcoming customer appointments, you can also search for potential new customers in our central Next Best Customer list, which you can then reach via the Shortest Path.



	Name	Country	City	Shortest Pa...	Network	Account	
1	MGroup-Engineering ...	DE	Frankfurt am Main	View	View	Create	×
2	HYDMAX GmbH	DE	Frankfurt am Main	View	View	Create	×
3	Progress Group GmbH	DE	Frankfurt am Main	View	View	Create	×
4	Muesen Technik GmbH	DE	Frankfurt am Main	View	View	Create	×
5	GE Grid GmbH	DE	Frankfurt am Main	View	View	Create	×

Furthermore, you can use our automatic update function to expand your accounts and contacts with the latest master data and thus save yourself a lot of time for research and data maintenance. Our monitoring keeps you up to date on all important events of your business partners.

All advantages at a glance

The combination of scores, graphical research tool, and intelligent algorithms enable you to maximize your sales success.

x2

**Double
success rate**

through warm introductions to your target customers instead of cold calling.



**Higher turnover
per customer**

through up- & cross-selling potentials in group structures.



**Shorter sales
cycle**

through the shortest path to your leads and less effort for data maintenance.



**Always
up-to-date**

by monitoring news about the most important events of your customers and leads.

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We look forward to hearing from you!

Björn Harald Krieger

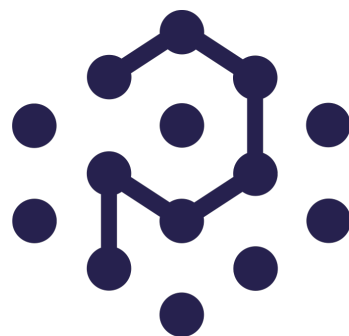
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