

# White space prospecting insights for sellers

Fast track your white space prospecting using CSA

## Follow these steps to create your list of white space prospects

### Method #1:

1. Log in to **CSA > Clients > White space in my Market**.
2. Refine your list with precision using the available client filters.
3. Replace current content with: "Select the download icon to save the client list to your laptop for future reference - or - Select the **Save to PAL** button to save the list in CSA.
4. Select **Identify contacts to prospect**.
5. Apply contact filters to refine your listed contacts.

- OR -

### Method #2:

1. Log in to **CSA > Clients > Custom client list**.
2. Select the **pencil edit** icon to display the **Update Custom client list** dialog box.
3. Click the **White space companies** radio button. Apply additional filters as needed and **Save**.
4. Select **Identify contacts to prospect**.
5. Apply contact filters to refine your listed contacts.

### Good to know!

Save a step, and time, when you use the **White space in my Market** client option.

## Find out whether other IBM sellers are working with a white space company

1. Select your target white space company from your resulting list.
2. Visit **Atlas** to determine whether another seller is pursuing this prospect.
3. Use **FindCMR\*** to view existing client master record numbers for any prior sales.
4. This client is yours? GREAT! If no other seller is pursuing this client, view the client-specific recommended product or service and select the **Add prospect** option.

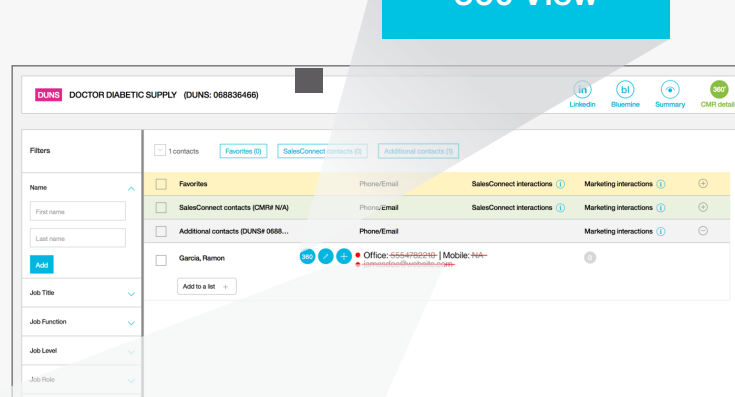
\*Users of the Chrome browser may find themselves unable to access the FindCMR page. Use the Firefox browser to access the FindCMR page. If a security error is displayed, accept the risk and proceed to display the page.

Uncover new prospects that were not on your radar

## Obtain more insights about your specific white space company

Click the **360 View** button to harness the insights of Contact360

- View email, phone numbers and contact permissions.
- See the contact's IBM interests.
- Access social search link results.
- Quickly assess marketing and other interactions.

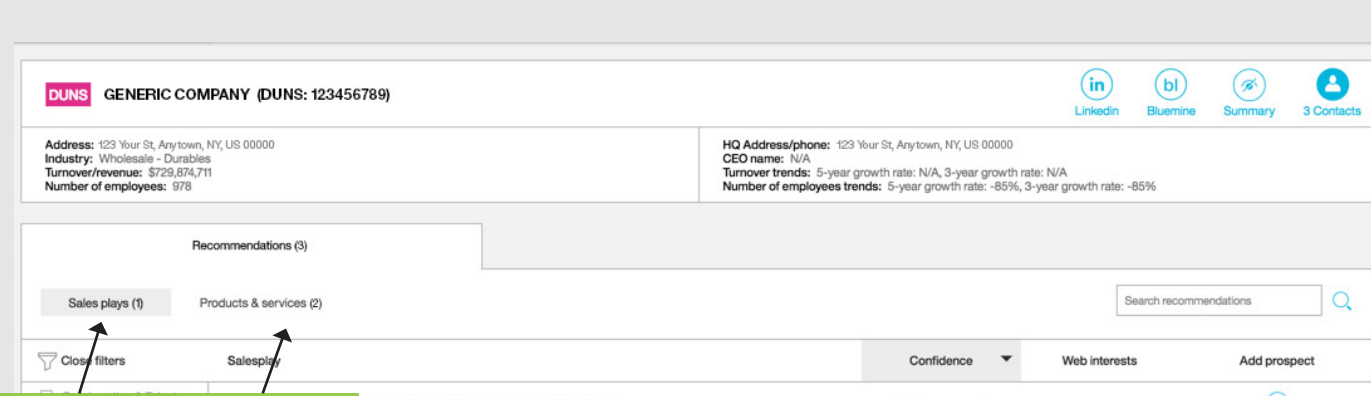


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 • ~~jamesdoe@website.com~~

**Caution!** Remember that if the email or phone number displays with **strike-through text** or a red circle, you are not allowed to use that method to contact the person.

Leverage offers that have a greater propensity to gain interest

## Use CSA for targeted recommendations



Use **Sales plays** and **Products & services recommendations**.

Save time with sales plays and products & services recommendations for white space companies

## FLARE Model does the work



Locates existing IBM clients



Matches existing IBM clients to white space companies

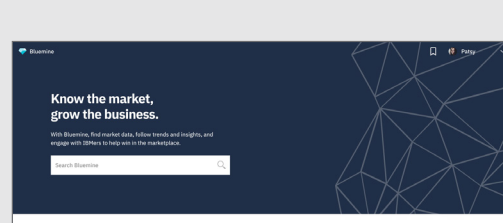


Identifies white space companies

## Additional tips

### Good to know!

Visit the **IBM Bluemine** site, for direct access to client, competitive and market insights.\*



### Good to know!

Select the at-a-glance summary to quickly view key info, including CEO name, revenue and turnover numbers, and more.



\* Important! Department charges may apply. Check with your manager about using this resource.

- ⇒ View the **prospecting white space clients** video
- ⇒ Read step-by-step guidance in the **Digital Sellers Guidebook**
- ⇒ Get started by logging in to CSA. **ibm.biz/cognitivesalesadvisor**

Let CSA save you time finding new prospects so you can spend more time selling.

