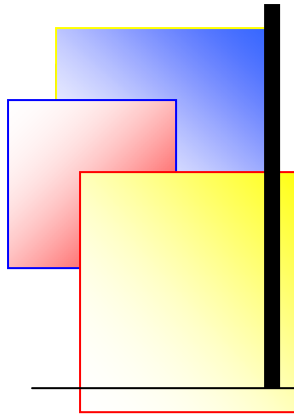


THE SALES DIRECTION DATABASE 25 years of continuous research

Let a pyramid represent all 3,000,000+ UK businesses sites





THE SALES DIRECTION DATABASE

Executive Summary

Purpose:

- To identify and research firms employing 5 or more non-retail sales staff.
- To provide contact details on the key decision makers for those sales staff, with permission for those details to be used for direct marketing purposes by relevant suppliers.
- To maintain and expand those contact details for ongoing use by relevant suppliers.

Value:

- List research started 1985. Unbeatable track record.
- Confirmed the buying power of Senior Sales Decision Makers across a wide range of products and services.
- Mostly blue chip and business-to-business firms.
- Includes high percentage of email and personal email addresses.

Content:

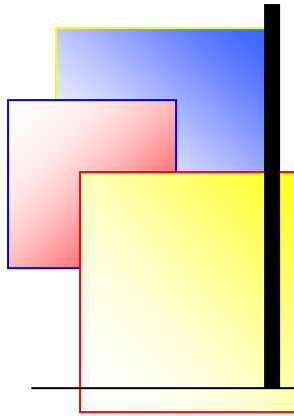
- Unique "Number of Sales Staff" selectable fields.
- Target of all 5+ non-retail sales teams (est. 10,000 sites)
- 30,000 currently researched yielding 7,000 qualifiers with 6,200 "live" or opted-in employing over 260,000 sales staff.
- Live content includes 11,000 contact names.
- Primary focus is Sales Director, then MD/CEO with Training and IT contacts on biggest (50+ sales) sites.

Uses:

- Most direct marketing, including mail, telephone, fax, email.
- Enhance existing contact files or build clean marketing database for continuous approaches.
- Profile/research prospects similar to existing customers - including those in same Group.

Cost:

- From £125 per thousand names for a single mail shot.
- To £1 per record for leasing Premier League multi-contacts.
- 34% discount for on-going leases.



THE SALES DIRECTION DATABASE

Frequently Asked Questions

How big is the UK Sales Profession?

It's very hard to put any definitive figures on this, given all the variables from pure sales representative, to telesales, call centres, sales administration and support, estate agents, stockbrokers, bank managers even. And then the dividing lines between pure retail and "selling" in a retail environment are equally blurred – with cars, insurance, double-glazing or property again, as examples.

However our own 20 years of experience puts the purer sales representative and telesales contingent around the 500,000 mark. And a recent survey by the Chartered Institute of Marketing and the Marketing Sales & Standards Setting Body (CIM/MSSSB), including support staff, brought it to a total of 750,000.

Where do they all work?

It is tempting to think, as even a number of seasoned marketers do, that every company must have its fair share of sales staff. Not so. With over 3 million "business" addresses and hundreds of thousands of trading entities in the UK, there are huge sectors like education, health, government, retail or leisure that employ no staff that they would think of as "sales" in the accepted sense.

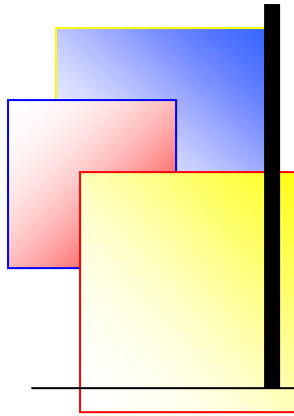
And then comes the startling fact that over 90% of all such sites employ **10 or less staff in total** – let alone a significant number of sales people. And a company employing 5 sales staff would typically have nearer to 50 employees in total.

Allowing for the fact that many business sites are also branches, this means that around 3% of the available business sites are centres employing sales staff. But only **0.3% employs 5 or more sales staff**. That's about 10,000 UK businesses.

Can you back this up?

Yes sure. Consider that the 10,000 sites we are targeting employ, on average, 40 sales staff each – that's 400,000. Then allow an average of 2 sales staff for the other, 150,000 smaller employers and that's 300,000 = 700,000 total – approximating to all the survey results, including National Census* figures.

**(1991 = 400,000 "sales representatives" – not asked in 2001).*



THE SALES DIRECTION DATABASE

Frequently Asked Questions

OK. But who buys all the stuff they need?

Ah, good question. It depends really on what that "stuff" is. If it's a suit or tie, they'll probably manage themselves. The same is true with entertaining a client or filling up the car. They might even spend their own money on a self-improvement book or course. But as the item becomes a bigger "ticket" so corporate budgets, involvement and decision making take over.

And our 20 year experience publishing and maintaining databases for this profession and its suppliers has proved the involvement and therefore relevance of a Senior Sales Decision Maker, typically the Sales Director, in most of these decisions.

Whether alone or with the assistance of support staff or boardroom colleagues, if you are not talking to the person in charge of the sales staff, you will be unlikely to make much headway in equipping his or her team with a product or service.

And you can prove that too?

Have a look at the testimonials.

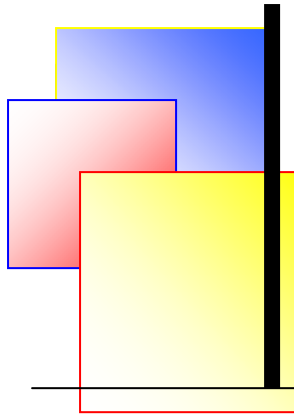
So how do I reach them?

Not a bad question either, because it's not as easy as you might think. These are big companies, and senior people within those big companies. Having been involved in a number of approaches to them ourselves, we know they are not just sitting, waiting for your mail shot, telephone call, email broadcast or whatever.

And we cannot guarantee any particular marketing plan will be an unqualified success either. We've seen everything from a single mail shot to a 10-year multi-media campaign bear fruit, and some that have not.

One thing we can guarantee though is the quality of this data. It is accurate and well researched and so free of waste for both your time and your money. We'd also be happy to discuss some of the many previous success stories if that would help.

Anything Else? – Yes, check out www.modernselling.com



THE SALES DIRECTION DATABASE

Who Uses This Data?

Sales Directors have a prolific influence on many corporate purchases. These areas and sample users underline the point.

BUSINESS/ADVERTISING GIFTS & CORPORATE HOSPITALITY

4imprint, Adler Manufacturing, Baldwin Cooke, Bourne Publicity, Cancer Research, EMC, Kensington Specialities, Parker Pen, National Pen, Hamper People, Spicers Hampers, Thorntons Chocolate, Virginia Hayward, Ambro Corporate Events, Cavendish Hospitality, Great Escapes, Kent CCC, Leatherhead GC, Mithril Racing, MotivAction, Nat Hole-in-One Assoc, Silverstone Motor Sport.

CARS & MOTORING SUPPORT

BMW, Citroen, Ford, Range Rover, Renault, Saab, Vauxhall, The AA, Shell, Yeoman Navigation

COMMUNICATIONS

BT, Global One, Mercury, Mitel Net Voyager, NEC, Orange, Plantronics, Reed Exhibitions – Mobile Business Solutions, Total PDA, Versatile Mobile Systems Inc., Voice Processing Co, Vodafone

COMPUTER & RECORD SYSTEMS

Business Objects/DNX, Cobault, Cognito, Concentrix, Dell Computer Corporation, DMC Database Solutions, Firepond, Gartner CRM Summit, Interactive Software, Maximizer, Mobile Professional, Northgate/Prolog, Preact, Profile Analysis/Rocket Science/i-Snapshot, Pythagorus/SalesLogix, Sage CRM, Siebel CRM, Salesforce.com, Symantec, Toshiba, Tranzline, Kalamazoo, Sales Insight, Webminutes

CONFERENCE CENTRES & SERVICES

The Air Travel Group, English Lakes Hotels, Haven Warner, Stena Sealink Line, Tetley's Brewery Wharf,

DIRECT MARKETING - ADVERTISING - MARKET RESEARCH

CDS Ecast,, Chemistry Digital – smartsalestools.co.uk, Cyber Call, Dow Jones Reuters Business Information, Drayton Bird Associates, HSM Group/Inbox Media, OneSource Information Services, Price Direct, QAS Systems, Royal Mail, Total Direct Marketing.

HOTELS

Country Club/Lansbury Hotels, Holiday Inn, Novotel, Queen's Moat House Hotels, V&A Manchester

INCENTIVE SCHEMES, VOUCHERS & INCENTIVE TRAVEL

Active Consultancy, Air Miles Travel Promotions, Capital Incentives & Motivation, Exceller Events, Marks & Spencer, Sainsbury, Tesco, Thomas Cook, Whitbread, Kuoni Events, P&MM, Reed Exhibitions - The National Incentive Show, Sense Organisation, The Australian Tourist Commission, The Grass Roots Group

PRESENTATION/EXHIBITION AIDS & EQUIPMENT

Document GENie, Hewlett Packard, In Focus Systems, 3M, m62 Visualcommunications, Nomadic Display, Paper Direct, Proxima, Sanyo Sales UK, Scan Display International, Sony Broadcast & Professional

PROFESSIONAL INSTITUTES & PUBLICATIONS

The Chartered Institute of Marketing, The Institute of Professional Sales, The Institute of Sales & Marketing Management, Gower Publishing, Haymarket Publishing, MoD Contracts, ModernSelling.com, Sales Zone, SOLD Magazine, William Reed Publishing-The Grocer.

RECRUITMENT SERVICES

Call Centre Manager, Guardian Jobs, IncreaseSales, Metamorphose, Pareto Law, PTP Training & Mktng, Salestarget.co.uk, SHL Group, Solution Cell, Sprint Sales Recruitment.

SALES & MANAGEMENT TRAINING

Ashridge Management College, BBC For Business, DDI UK, Export Training Services, John Fenton Training, Frost & Sullivan, Growth Engineering, Hawksmere, Huthwaite Research Group, IIR, Invicta, Melrose, Miller Heiman, On Quota, Ontrac Training, Peter Thomson International, Reed Training, Silent Edge, Spearhead Training, Tack International., The Wigwam Company, Video Arts, Winkler Marketing International.

TRAVEL & TRAVEL EXPENSE MANAGEMENT

American Express, Company Barclaycard, Great Western Railways, United Airlines, Wexas Travel Club



THE SALES DIRECTION DATABASE

With any results?

Results? We've had a few! In the last couple of years, for example..

It's a pleasure to actually find someone who knows what they are talking about with databases and I look forward to working with you and The Sales Direction Database in the future. [Susan Burnell, Marketing Manager, EMEA, Dow Jones & Company](#)

The Sales Direction Database has been an absolute revelation for us, the first round of contact delivered us 11 hot prospects from large, well known companies. More have come from subsequent contacts and several of the leads have now been converted to customers. The accuracy of the data is the best I have come across and the companies on the list are exactly the sort of companies that generate us good revenue and provide us with massive credibility. [Graeme Potter, Sales Director, ProposalGENie](#)

Neil Warren delivers what others merely promise. Names and addresses that work. This is critically important because our business lives or dies on response" [Drayton Bird, Managing Director, Drayton Bird Associates](#)

If the rest of the database is as good, then it's fantastic. [Chas Williams, New Business Development Director, m62 Visualcommunications](#)

Our reputation relies heavily on providing good quality data to support the customer acquisition and retention solutions we provide our clients. I am delighted to say that we have been very happy with the results from campaigns using the Sales Direction database and we will continue to include this wherever possible for relevant offers. The service we have received to date has also been excellent and I would not hesitate to recommend other companies to use this data to support their marketing campaigns. [Neil McCarthy, Managing Director Intermedia Global.](#)

I'm just calling to let you know how pleased we are with the data. We have three appointments already from a first pass through the first 1,000 of the names we took and they have sales teams of 50, 35 and 5. We'll be back for the rest of the data in due course. [Mark Woodbridge, Managing Director, Seelogic \(Sage CRM Partner\)](#)

It's no surprise that we have been dealing with Sales Direction since the 1980's. We have a wide variety of hospitality packages to suit all tastes and budgets, but Sales Directors with real sales teams, channel sales partners or key customers to entertain are obviously a key market for us. And we find that the quality of our offering is complemented by the quality of The Sales Direction Database. [Simon Gillespie, Managing Director, Cavendish Hospitality](#)

We're perfectly happy with the database and results and will most certainly continue with updates. [Amanda Fennell, EMEA Marketing, Salesforce.com](#)

THE SALES DIRECTION DATABASE

What's in a Record?

The full company name with up to 4 address fields plus separate town, county and postcode fields. Selections can be made by postcode, county or town and even by Ltd v plc

Over 5,000 Opt-in Senior Sales Personal & Corporate Email addresses – achieving a typical 30% open rate

The main switchboard or direct sales department telephone number and the fax number most suitable for the senior sales contact

Group company name. Enables "sister" companies to be found.

Sample Co Ltd 1 The Street Anytown Someshire AA1 9ZZ	020 8111 1000 020 8111 1001
jsmith@mega.com Group: Mega Corp (US)	
Mr John Smith Sales Director Mr Dave Jones Managing Director Name Duplication:	
Sales Staff: On site: 25 Nationally: 100 Field Based: 50 Total Employees on Site: 250	
Site Status: H Export?: Y 2003 (UK) SIC: 99999 SIC Description: Wholesale of Samples Update: 2009/01	

The names of the senior decision-makers for the sales team and for the site as a whole, with job titles. Names separated for easy, flexible use.

NEW!
Includes personal "John" salutation

Flag to indicate if the sales/site contact are the same

An indicator for site status.

A flag to show whether or not the company Exports.

An activity indicator using the 2003 UK Standard Industrial Classification with a written description.

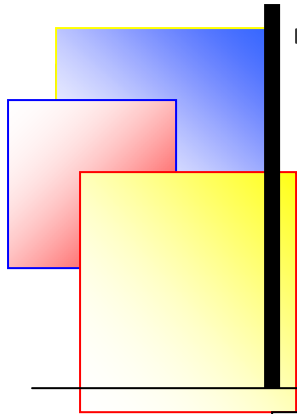
And a date for last update.

All fields can be used to make selections although multiple selections do reduce the totals.

All records have a Senior Sales Contact with obviously the company name, address and postcode, plus a telephone number. The Senior Site Contact, fax number and email addresses are often there but are optional, and the rest of the fields are always present.

The number of sales staff who are based at this site and the total for the rest of the UK or region that the decision-maker controls. Also the total for all employees based at this site.

NOW AVAILABLE!
Over 70% of records now include the percentage of the National Sales Staff total that are mobile. This can equally be used to locate big telesales teams/call centres



THE SALES DIRECTION DATABASE

What's in a PREMIER LEAGUE Record?

Companies employing 50 or more sales staff would be a Key Account for anybody so, with the Training and IT industries particularly in mind, we research these sites more frequently and in greater depth. This data is not expected to yield results from a once-off mail shot or telephone call, and so is sold as part of a leased complete record only.

Sample Co Ltd **020 8111 1000**
1 The Street **020 8111 1001**
Anytown **jsmith@mega.com**
Someshire AA1 9ZZ

Group: **Mega Corp (US)**

Mr John Smith Sales Director
Mr Dave Jones Managing Director
Name Duplication:

Sales Staff: On site: **25** Nationally: **100** Field: **50**
Total Employees on Site: **250**

Site Status: **H**
Export?: **Y**
2003 (UK) SIC: **99999**
SIC Description: **Wholesale of Samples**
Update: **2009/01** **Newar Ref 27298**

Where the size of the National Sales Staff is 50 or more, the whole record is checked annually and additional contact names are sought.

Newar Ref unique record identifier ties the extra data to the original record, or new extended records can be built on request. Data is kept separately because it does not effect all records equally.

Newar Ref 27298

Mr Ian Teach
Head of Learning & Development
Training Centre
Converted Barn
Deepest Darkshire QY8 0NO

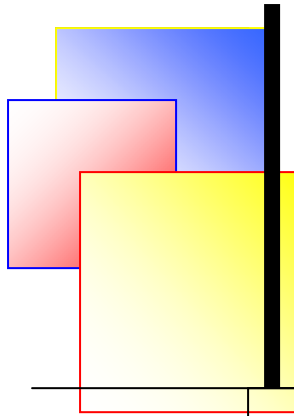
Tel: 07790 909090 Email: iteach@mega.com
Fax: 01999 777777

Mrs Anne N Orak
IT Director
Fullywyred House
Cyber City XL1 1XL

Tel: 0800 800 800 Email: anorak@mega.com
Fax: 0800 800 801

If the Senior Sales Contact is nominated as having the training brief, name is duplicated but flagged.

Tying the records together means that the main address will remain the default address and telephone details. However if there are different contact details then of course they are included.



THE SALES DIRECTION DATABASE

Some Samples

Ceramic Tile Distributors
99 Helen Street
Glasgow Lanarkshire G51 3LH
Ms Kay Kerr Sales Manager
Name Dupe?
Site Status R **Export?** **SIC03** 51530 Whlsle Non-Agric Prods (Timber/Steel/Chems)

Group Saint Gobain
Tel 0141 425 2666
Fax 0141 425 2662
email kay.kerr@ctdtiles.co.uk
Sales Staff:
Site: 15
Nat: 15
Field: 8
All Emps: 50 **Update** 2010/01

Claremont Group Interiors
The Breeze Kelvin Close
Warrington Cheshire WA3 7PB
Mr Tim Frankland Sales Director
Mr Michael Gardner Managing Director
Name Dupe?
Site Status H **Export?** **SIC03** 74879 Real Estate/Business (Software/Advtnng/Recruit)

Group
Tel 01925 284000
Fax 01925 831771
email info@claremontgi.com
Sales Staff:
Site: 12
Nat: 12
Field: 6
All Emps: 80 **Update** 2010/01

F & C Asset Management PLC
Exchange House Primrose Street
London EC2A 2NY
Mr Scott Stevens Director MarCom/UK Retail Mktng
Mr Alain Girsay Chief Executive Officer
Name Dupe?
Site Status H **Export?** Y **SIC03** 65231 Finan Intern (Insnce/Banking/Stockbroking)

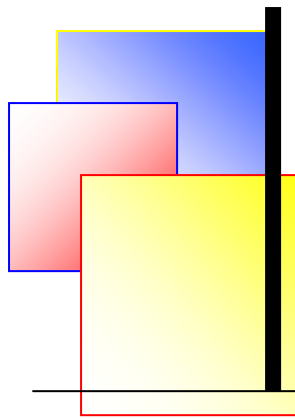
Group
Tel 020 7628 8000
Fax 020 7628 8188
email scott.stevens@fandc.com
Sales Staff:
Site: 17
Nat: 17
Field: 8
All Emps: 550 **Update** 2010/01

Kinnarps (UK) Ltd
Newlands Drive Colnbrook
Slough SL3 0DX
Miss Lotta Sjoblom Sales Director
Mr Paul Von Der Heyde Managing Director
Name Dupe?
Site Status H **Export?** **SIC03** 51850 Whlsle Mach/Equip/Supplies (incl. Computers)

Group
Tel 01753 681860
Fax 01753 683233
email sales@kinnarps.co.uk
Sales Staff:
Site: 30
Nat: 100
Field: 40
All Emps: 140 **Update** 2010/01

Mite Ltd
7th Floor The Connect Centre
Kingston Crescent
Portsmouth PO2 8AD
Mr Ian Howarth Sales Director
Mr Jeff Winterbottom Chief Development Officer
Name Dupe?
Site Status B **Export?** **SIC03** 51430 Wholesale of Household Goods

Group Mite
Tel 023 9262 9500
Fax 023 9262 3720
email
Sales Staff:
Site: 7
Nat: 28
Field: 28
All Emps: 200 **Update** 2010/01



THE SALES DIRECTION DATABASE

Statistics - by Size

90% of the 3million+ UK Business Sites have 10 or less employees. If you find sites that have a specific Sales Decision Maker (and perhaps 100,000 claim they do), less than half of those actually employ sales staff at all, with as few as 10% in the 5+ sales category. Our focus is exclusively on these 10,000 sites, with 7,000 now researched.

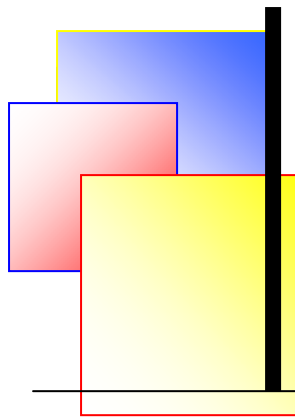
ANALYSIS BY NATIONAL SALES STAFF

Size Bands	No. of Sites	Senior Sales	Senior Sites	Total Names	Total Sales Staff
5 - 9	2,039	2,003	1,274	3,277	12,781
10 - 19	1,704	1,673	1,207	2,880	21,143
20 - 49	1,494	1,439	1,110	2,549	41,202
50+	972	929	652	1,581	188,274
TOTAL	6,209	6,044	4,243	10,287	263,400

It is our experience that the overall size of a company is a very poor guide to the number of sales staff that it might or might not employ. For that reason (and anyway because uniquely on this database you can), selecting by size of sales staff is overwhelmingly the most popular option for our clients. However some have an offering that goes beyond just the sales staff, so total employee counts are of interest. Be advised though that we can only collect the total at that site - so many more employees will exist within the multi-site and international companies that comprise a large portion of this database.

ANALYSIS BY TOTAL EMPLOYEES ON SITE

Size Bands	No. of Sites	Senior Sales	Senior Sites	Total Names	Total Emps.
1 - 49	1,773	1,751	952	2,703	47,192
50 - 99	1,469	1,444	1,068	2,512	96,404
100 - 199	1,346	1,299	1,002	2,301	175,278
200 - 499	1,085	1,039	810	1,849	308,688
500+	536	511	411	922	583,126
TOTAL	6,209	6,044	4,243	10,287	1,210,688

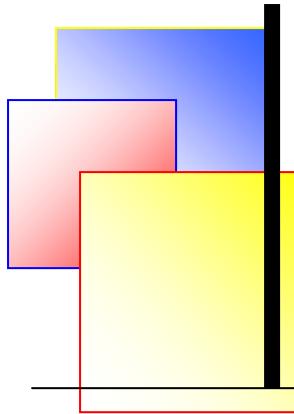


THE SALES DIRECTION DATABASE

Statistics - by Activity

The whole point of this database is that only employers of 5+ non-retail sales staff are researched. So, unless your offering really is industry specific, you do not need to filter this data any further to try to guess who has real "sales" activity. Also note that "Wholesale" activity codes apply to non-manufacturing sites, even when that company has manufacturing facilities elsewhere - a very common occurrence when looking for a Sales Director's office.

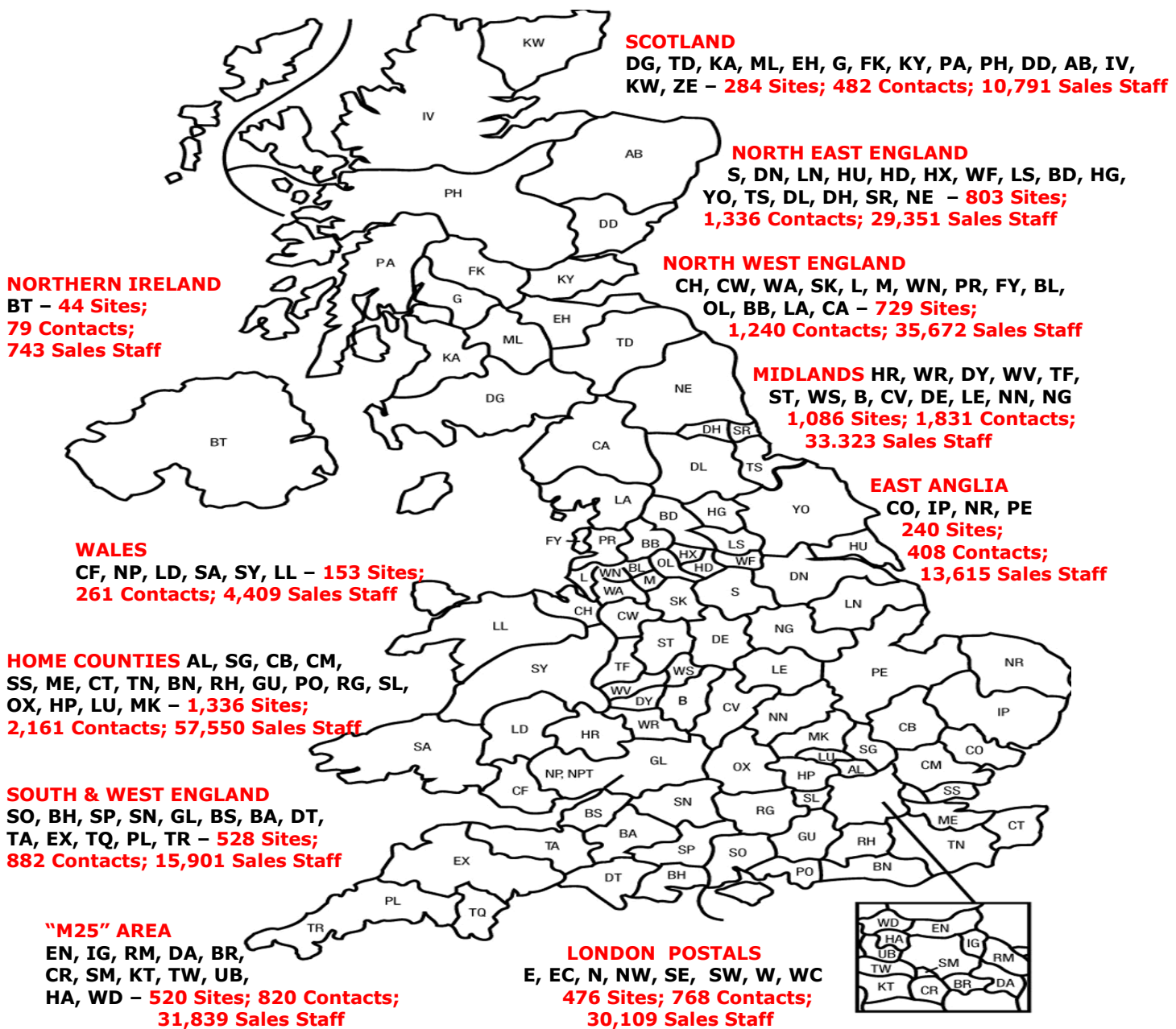
SIC CODE	DESCRIPTION OF ACTIVITY	SITES	CONTACT NAMES	SALES STAFF
0100 - 0502	Agriculture, Hunting, Forestry & Fishing	9	17	130
1000 - 1450	Mining & Quarrying	9	16	389
1500 - 1600	Manufacture of Food, Drink & Tobacco	211	361	5,666
1700 - 1930	Manufacture of Textiles & Clothing	153	262	2,441
2000 - 2233	Manufacture of Wood & Paper Products (Publishing)	494	857	23,482
2300 - 2470	Manufacture of Coke, Petroleum, Chems/Chem. Prods	248	396	8,031
2500 - 2524	Manufacture of Rubber & Plastic Products	228	405	4,762
2600 - 2682	Manufacture Non-Metallic Mineral Prods (Glass/Bricks)	94	165	3,306
2700 - 2875	Manufacture of Basic Metals & Fabricated Metal Prods	355	599	7,237
2900 - 2972	Manufacture of General Machinery & Equipment	410	692	7,184
3000 - 3350	Manufacture of Electrical & Optical Equip. (Computers)	449	770	9,106
3400 - 3550	Manufacture of Transport Equipment	132	229	2,402
3600 - 3720	Other Manufacturing (eg Furniture, Toys & Recycling)	136	233	2,009
4000 - 4100	Electricity, Gas and Water Supply	8	15	4,405
4500 - 4550	Construction	265	477	6,704
5000 - 5050	Sale, Maintenance & Repair of Motor Vehicles	232	396	9,661
5100 - 5119	Commission Agents	5	7	99
5120 - 5125	Wholesale of Agricultural Raw Materials & Animals	22	34	487
5130 - 5139	Wholesale of Food, Drink and Tobacco	176	277	8,721
5140 - 5147	Wholesale of Household Goods	366	576	17,229
5150 - 5157	Wholesale Non-Agric. Intermediate Prods. (Timber/Steel)	456	729	20,119
5160 - 5188	Wholesale of Machinery, Equip. & Supplies (Computers)	631	992	29,744
5190	Other Wholesale	65	108	1,890
5200 - 5552	(Retail - <i>not included</i>), Hotels & Catering	53	98	2,638
6000 - 6420	Transport, Storage & Communication	153	251	7,715
6500 - 6720	Financial Intermediation (Insrnce/Bank/Stck Broking)	168	261	37,449
7000 - 7484	Real Estate, Renting & Business Activities (Software)	577	897	33,295
7500 - 9900	The Rest excl. Public Sector (Training/Radio/TV/Film)	104	175	4,029
TOTALS		6,209	10,287	263,400

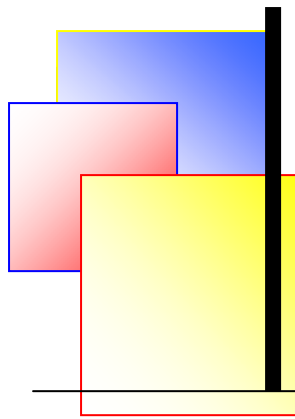


THE SALES DIRECTION DATABASE

Statistics - by Location

Each record has a full postcode – so obviously counts and selections can be done at any level you wish within the postcode system. Some normal regional groupings are offered below.





THE SALES DIRECTION DATABASE

Price List - 2010

RENTAL OF NAME, JOB TITLE, COMPANY NAME AND ADDRESS

£ per thousand

Data supplied to be used for the purpose of sending one mail shot

To rent all contact names (both Senior Sales & Senior Site Contacts on every Site)	125.00
To rent one contact name on every site	140.00
To rent a random selection of names (includes one per site selector)	150.00
To rent names selected by one site attribute (e.g. location/presence of data in a field)	170.00
To rent names selected by two attributes (e.g. size + location)	190.00
To rent names selected by three or more attributes	210.00

TELEPHONE/FAX/EMAIL CONTACT

To make contact by telephone/fax <i>instead of</i> mail, as above	+ 40.00
To make contact by telephone/fax <i>as well as</i> mail, as above	+ 100.00
To make contact by email <i>instead of</i> mail/telephone/fax	+ 75.00
To make contact by email <i>as well as</i> mail/telephone/fax	+ 150.00

RE-USE OF DATA ALREADY SUPPLIED – Permission required, charge is 75% of the above rates

LEASE/PURCHASE OF NAME, JOB TITLE, COMPANY NAME AND ADDRESS

Use of data is restricted to purchaser, governed by UK law, but is otherwise not subject to limitations

To purchase all contact names	250.00
To purchase one contact name on every site	280.00
To purchase a random selection of names (includes one per site)	300.00
To purchase names selected by one site attribute	330.00
To purchase names selected by two site attributes	360.00
To purchase names selected by three or more attributes	390.00

With telephone <i>or</i> fax numbers, as above	+ 90.00
With <i>both</i> telephone and fax numbers, as above	+ 140.00
With email addresses, as above	+ 200.00

LEASE/PURCHASE OF OTHER ADDITIONAL FIELDS

For every additional field, as above	+ 50.00
--------------------------------------	----------------

LEASE/PURCHASE OF COMPLETE RECORDS, as above (eg all records = £700pt)+ 450.00

LEASE/PURCHASE MAINTENANCE & UPDATES OPTION

Your data will be kept up to date with new records, which fit the same parameters as your selection being included and defunct records removed, for 66% of the prevailing selection charge.

PREMIER LEAGUE – Lease/Purchase only (with either/both extra names) £1/record

AGENCY COMMISSION - 20%

NET NAMES ON RENTALS OVER 5,000 - 15%

MINIMUM ORDER - £175

GONE AWAYS - Twice net rate for mailings (rtn'd in 3mths) Money back on tel/fax/email