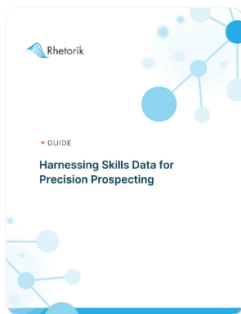


Guide: Harnessing Skill Data for Precision Prospecting

Turn Skills Into Sales: Precision Targeting That Delivers 85% More Leads

Stop wasting time on unqualified prospects. Our professional skill data pinpoints decisionmakers with the expertise you need—connecting you to buyers who understand your value.

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What you'll learn

Uncovering high-level decision makers in specific niches can be a challenge for business development teams. What if you could identify prospects who not only need your solution, but also have the technical expertise to champion it internally?

Our guide, **"Harnessing Skill Data for Precision Prospecting"** is designed to help you leverage the power of skill data to find more (and better) contacts.

Why skill data is crucial

Understand the difference between skill-based and demographic targeting, and why skill data is the key to sourcing high-quality leads.

How to use skill data for prospecting

Learn strategies to integrate skill data into your sales process, from buyer persona creation to lead segmentation.

Real-world examples

See how leading companies are using skill-based targeting to outperform their competitors by 85%.



Why skill-based targeting?

While your competitors chase job titles, you'll connect with the actual technical decisionmakers who influence purchasing choices—even when they don't have VP in their title. Skill-based targeting goes deeper, allowing you to identify and engage with professionals who have the expertise and influence to benefit from your solution.

By focusing on skills, you can:

- Identify experts in specific tech platforms—reducing your sales cycle by up to 40%
- Uncover decisionmakers with the right expertise—even if they have atypical job titles
- Connect with power users of specific hardware, software, and cloud platforms

About Rhetorik

Rhetorik is an AI-powered market intelligence company that empowers businesses with access to B2B data at scale. Our 1bn+ in-depth professional and company profiles help companies extend their reach and maximize efficiency.

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