

Database your way to business success

FRUSTRATION over outdated information on a business database has prompted a Hawke's Bay company to develop one of the most up-to-date and comprehensive databases available.

Lead generation company, Ninety-Nine Corporation, has spent several months developing a database of more than 7,500 Hawke's Bay businesses, and the good news is the database could soon be yours.

When Sophie Stewart formed Ninety-Nine Corporation in 2006 she invested in existing databases to start building her business.

"I bought a couple of databases but they were out of date, there

were even people on it who had died!

"Keeping a database up to date is vital to its success," she said.

"Research shows on average people change their jobs every four years, so if you have a database of 1,000 people that's at least 250 entries that need updating annually."

The database includes a company's name and type of business/business focus, mailing address including postcodes, the decision maker's name and title, phone and fax numbers, website details and the majority have the number of staff the company employs. Because of anti-spam legislation the businesses email address are not included.

"Databases are such a versatile communication tool.

"They are perfect for touching base with existing clients, or generating new business leads and in turn appointments, as well as for businesses that have no client base."

Sophie says businesses have the option of using the database themselves or contracting Ninety-Nine Corporation staff to make the initial phone calls to prospective leads.

The database addresses can also be used for direct mail campaigns.

"If you are going to go to the expense of undertaking a direct mail campaign it makes sense to ensure the database you use is as

up-to-date as possible to minimise the number of returned mail."

Ninety-Nine Corporation can tailor a database to a client's specific needs, whether it is for certain areas of Hawke's Bay, businesses with a particular number of employees, or an industry type. The businesses can choose to buy a database or simply rent it.

"A company may want to focus on just Onekawa businesses, or they may have plans for a direct mail campaign aimed at a specific type of business and we can pull those details together for them."

Either way, Sophie says her staff have done all the hard work so now Hawke's Bay businesses can reap the rewards.

For further information contact Sophie Stewart on 06 871 0883, 021 0220 3360 or sophie@ninety-nine.co.nz, or visit www.ninety-nine.co.nz.

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