

CLIENT DATABASES FOR ACTIVE SALES

Vladislav — Your B2B Active Sales Manager

1. PHILOSOPHY: A DATABASE IS AN ASSET, NOT A LIST

A client database is not a file with contacts, but a living asset with a history of touchpoints, triggers, priorities and next steps. I build, structure and enrich databases for specific tasks: entering a new segment, launching a product, reactivating "dormant" clients, scaling the sales department. Every entry in the database is the result of OSINT analysis and verification — not a copy from a purchased directory. The database lives in CRM, is updated weekly, and prioritized by A/B/C — you always know where to direct resources.

2. DATABASE TYPES & COLLECTION METHODS

Type	What's Included
Target Database (ICP)	Companies matching the ideal client profile: industry, size, geography, tech stack, pain points. 50–300 records per sprint
Decision-Maker Database	Contacts of decision-makers: CEO, Commercial Director, Head of Sales. Email, phone, LinkedIn, Telegram
Trigger Database	Companies in the buying moment: hiring, investments, leadership changes, entering new markets, product launches
Reactivation Database	Dormant clients, declined deals, incomplete transactions — re-analysis, new entry points, contact updates
Competitor Database	Competitors' clients: who buys from them, why, what pain points are unaddressed. Switching triggers

3. PROCESS: FROM TASK TO READY DATABASE

- Criteria Alignment: Fix ICP, geography, industry, size, triggers, exclusions. A/B/C criteria — what counts as "hot"
- Collection & Verification: OSINT tools, open registries, LinkedIn, tender platforms, news, job postings. Every contact verified
- Enrichment: Context for each record — news, financials, activity, connections, public pain points. Not just "name + phone"
- Ranking: A — hot (trigger confirmed), B — warm (potential exists), C — long-term. Priority resources on A
- CRM Upload: Structured import with tags, sources, triggers. Ready for immediate outreach
- Updates: Weekly refresh: new triggers, contact changes, status updates. The database never goes stale

4. WORK FORMATS

Format	What You Get
Leadgen Sprint (4 wk.)	50–150 verified companies with DMs, triggers, A/B/C ranking. CRM import
Product-Specific Database	Targeted list for a specific product or service: who needs it now, why, through whom to enter
Database Reactivation	Audit of existing database: contact updates, removal of "dead" entries, adding triggers and new DMs
Monitoring & Updates	Weekly database update: new signals, position changes, company events

Ready to discuss your challenge. Reach out and I will respond personally.

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5. WHY IT WORKS

Most managers work from outdated lists or purchased databases — 60–80% of contacts are irrelevant, phones go unanswered, DMs have changed. I build the database from scratch for a specific task: every record is verified, enriched with context, and tied to a trigger. You don't waste time on "cold" numbers — every contact has a reason for the call. This shortens the time to reach the DM, improves first-touch conversion, and delivers measurable results in 4 weeks.

Problems I solve:

- Managers call an outdated database — 70% of contacts are no longer valid
- Purchased databases don't work — no context, no triggers, no DMs
- Unclear who to sell a new product to — no segmented database
- CRM is full of "garbage" — no prioritization, managers waste time
- No update system — database becomes outdated in 3–6 months

Don't want to spend months building a database with your team? Bring me in as an external resource. In 4 weeks you'll get a verified database with DM contacts, triggers and priorities — ready for outreach. Working in parallel with your team, no bureaucracy. Don't need me — disconnect without risk. The key is that managers call people who will buy.