Gain insights on the most valuable leads
In sales, timing is everything. Imagine if you could approach your prospects when changing providers or renewing their policy is top of mind. By harnessing the power of workers compensation policy data you can discover a wealth of information, including their predicted renewal date. Imagine also if you knew your prospect’s carrier, company name, zip, SIC code, and employee size before you ever pick up the phone. You could position your offerings more effectively and set yourself apart from the competition.

ProspectBase is a web-based lead intelligence and management tool. This tool, based on workers compensation policy information, provides the business information needed to target high value prospects. Each prospect profile is compiled from market intelligence sources and policy specific information, including carrier and predicted renewal date.

Utilize the information to your advantage.
By identifying the businesses that meet your underwriting appetite, knowing where they are located and being able to take action within the appropriate decision window, you gain unparalleled insight into the marketplace and position your organization for success.

Find standout commercial insurance prospects from enriched data on over 7.5 million businesses.
Why LexisNexis® ProspectBase®?
This interface is a powerful, easy-to-use tool for field associates to work with agencies to increase premiums. The integration of various sources of information provide opportunities to close more sales and increase cross-selling opportunities. It provides a proven business development focus for the entire business unit which is tactical and customizable. The prospect records can include the predicted renewal date, carrier, headquarter location, contact name, SIC code, class code and employee size.

Knowledge is power. Many businesses are renewing their other commercial lines of insurance at the same time as their workers compensation policy.

With ProspectBase, you are able to find the best prospects in your region or territory based on your underwriting guidelines.

You can utilize the tool to:
- Know workers comp predicted renewal date, carrier and purchasing location
- Calculate the total workers’ compensation opportunity to insure each prospect
- Know workers comp predicted renewal date, carrier and purchasing location
- Determine how to prioritize sales efforts and resources
- Outline how to assemble, distribute, track and measure interactions between field reps, their agencies and the carriers best prospects and customers.

For more information:
Call 800.458.9197 or email insurance.sales@lexisnexis.com

About LexisNexis® Risk Solutions
LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

Our insurance solutions assist insurers with automating and improving the performance of critical workflow processes to reduce expenses, improve service and position customers for growth.

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