## GO-TO-MARKET STRATEGY WITH FIRE

With FIRE, your time is spent closing deals, not chasing dead-end leads.

Decoding data using outdated solutions and imperfect criteria may be holding you back.

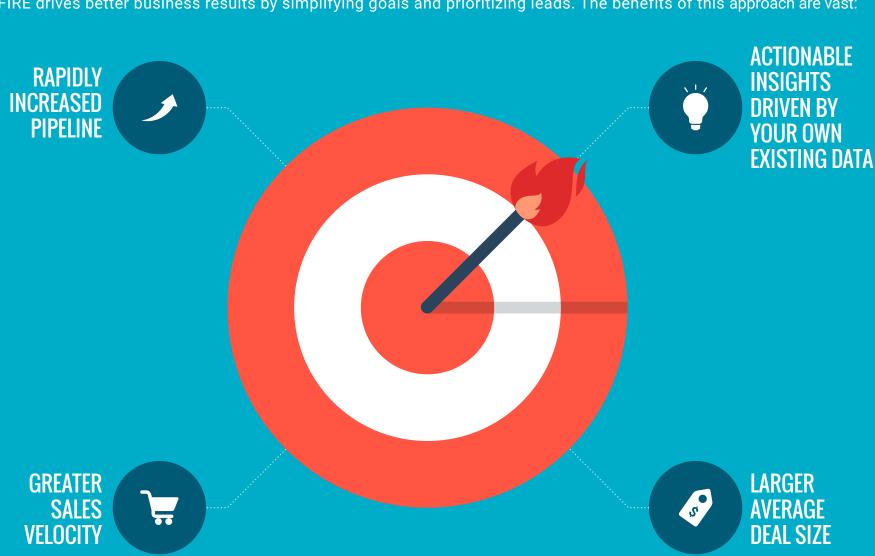
Decoding data using outdated solutions and imperfect criteria may be holding you back.

The FIRE approach can help you focus your energy by better identifying your next potential customers.



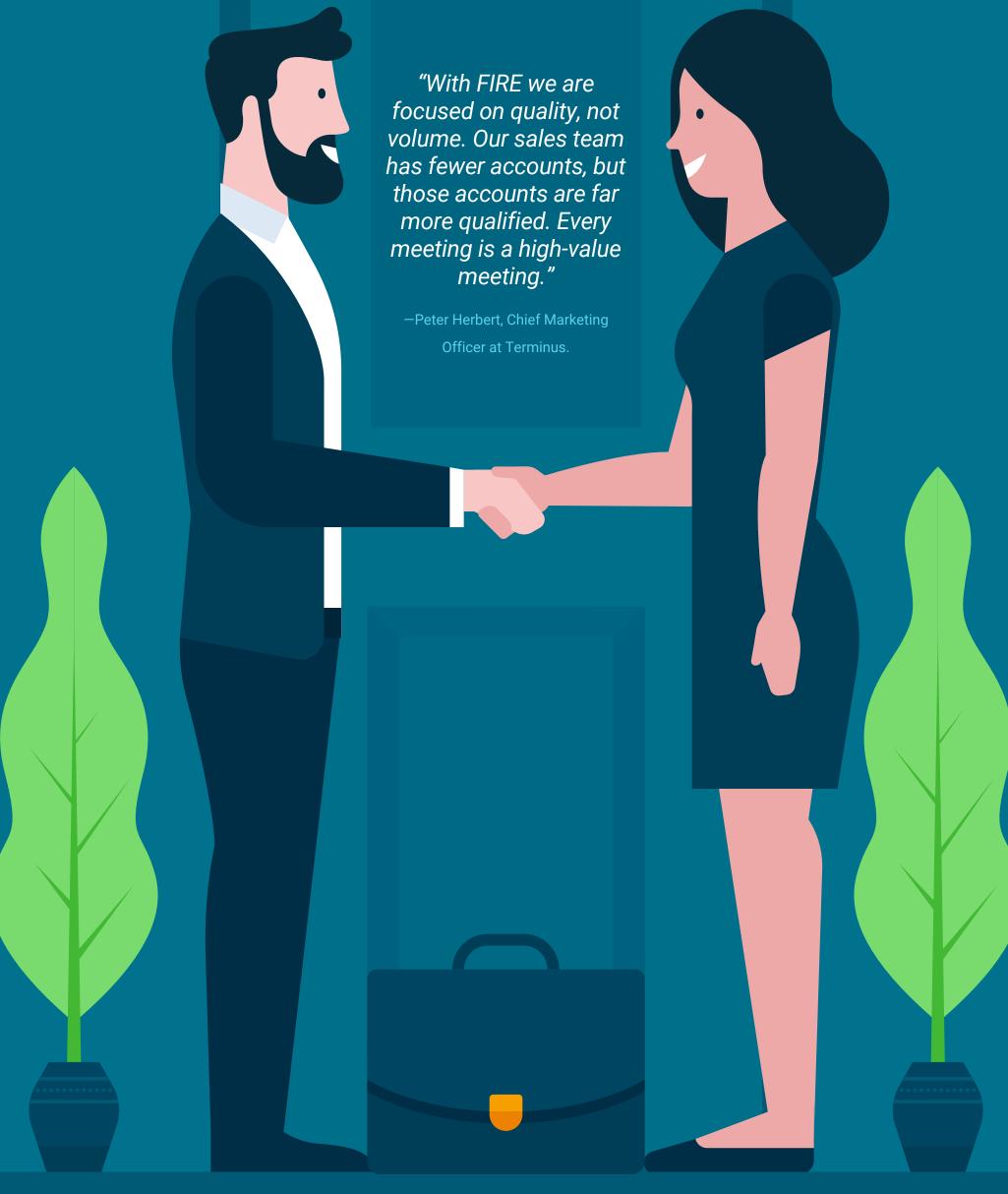
## HOW FIRE HELPS

FIRE drives better business results by simplifying goals and prioritizing leads. The benefits of this approach are vast:



## CATCHING FIRE: A SUCCESS STORY Terminus was one of the first companies to operationalize FIRE. The results of their revamped ABM approach were quick and significant:





EverString's marketing and sales intelligence software puts the power of artificial intelligence (AI), applied data science and the most reliable data directly into the hands of marketing, sales and operations teams, so they can build pipeline, prioritize prospects and streamline operations.

TO LEARN MORE, DOWNLOAD THE FIRE EBOOK.



Email: contact@everstring.com

TO SEE FIRE IN ACTION, REQUEST A DEMO TODAY.

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Call (650) 425-3937

