



Product Name - Business Development Services, or BDS

Product Description – BDS is an online platform that allows users to design, monitor and access data and business intelligence that supports their sales and marketing efforts directed at new clients.

Product Benefits – BDS reduces the non-billable hours of your engagement Partners who are not supported by sales and marketing teams. It enables your sales and marketing teams to identify and qualify new potential clients more effectively and efficiently. BDS supplements traditional referral-based leads and replaces ineffective and costly outbound sales efforts that use a general “spray and pray” approach to introducing their brand. Event-driven leads are considered “warm” and are 30-40% more productive getting meetings than generic brand introductions.

Product Features

1. **Investment Adviser and Entity Coverage** – BDS data and business intelligence is available on 55,000 global investment advisers, their 450,000+ public and private funds, giving you confidence that you can access a complete addressable market.
2. **Data-Coverage-Quality Control** – BDS data and business intelligence is derived from Convergence’s Knowledge Center which contains 6,500 proprietary and non-proprietary data fields structured by Convergence into 36 subjects that define and standardize the measurement of business activities in 55,000 global investment advisers. The Knowledge Center maintains RFQ™ test scores for hundreds of thousands of regulatory filings made by global investment Advisers over the past 13 years.
3. **Independence** – BDS is independent and lends more objectivity to identifying opportunities in the market and can strengthen your sales process.
4. **Convergence Data as a Service** – Our DaaS service can support you at every stage of your BDS process. You specify the business intelligence that you need, and we set up the data and frontend to deliver it. Additionally, we can help craft the right message to secure that first meeting by leveraging the business intelligence.

Product Users – Audit Partners and Sales and Marketing teams

Get in touch to learn more about BDS

George Gainer, CPA and Managing Director and Head of Accounting Services
856-287-1681

Email: ggainer@convergenceinc.com

Convergence Inc.
50 Washington Street, South Norwalk, CT, 06854
www.convergenceinc.com