



[*13 Reasons Why: Beyond the Reasons*](#) is one of the most watched shows in Australia this year. It was released on Netflix last March 30, 2017, and it was a huge hit! Not because it was originally made as a film with [Selena Gomez](#) in the lead role (now the executive producer of the said show) and the lead actor Hannah Baker ([Katherine Langford](#)) is an Aussie but because of its subject matter and how she and her partner ([Dylan Minnette](#)) leads this series to receive positive reviews from critics and audience.

However, despite its good review, it is also one of the most talked about controversial television drama in Australia. It caught the attention of Australian Mental Health and Suicide Prevention Agency. They claimed that some of the scenes - sex, drugs, brutal rape and suicide scenes may have a negative impact on young audiences and is not helpful in suicide prevention but could lead to “suicide contagion”.



I bet you're wondering why am I talking about a Netflix TV series. The truth is, like how

Hannah Baker arranged the series of tapes she left to Clay, her high school crush. She profiled the people involved in every tape who are the reasons why she killed herself, reached out to her high school crush to listen to and even created actions on what she wanted Clay to do for her.

Same goes when profiling your target prospects. It makes it easier for your audience to understand and relate to what you're saying - whether be it through email or call if you've identified and profiled your target audience correctly.

However, like it or not, there is no such thing as an accurate data, especially for IT contacts. In this article, I've listed down 13 reasons why data profiling is important and how it can provide accurate data for a specific niche that you're targeting.

- 1.) You can **do uniqueness analysis**. Find out how many unique values are found in your records and you can eliminate any duplicates.

For example: Companies such as CSG Limited are sometimes indicated as CSG Ltd.

- 2.) IT people - IT Managers, IT Directors, CIO and CTO often transfer from one company to another. Profiling campaigns **let you update your records** regardless of any movements within an organization.

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- 3.) **Businesses may move to different locations**. Through profiling, you may be able to update the locations of prospects and refrain from confusion during client meetups.

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- 4.) **Large companies have many branches all over the state**. Profiling allows you to update and contact specific locations you're targeting.

5.) Through data profiling, sales reps can **pre-qualify the company and ask questions** about their current setup and the best person to talk to. This way, you won't be calling the same company over and over again if you know they're not within your target market or look for a specific job title on every call.

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6.) Data profiling whether through online research or cold calling **provides direct emails of your IT contacts**. This way, you'll get to reach out to them through email especially on times that they are busy and can't pick up the phone.

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7.) Having social media accounts of your IT contacts done through profiling such as online research **allows you to reach out to them through different social media platforms**.

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8.) **Data profiling allows you to gather the direct lines of the IT people**. There's no need for you to go through receptionist who might block your call. Calling direct lines of decision-makers have higher contact rate. This will help shorten the sales cycle.

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9.) If you're an IT company, it's not all the time that your target people are from IT department. It could be someone from Finance, Operations, HR or anyone who is involved in the decision-making process. Data profiling lets you **identify who is the best person to talk to within the organization**.

10.) **IT contacts are out of the office most of the time.** Data profiling through cold calling allows you to gather mobile numbers of the IT Manager or IT Director. This lets you call them even if they're not around when you call their office.

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11.) With data profiling, you can **filter out your target market based on the size of the company** - small, medium or large businesses.

12.) Data profiling will **complete the data of your IT contact** - first name, last name, job title, email address, direct line/extension number, mobile number, company name and company address.

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13.) Not only will you have accurate IT contacts. With data profiling - whether through online research or cold calling, you can **gather relevant information needed to help you close the deal.**

Related: [10 Warning Signs from Decision Makers that You won't Close the Deal](#)

Many things can go wrong if you have inaccurate data. Not only that it can be embarrassing but it may have a bad effect on your business. Make sure you have accurate data through profiling to shorten your company's sales process and the faster increase of ROI.

Do you know that 35% of business data becomes obsolete every year?

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