

Appendix W
Worksheet Mailing: D&B Small Business Reports Brochure



Run Your Business More Effectively

with D&B Small Business Solutions



As a token of appreciation for participating in the
Survey of Small Business Finances...

...you may elect to receive the following five (5) reports to help you run your business. D&B will not contact you unless you request to be contacted during the registration process.

D&B reports can help you gauge your firm's performance relative to the industry. D&B reports can also help you minimize your risk by letting you check the business credit ratings of potential new customers, vendors, and suppliers. DUNS Demand letters can help you collect money owed to you.

If you choose the D&B Small Business Solutions incentive, you will be given a promotional code. You will have 30 days after receiving the code to register for the offer. After registering, the 5 reports must be ordered within 60 days.

ONE

D&B Industry Research Report

...uses aggregate data to provide you with a statistical "snapshot" of the industry of your choice. Each report includes the following information to prepare competitive analyses:

- Concentration of sales
- Overall risk of late payment
- Headquarters locations

Also included are profiles and contact information for the top 25 companies in the industry, so you can see who's leading the market and how various companies rank within the industry.

ONE

D&B Comprehensive Report

...offers an in-depth view of a company's financial position, includes scores and analysis to predict future payment habits and financial stability, and offers comparisons to industry norms to help your organization:

- Identify a company that has slow payment experiences or a company that may be undergoing financial stress.
- Use Business Ratios to help make sure a company has enough assets to pay you.
- Compare a company to others in the same industry locally or across the U.S.
- Look into the business background of a company's owners.
- Look at how many times a company has moved, and where – even how well it functioned under natural disasters or fires.
- Review public records in D&B's information base to see if any suits have been brought against a potential client.

ONE

D&B Credit eValuator Report

...offers basic information to efficiently evaluate new customers, pre-screen prospects, or perform a quick credit review in lower risk situations. The Credit Check Report provides basic information on a company that includes, when available:

- D&B Rating
- D&B PAYDEX® Score
- Payment activity summary
- Special events
- Indicator of open public filings in D&B's information base

**plus
Two**

DUNS Demand Letters for Collections

Through our partnership with Dun & Bradstreet Receivable Management Services (RMS), we offer you two demand letters. These letters provide a method for getting the money owed you without alienating your customers.

To receive these five (5) reports, please use the following url: www.dnb.com/smallbusiness/ssbf and proceed through the registration process. Be sure to enter the **promotional code** received for completing the survey to receive this offer.