



# READINESS WINS

Build stronger relationships and sales  
through actionable, convenient, and  
focused Industry Intelligence



If you're taking the time to read this,  
you're looking for a new competitive edge.  
And you may have just found it.

Truly connecting with customers and prospects — initiating conversations that are timely, relevant, and mutually rewarding — has never been harder.

After all, more voices are vying for the same limited attention. More channels are sprouting up. And more providers are staking claims as the go-to authority for helping business owners maximize their potential.

That's why you need access to an organized, intuitive platform with hundreds of highly insightful industry profiles that prepare you to be a trusted advisor.

**That's why you need Vertical IQ.**

## Prospecting may begin with company and contact information, but it certainly doesn't end there.

Sales Intelligence can tell you who to call, but you need Industry Intelligence to tell you what to say. Put simply, the most valuable Industry Intelligence is:

**Specific:** It organizes precise, discrete pieces of data to help you engage prospects in truly insightful ways.

**Timely:** It helps keep your pitch strategies current and relevant.

**Meaningful:** What success looks like to your prospect, what keeps them up at night, how you can add value and build trust — Industry Intelligence helps unlock all of it.

When it's done right, Industry Intelligence should perfectly position your team to win, grow and retain business, day in and day out.

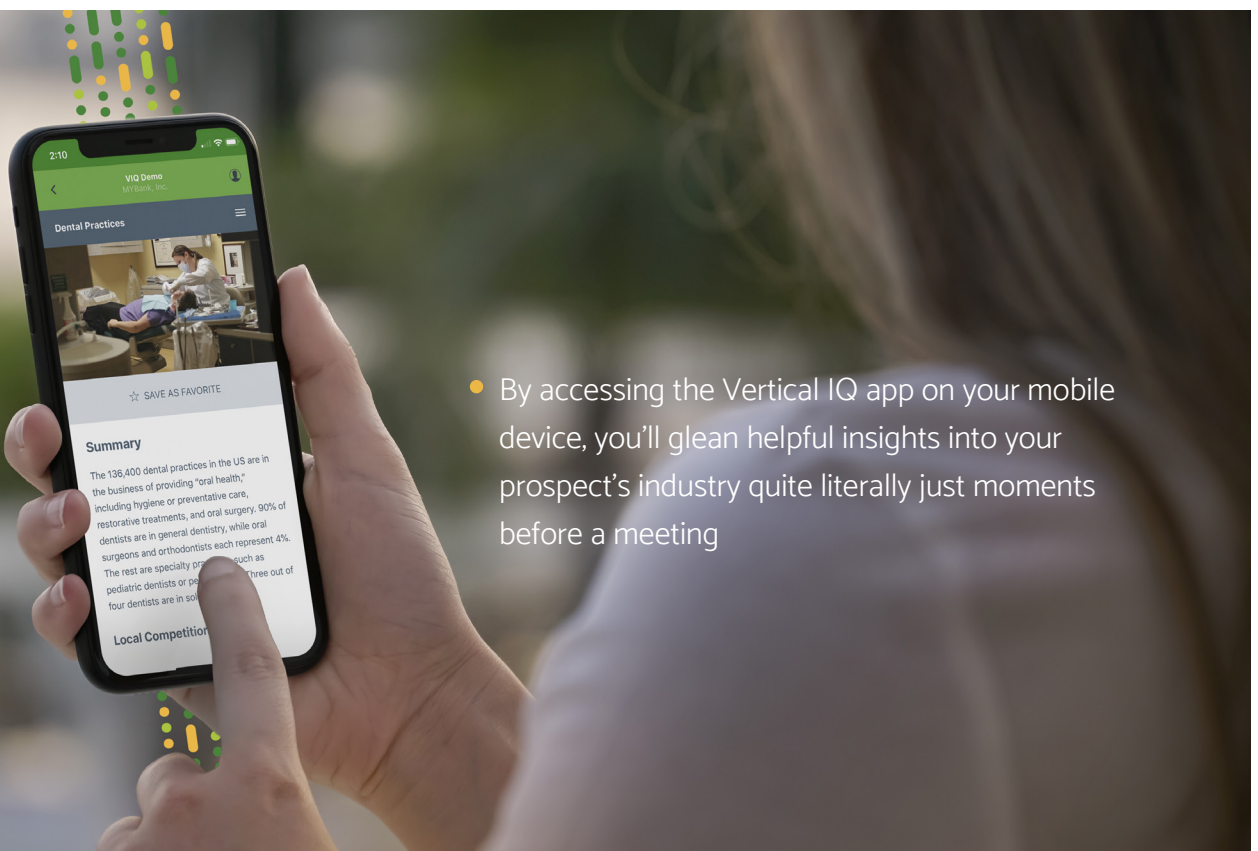
## Not all Industry Intelligence is equal. Meet the great unequalizer.

If all Industry Intelligence providers pulled data from precisely the same sources and then analyzed and presented them in precisely in the same ways, it wouldn't much matter which company you partner with.

Truth is, there's a big difference.

In fact, at Vertical IQ, we don't think of ourselves to be in the "data business" so much as we are in the "readiness business."

Armed with Vertical IQ, you're prepared — quicker and easier than ever before — to assume the role of a trusted ally. Vertical IQ gives you what you need to build trust and tilt the sales advantage in your favor.



- By accessing the Vertical IQ app on your mobile device, you'll glean helpful insights into your prospect's industry quite literally just moments before a meeting

## Point. Click. Succeed. The hallmarks of the Vertical IQ platform.

Vertical IQ clients are pros tasked with building sales and relationships with business owners. So they need to get up-to-speed fast on a broad array of industries, from breweries and engineering firms to medical practices and industrial fabricators.

If that sounds familiar, you can appreciate why you'd turn to Vertical IQ time and again. Our platform gives your team the information they need, in lock-step with the proverbial Goldilocks formula: Not too much and not too little, all packaged in a way that's convenient and easy for them to put into action.



### HALLMARK #1

#### Actionable Information

There's a difference between knowing general data about the residential pool industry and knowing how you can help a local pool shop owner keep her head above water as she expands her business.

Vertical IQ gives you what you need to turn numbers into know-how. It unites "what's practical" with "what's powerful," through the Vertical IQ SalesKit (which includes industry-specific letters and emails, pre-built PowerPoint® slides, relevant news articles, and much more), call prep questions, local economic data, and many other powerful features.



### HALLMARK #2

#### Convenient Access

We developed Vertical IQ around an incredibly simple but important imperative: The best tools are the ones people actually like to use.

And you'd think something as feature-rich as Vertical IQ would be intricate and complicated. Yet nothing could be further from the truth.

For example, the user experience is simple, logical, and uber-organized: Its intuitive, easy-to-master interface is designed to put more power in your hands, faster. The Vertical IQ Mobile App gives you anytime, anywhere access to critical insights you need. And our API makes integrating Vertical IQ with your existing tools as seamless and hassle-free as can be.

By listening intently to Vertical IQ users, we get the data we need to continuously evolve our product. And yet with each new enhancement, the same core user benefits — accessibility, productivity, and confidence — remain our watchwords.



### HALLMARK #3

#### Focused Data

You've no doubt heard the saying, "You can find anything on the Internet."

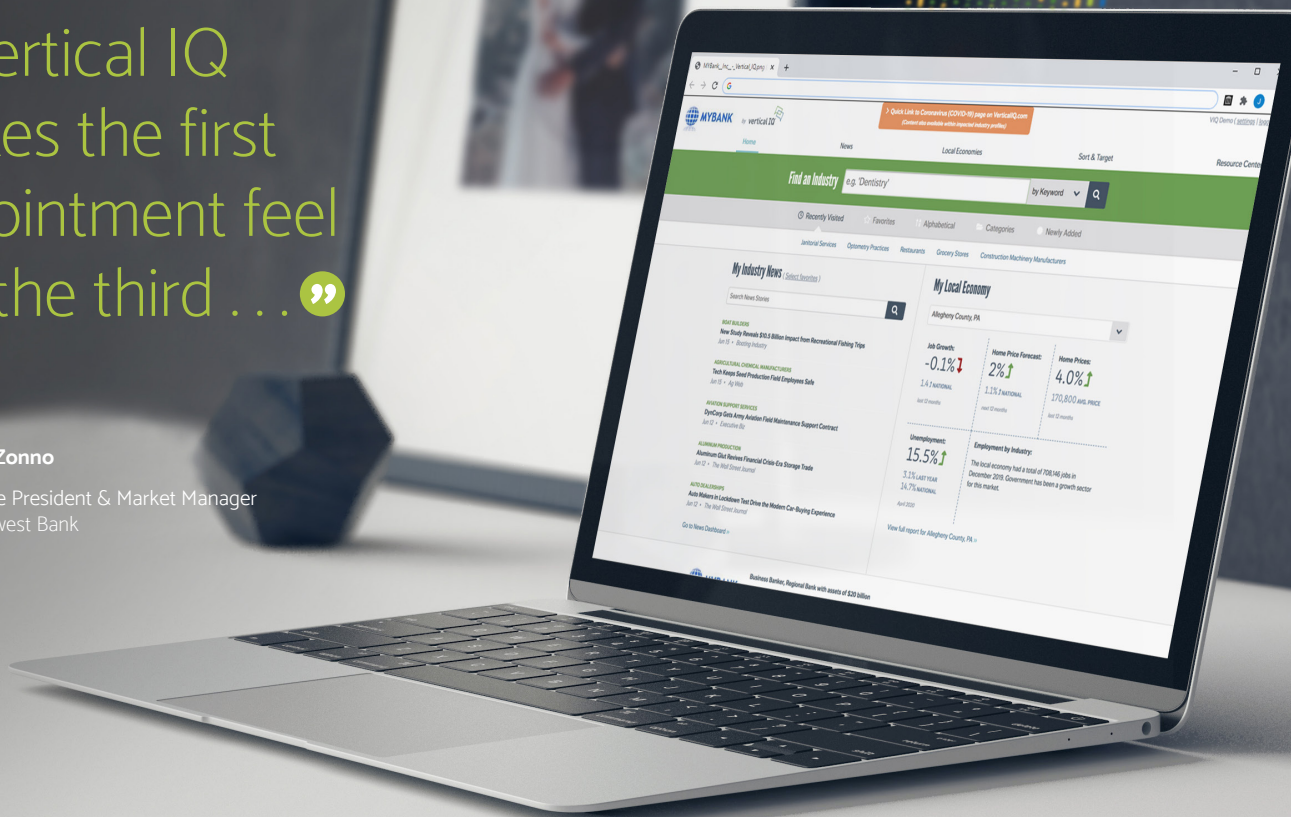
And yet that's precisely the problem: You don't need "just anything" when pursuing new business, you need "the right thing." You need distinct pieces of information that help you align your approach with the realities that your prospects and customers are trying to manage. Vertical IQ is focused on equipping you with precisely that kind of information.

It helps your team ask the right questions, start the right conversations, and land the right kinds of business for your organization, thanks in large part to reader-friendly reports, broad industry coverage, and content presented uniquely from a business owner's perspective.

“ Vertical IQ makes the first appointment feel like the third...” ”

— Matt Zonno

Sr. Vice President & Market Manager  
Northwest Bank



## Industry coverage that delivers quantity and quality.

It's easy to be wowed by numbers.

And as much as we encourage our clients to view Industry Intelligence through a “quality” lens more than a “quantity” one, here's the bottom line on our industry coverage: Profiles from Vertical IQ represent more than 90% of the U.S. economy.

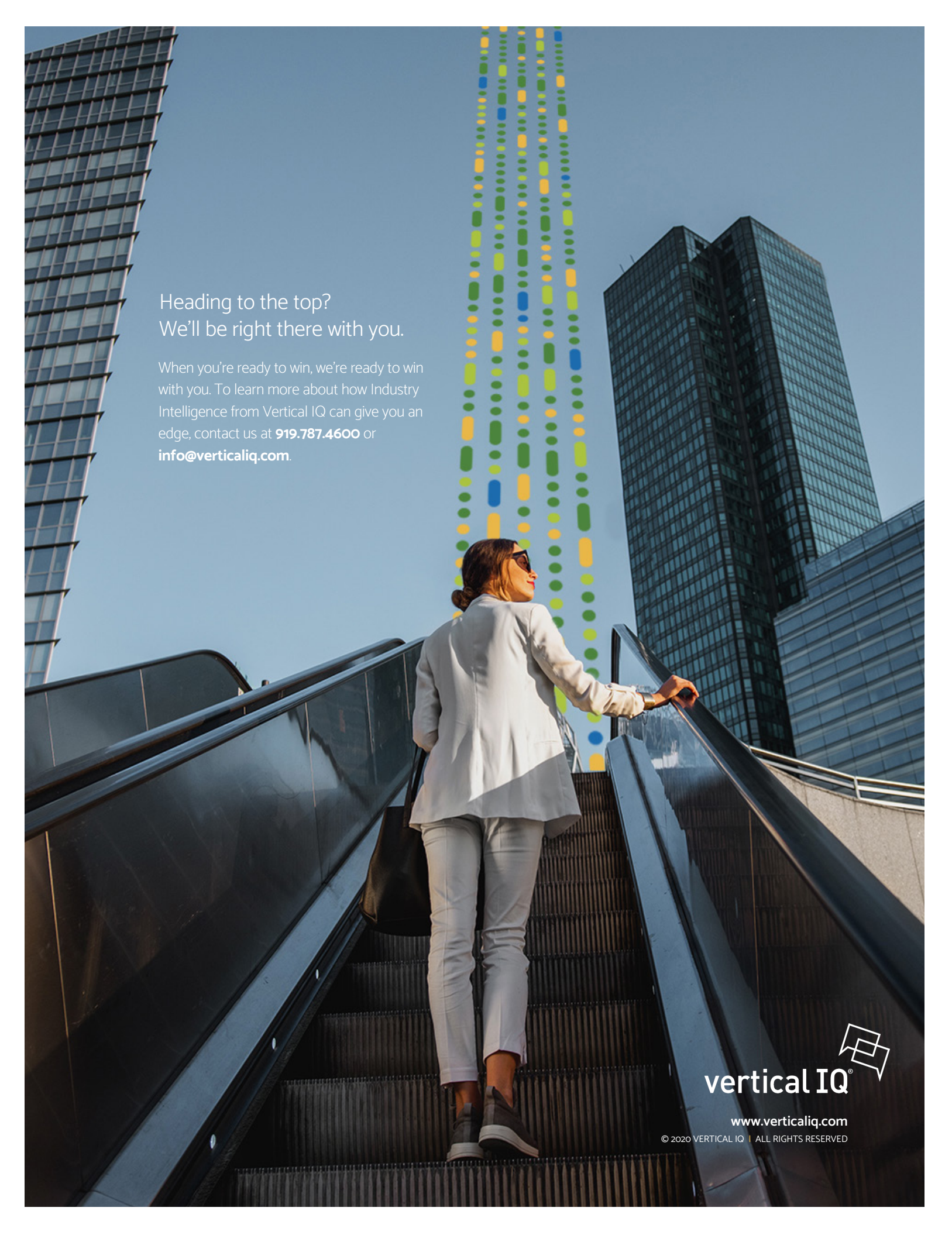
We also add new industries as our clients request them. So while we may not currently cover Uranium-Radium-Vanadium Ore Mining, check back with us tomorrow.

## A customer experience built to impress — and to last.

Yep, you get a person at Vertical IQ.

Actually, you get a whole group of people committed to your success, operating through a designated team attuned to your organization's unique needs.

Rest assured, when you collaborate with the Vertical IQ team, it'll be readily apparent that we're invested in your success: Through topic-specific training, coaching, custom services, and an empathy-first mindset, we set — and continually reset — the industry standard in customer experience.



Heading to the top?  
We'll be right there with you.

When you're ready to win, we're ready to win with you. To learn more about how Industry Intelligence from Vertical IQ can give you an edge, contact us at **919.787.4600** or **info@verticaliq.com**.

  
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