

# 10 REASONS WHY VERTICAL IQ IS ESSENTIAL TODAY MORE THAN EVER



COVID-19 physically separated business bankers, financial advisors, credit underwriters, and other advisors from their clients in 2020. No face-to-face meetings or events are taking place to connect and build relationships. The pandemic also divided services into essential and non-essential. While Vertical IQ isn't saving lives — it is essential to capturing new clients, nurturing long-term relationships, and even building your client base.

## WHY VERTICAL IQ IS ABSOLUTELY ESSENTIAL DURING THE CURRENT COVID CRISIS AND BEYOND:

- 1 Timely information** is vital for decision-making. Vertical IQ delivers the current insight you need now to help your clients respond to and course-correct during COVID-19's changing impacts on their industry.
- 2 Risk averse bankers and credit underwriters** require detailed independent, trusted industry intelligence for due diligence, to re-evaluate loans, extend or retract lines of credit, and retain documentation when it's time to examine the historic impacts of the COVID.
- 3 Focused industry- and client-specific intelligence** make your emails, calls, and video chats un-missable in this ever-changing digital-first and "virtual" business environment.
- 4 Actionable insight** sets Vertical IQ apart from traditional sales-prep tools with an entire team of banking and sales professionals ready to show you exactly how to use our curated content through every stage of a prospect or customer engagement.
- 5 Innovative and ever-expanding**, our platform continually delivers new value, such as 3,000 local and county economic profiles added amidst the COVID-19 outbreak to help our users and their clients navigate their businesses through the most trying of times.
- 6 Responsive** is what customers call Vertical IQ. They know their voices are heard, their opinions valued, and their input incorporated into every iteration of the Vertical IQ platform.
- 7 Convenient curated content** that's always on-hand frees you and your team from trying to comb through news, identify reliable sources, and instead puts industry intel at your fingertips, from any device, anywhere, at any time.
- 8 In-depth industry-specific intelligence** across more than 500 industries can help you as well as your clients. Use it to find new opportunities, explore new industries, diversify your outreach, and expand your customer base, even when times are tough.
- 9 Impactful business insight** lets you and your customers think 'outside the box,' identifying the broader reach of industry and economic shifts. For example: How will the effects of COVID-19 on medical device manufacturing influence the dental industry?
- 10 Essential to understanding** the industries most severely impacted by COVID-19, Vertical IQ makes it easy to prioritize which clients to reach out to first when resources are limited.

SEE HOW THE ECONOMY, INDUSTRY SECTORS AND SPECIFIC INDUSTRIES ARE BEING AFFECTED: [VERTICALIQ.COM/COVID-19](https://verticaliq.com/covid-19)

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