



# Industry Intelligence For Sales and Marketing Professionals

Specific, timely industry data sources to build relationships and increase sales



## ● BUILD BETTER SALES AND MARKETING INITIATIVES WITH VERTICAL IQ

Today's clients expect personalized interactions with your business. Generic sales pitches and client touchpoints simply won't cut it. You need to tailor your interactions in order to differentiate and add value.

Vertical IQ's expertly written, comprehensive reports on hundreds of industries provide you with the specific, timely industry data you and your team need to increase sales and build relationships.

## HOW VERTICAL IQ HELPS YOU

### Meeting Preparation

Become an expert on over 525 industries by quickly getting up-to-speed on key facts, financial and valuation data, industry news, trends, and more.

### Boost Your Brand

Move beyond mere "awareness" when engaging a prospect or client. Instead, ensure your brand is viewed as offering value and insight.

### More Informed Prospecting

Learn about the latest risks and challenges impacting certain industries to focus your prospecting efforts on lower-risk niches.

### Targeted Online Tactics

Create industry-focused content for your website and digital campaigns, becoming the go-to source with focused industry blogs and social media posts.

### Value-Added Client Outreach

Tailor your collateral based on your company's initiatives, sending current, topical information to clients and prospects.

### Support Your Sales Team

Arm sales pros with industry-specific resources, enabling them to add value and build trust in their relationships, boosting sales success.



To learn more about how Industry Intelligence from Vertical IQ can give your team an edge, contact us at **919.787.4600** or **info@verticaliq.com**.