


Readiness Wins

Build stronger relationships and boost sales using actionable, convenient, and focused Industry Intelligence.





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

Truly connecting with customers and prospects – initiating timely, relevant, and mutually rewarding conversations – can be a difficult proposition.

After all, numerous voices are vying for the same limited attention, additional communication 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 highly insightful industry information covering more than 97% of the businesses that make up our economy – reliable Industry Intelligence that prepares you to be a knowledgeable, trusted advisor.

THAT'S WHY YOU NEED VERTICAL IQ.



— • **PROSPECTING BEGINS WITH COMPANY AND CONTACT INFORMATION... BUT IT DOESN'T END THERE.**

When pursuing new business, 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, nuanced data to help you engage prospects in truly insightful ways.

Timely: It helps keep your pitch communications 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 you unlock all of it.

When utilized effectively, Industry Intelligence perfectly positions your team to win, grow, and retain more business, day in and day out.

Ultimately, all business happens at the local level. That's why Vertical IQ provides macro-level insights about each industry as well as Localized Industry Data, which drill down to the economic drivers that influence businesses at the city and county levels.

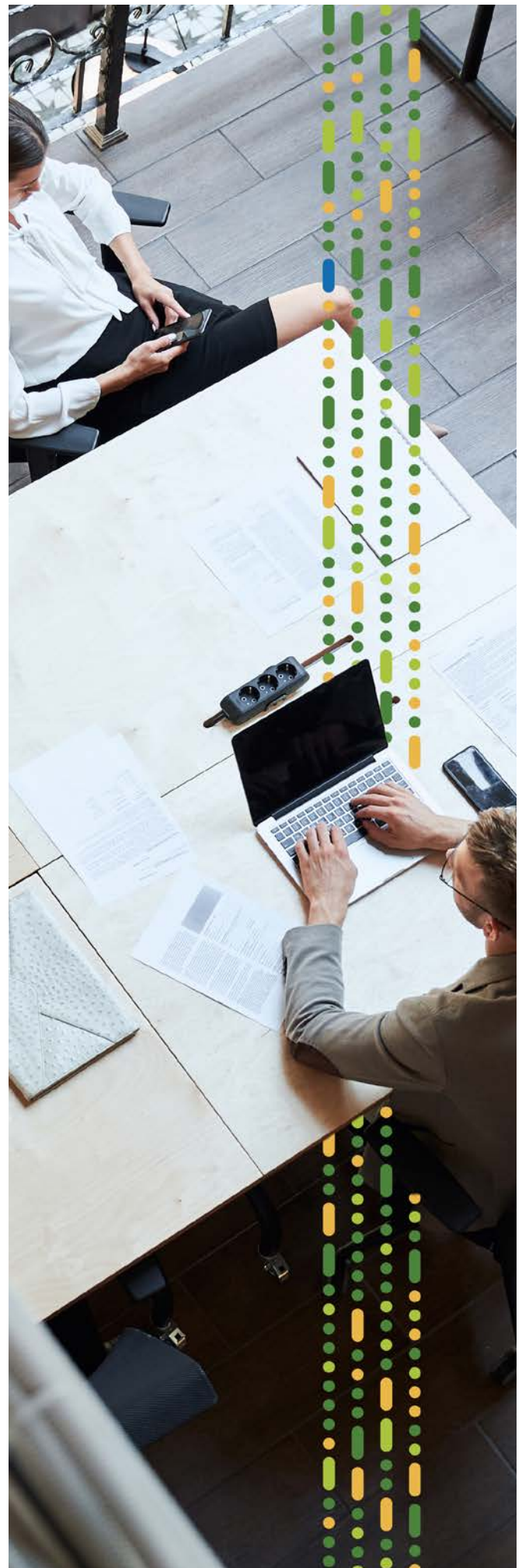
● **NOT ALL INDUSTRY INTELLIGENCE IS EQUAL. DISCOVER THE ULTIMATE DIFFERENTIATOR.**

If all industry data providers pulled information from precisely the same sources, they would more or less analyze and present it in the same way. It wouldn't matter too much which company you partner with.

But the reality is, there's a big difference.

In fact, at Vertical IQ, we don't consider ourselves to be in the "data business" as much as we are in the "readiness business." Unlike other Industry Intelligence firms, Vertical IQ utilizes reliable third-party data from sources like the U.S. Census Bureau, Barlow Research Associates, Risk Management Association, and Lumos to ensure our content is always unbiased, up-to-date, and accurate.

Armed with insights from Vertical IQ, you're prepared to quickly and easily assume the role of industry expert, local economist, and tested ally. Vertical IQ gives you what you need to build trust and tilt the sales advantage in your favor.



Point.
Click.
Succeed.

DIFFERENTIATORS OF THE VERTICAL IQ PLATFORM

Vertical IQ users – accountants, bankers, consultants, insurance firms, small business advisors, and more – are tasked with boosting sales and building relationships with business owners. They need to quickly learn about various industries, from breweries and engineering firms to medical practices and industrial fabricators. They also need to understand on-the-ground economic conditions unique to their geographic footprint.

If that resonates with you, you can understand and appreciate why professionals turn to Vertical IQ time and again. Our platform delivers precisely the information that your team requires – perfectly balanced between comprehensive and concise – presented in a user-friendly format.



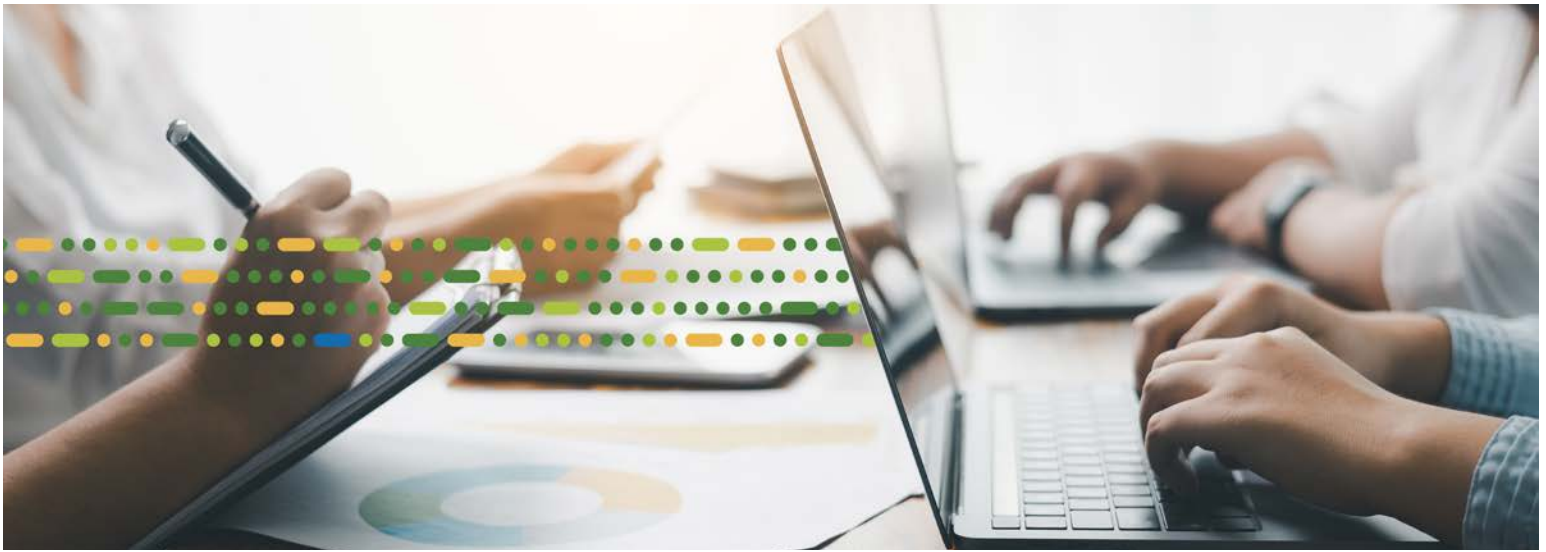
DIFFERENTIATOR #1

Actionable Information

There's a difference between knowing general data about the residential pool industry and knowing how to 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 and industry data, co-branded reports, and many other powerful features – all purposefully designed to be highly actionable and easily shareable.



DIFFERENTIATOR #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.

You might think a resource as feature-rich as Vertical IQ would be complicated. Yet nothing could be further from the truth.

By design, the Vertical IQ user experience is simple, logical, and uber-organized. Its intuitive, easy-to-master interface puts more power and knowledge in your hands faster. Our Mobile App gives you the critical insights you need anytime and anywhere. Integrating Vertical IQ with your organization's existing tools is seamless and hassle-free, and our API makes Industry Intelligence available wherever you work.

We listen intently to Vertical IQ users to get the feedback needed to evolve and improve our product continuously. Yet, with each new enhancement, the same core user benefits – accessibility, productivity, and confidence – remain at the heart of our mission.



DIFFERENTIATOR #3

Focused Data

You've undoubtedly heard the saying, "You can find anything on the internet."

And 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 reliable, up-to-date information that help align your approach with the realities that your prospects and customers are trying to manage. This is precisely the type of Industry Intelligence you'll find on Vertical IQ.

Ask the right questions, start the right conversations, and land the right kinds of business for your organization with Vertical IQ's reader-friendly reports, broad industry coverage, local and national economic data, and insider insights presented from a business owner's unique perspective.

● INDUSTRY COVERAGE THAT DELIVERS QUANTITY AND QUALITY

It's easy to be wowed by numbers.

And as much as we encourage our customers to view Industry Intelligence through a "quality" lens more than a "quantity" one, here's the bottom line:

Vertical IQ covers more than 97% of the economic revenue in the U.S. and Canada through more than 920 Industry Profiles and 3,400 local economic reports.

We also continuously add new profiles based on feedback from our customers. So, while we may not currently cover uranium-radium-vanadium ore mining, if that's an important industry for your organization, let us know!

● A CUSTOMER EXPERIENCE BUILT TO IMPRESS – AND TO LAST

Yep, you get a person at Vertical IQ. Actually, you get a whole team of people.

Our customer success experts, research professionals, and training specialists are highly attuned to your organization's unique needs, making it their mission to ensure you have everything you need to win, grow, and retain more business. Our robust Resource Center also provides on-demand tools to maximize your Vertical IQ access.

Rest assured, when you collaborate with the Vertical IQ team, it will 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 raise – the industry standard for customer experience.



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

● MATT ZONNO

Sr. Vice President & Market Manager
Northwest Bank

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

**IF YOU'RE READY TO WIN, GROW, AND RETAIN
MORE BUSINESS, WE'RE READY TO HELP YOU.**

**TO LEARN MORE ABOUT HOW INDUSTRY
INTELLIGENCE FROM VERTICAL IQ CAN GIVE
YOU AN EDGE, CONTACT US AT 919.787.4600
OR EMAIL INFO@VERTICALIQ.COM.**

