



Industry Intelligence for Advisors

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

vertical IQ®



BECOME A MORE TRUSTED ADVISOR

Today's clients expect personalized interactions with your business. Generic outreach and 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 INDUSTRY INTELLIGENCE HELPS

Meeting Preparation

Become an expert with access to 920+ Industry Profiles that allow you to quickly get up-to-speed on key facts, financial and valuation data, industry news, trends, and more.

Educate Junior Associates

Help new associates gain confidence in your industry focus areas while still having time to maintain everything else in the office environment.

More Informed Prospecting

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


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.