

# Industry Intelligence for Bankers

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



## ● BECOME A MORE TRUSTED ADVISOR

With actionable content covering hundreds of industries, Vertical IQ quickly turns bankers into industry experts. Our 920+ Industry Profiles include key facts, financial data, banking challenges and solutions, industry news, trends, local economic reports for over 3,400 metropolitan areas and counties, and more.

By arming professionals with easy-to-digest industry insight, Vertical IQ saves time and helps differentiate you from the competition. More than just market research, we deliver high-impact, tactical content that makes you an expert in your clients' businesses. Our mobile app is perfect for building valuable relationships and having smarter conversations with business owners.

## HOW INDUSTRY INTELLIGENCE HELPS

**Create call plans** that enable you to become an industry insider and financial specialist.

**Quickly gain confidence** in the world of B2B calling while juggling everything else in the branch environment.

**Gain a thorough understanding of the credit risks** inherent within an industry.

**Create industry-specific campaigns** that speak directly to the business owner.

**Understand and care** about their industry and business challenges, because that's what affluent customers expect.

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.