

# Industry Intelligence for Insurance Professionals

Focused, timely industry data to boost sales and strengthen relationships.

vertical IQ®



## UNDERSTAND THEIR INDUSTRY, IDENTIFY THEIR NEEDS

With actionable content covering hundreds of industries, Vertical IQ quickly turns insurance professionals into value-adding industry experts. Our 920+ Industry Profiles include insights around a business's:

- Service providers Geographic breakdowns
- Property, plant, equipment, and technology needs
- Industry terminology
- Challenges and trends
- Financial benchmarking data
- Industry news
- Regulatory changes
- ... and much more!

In addition, our Local Economic reports analyze over 3,400 metropolitan areas and counties.

Smoke the competition with a sales strategy bolstered by industry insights.

Work smarter, not harder, using industry specialization to build your book of business. Save time on meeting preparation while positioning yourself as an industry expert with Industry Intelligence from Vertical IQ.

## HOW INDUSTRY INTELLIGENCE HELPS

### Position yourself as an industry expert

who understands your clients' needs.

### Identify and pursue targeted industries

to generate new business.

### Prepare for meetings

in minutes with insights you can trust.

### Remain top of mind

by sharing industry-focused content.

### Understand industry risks

by staying attuned to common challenges and trends.

### Pinpoint bare spots

in clients' existing policies to expand existing relationships.

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.