

# Industry Intelligence for Small Business Advisors

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



## LEARN THE INS AND OUTS OF ANY INDUSTRY IN JUST MINUTES

Become an industry insider in a snap with Vertical IQ. Our 920+ Industry Profiles are thorough yet succinct – perfectly suited to help Small Business Advisors provide the expertise your clients need to succeed within their niche.

Vertical IQ includes over 3,400 Local Economies reports for cities and counties across the U.S. – a valuable resource for entrepreneurs exploring a new venture or for small business owners considering strategic growth.

“I use Vertical IQ quite frequently...way more than any of the other databases I have access to. It’s simple to use...and it’s user-friendly for clients to read and understand.”

**MARY BETH VOTAVA**, BCA, CMEA, CBA®

Regional Director  
Minot SBDC

## HOW INDUSTRY INTELLIGENCE HELPS

**Prepare quickly and easily** for client meetings and counseling sessions.

**Understand potential challenges** your clients may face when starting or growing a business within a particular niche.

**Incorporate industry- and locale-specific economic data and forecasts** into your clients’ business plans.

**Drill down into the industry financials** of a business based on revenue size.

**Compile thought-provoking, tailored questions** for business owners to consider.

**Save time and money** by streamlining the research tools needed to advise your clients.

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.