

10 Reasons Vertical IQ is More Essential Today Than Ever



vertical IQ®

- IT IS MORE IMPORTANT THAN EVER TO KEEP YOUR FINGER ON THE PULSE OF WHAT IS HAPPENING IN THE WORLD OF YOUR CUSTOMERS AND THEIR BUSINESSES.

See how Industry Intelligence provides the “what” to help you save time, give you credibility as a trusted advisor, grow your customer and prospect relationships, and win more business.

1. **TIMELY INFORMATION IS VITAL** for decision-making. Vertical IQ delivers the current insight you need now to help your clients respond to and course correct in response to changing impacts on their industry.
2. **SPECIFIC INDUSTRY INSIGHTS** give you valuable insider’s knowledge, enabling you to provide clients with the tailored guidance needed to prosper personally as well as to help their business flourish.
3. **FOCUSED INDUSTRY AND CLIENT INFORMATION** makes your emails, calls, and video chats unmissable in the ever-expanding and evolving virtual business environment.
4. **ACTIONABLE INSIGHTS** set Vertical IQ apart from traditional call preparation solutions, and it comes with an entire team of banking and sales professionals ready to show you exactly how to use our curated content through every stage of prospect or client engagement.

“ Vertical IQ’s benchmarks, trends, and statistics help validate and confirm what’s happening within an industry, so that becomes a crucial starting place. ”

VP OF SALES, Business Services Company

5. **INNOVATIVE AND EVER-EXPANDING**, our platform continually delivers new value – such as our growing coverage of more than 97% of the economic revenue in the U.S. and Canada as well as more than 3,400 local economic reports – to help our users and their clients navigate their businesses through the most trying of times.
6. **RESPONSIVE IS WHAT OUR CUSTOMERS CALL VERTICAL IQ.** They know their voices are heard, their opinions are valued, and their input is incorporated into every iteration of the platform. This responsiveness is evident in the platform’s frequent enhancements – such as Co-branding, Shareable Industry Snippets, Industry Indicators, and Mobile App upgrades – all suggestions brought forth by our customers. And this is a huge reason why 70% of our users access the platform at least once per week.
7. **CONVENIENT, CURATED CONTENT** that’s always on hand frees you and your team from trying to comb through news and identify reliable sources, instead putting reliable Industry Intelligence at your fingertips from any device, anywhere – saving you time.
8. **IN-DEPTH INDUSTRY-SPECIFIC INTELLIGENCE** across more than 920 Industry Profiles can help you as well as your clients. Use it to find new opportunities, explore new industries, diversify your outreach, and expand your client base, even when times are tough.
9. **IMPACTFUL BUSINESS AND FINANCIAL INSIGHTS** allow you and your clients to think outside the box, identifying the broader reach of industry and economic shifts. For example: How do dental practices address the effect new preventative treatments are having on demand for corrective procedures such as implants, root canals, and crowns, which are more profitable than preventative care?
10. **ESSENTIAL TO UNDERSTANDING THE INDUSTRIES** most susceptible to economic headwinds, Vertical IQ makes it easy to prioritize which clients to reach out to first when resources are limited.

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**.