

10 Reasons Vertical IQ is Essential Today More 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. **RISK-AVERSE BANKERS AND CREDIT UNDERWRITERS** require detailed, independent, trustworthy Industry Intelligence for due diligence, to re-evaluate loans, to extend or retract lines of credit, and retain documentation as time goes on.
3. **FOCUSED INDUSTRY AND CLIENT-SPECIFIC 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 customer engagement.

“ Vertical IQ allows me to relate to our clients more easily and takes the guessing game out of understanding our clients’ businesses. ”

SMALL BUSINESS BANKER, Large National Bank

- 5. INNOVATIVE AND EVER-EXPANDING**, our platform continually delivers new value – such as our growing coverage of more than 97 percent of the economic revenue in the U.S. and Canada through 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 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 enhancements – such as Co-branding, Shareable Industry Snippets, and Mobile App upgrades – all suggestions brought forth by our customers. And this is a huge reason why 70 percent 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 customer base, even when times are tough.
- 9. IMPACTFUL BUSINESS AND FINANCIAL INSIGHTS** allow you and your customers 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**.