

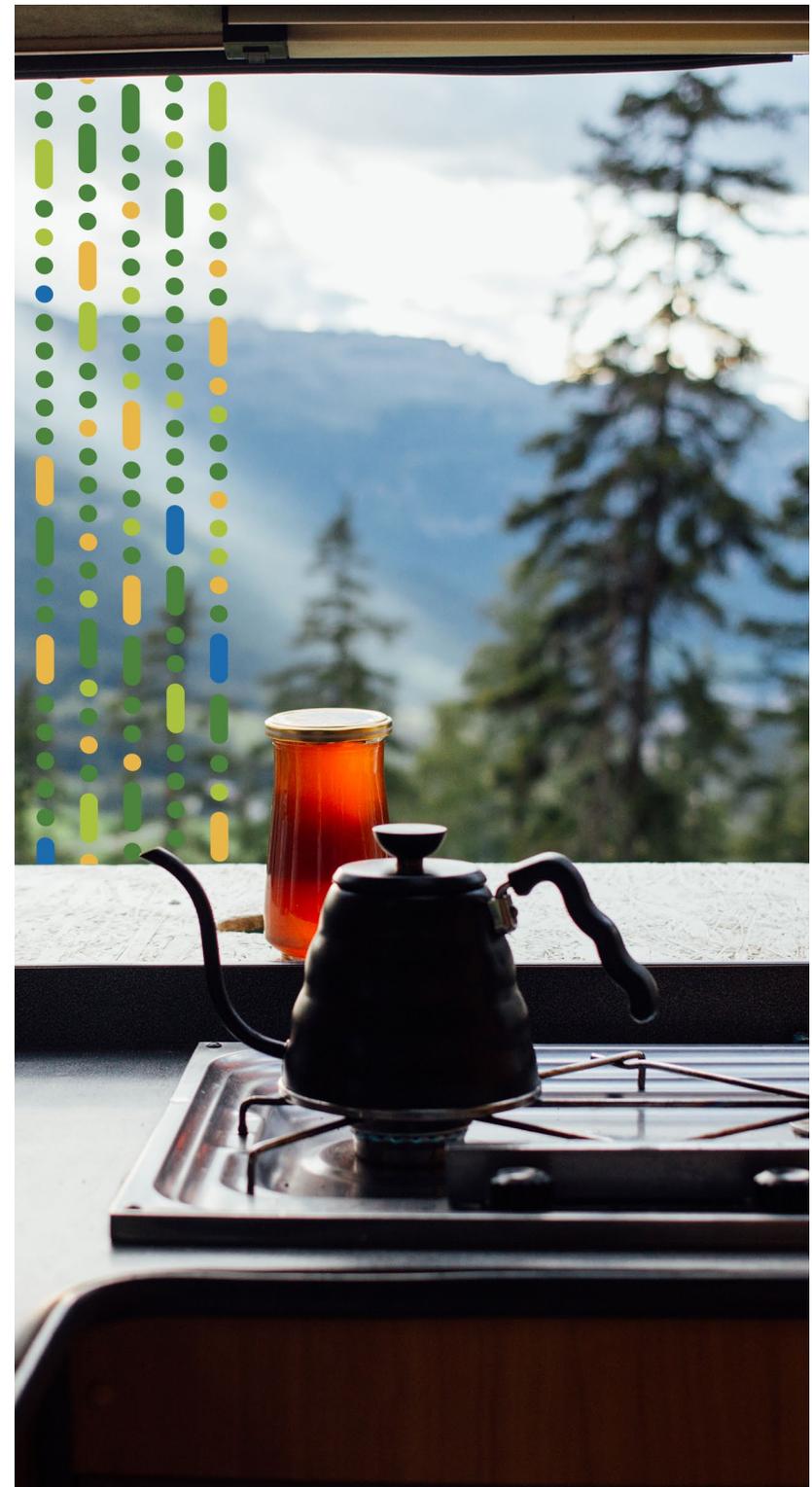
**Deliver Value at Every Turn:**

Industry Intelligence Across the Buyer's Journey



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● **WE'VE ALL FELT IT: THAT PULL TO GET OUT AND EXPLORE. TO TRAVEL SOMEWHERE WE'VE NEVER BEEN. TO SEE AND EXPERIENCE SOMETHING ENTIRELY NEW AND EXCITING.**

RV sales and shipments are forecast to jump 24 percent in 2021 and reach a record high of about 533,300 units. An estimated 11 million households operated by 35–54 year-olds own an RV, which is a higher penetration rate than the 9.3 percent of 55 and over households that own an RV.<sup>1</sup>

The pandemic has increased our wanderlust. While fewer people are traveling by air, RV sales have increased at unprecedented rates.

Many people are ready for something new. Yet, most have no idea where they want to go, how to get there, or what they may encounter along the way. And once they set out on their journey, they are venturing into unknown territory, which is a risky undertaking with the potential for disaster.

Travel journeys parallel the buyer's journey as prospects navigate, consider, and make decisions about purchasing new solutions and services. Follow along as we explore how sales and marketing professionals can capture and capitalize on the opportunity to connect with buyers and provide guidance and value at every turn of their purchasing journey with Industry Intelligence.

<sup>1</sup> Vertical IQ 2021

1

**Awareness**

Focus on problems and pain points

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**Consideration**

Focus on solutions, educating yourself, and helping prospect evaluate

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**Decision**

Focus on differentiation and why the buyer should choose you

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**Loyalty**

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**Advocacy**

Focus on creating happy customers to serve as advocates

**Stage 1: Awareness**

Where are we going?



# 1

## Awareness

- **EVERY TRAVEL ADVENTURE BEGINS WITH AN INSPIRATION. WHILE THERE IS AN IDEA OR MOTIVATION TO DO SOMETHING NEW, THE POTENTIAL TRAVELER HAS YET TO FORMULATE A CLEAR PLAN OF ACTION AND REMAINS OPEN TO AN ARRAY OF POSSIBILITIES.**

This mirrors the first stage of the buyer's journey: Awareness. Typically, the buyer has a rough idea about solving a business challenge or meeting a new goal, but they have no idea where to begin. They're looking for general information rather than specific solutions. And they have absolutely no idea that you exist. This is your opportunity to capture their attention and point them in the right direction.

It's tempting to rush in and start touting all the benefits your solutions and services can deliver. However, your focus should be on the prospect and their problems rather than your brand during the Awareness stage. That means learning everything you can about a potential client's challenges, pain points, and industry at large. Your priority is educating yourself moreso than the prospect – and the best way to do that is via Industry Intelligence.



**GENERIC QUESTIONS SUCH AS “HOW’S BUSINESS?” DON’T GIVE YOU USEFUL INFORMATION ABOUT YOUR CLIENT OR THEIR BUSINESS.**

**If you were calling on an RV manufacturer, you might want to consider questions like these:**

- What percentage of your sales come from used RVs?
- How have fluctuations in gas prices affected your business?
- How does your company compensate for seasonal sales?
- How have shifts in manufacturers' prices affected your company?



- **TRYING TO CONNECT WITH NEW CLIENTS AND DEVELOP THEIR AWARENESS USING TRADITIONAL SALES TOOLS JUST DOESN'T WORK. IT'S LIKE USING AN OUTDATED AND CUMBERSOME OLD MAP INSTEAD OF GPS AND MODERN NAVIGATIONAL APPS.**

CRM and SFA systems may give you a business name or identify a C-level exec, but they can't deliver the detail or insight you need at the Awareness stage (or beyond). With Industry Intelligence, you'll discover exactly what is impacting prospects right now, in an easy-to-consume and shareable format, so you can point them in the right direction.

Industry Intelligence can and should also enhance your marketing content and promotions, lead follow-up, and cold prospecting during the Awareness stage. In addition, you can use Industry Intelligence to identify new markets and potential industries plus prioritize your own business development efforts.

With Vertical IQ, it's easy to sort and target specific industries as well as dig into regional and local economic details, to deliver more relevant insight and targeted solutions when you do connect with potential clients. Plus, web links and industry association pages also lead you straight to watering holes where you can identify and create a list of prospects within the potential industries you've identified.

### USE INDUSTRY INTELLIGENCE DURING THE AWARENESS STAGE TO:

- Educate yourself on current industry challenges and opportunities
- Follow up on leads and deliver industry-specific info during cold prospecting
- Inform marketing content and promotions
- Identify new target markets for your solutions and services

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Stage 2: Consideration

How will we get there?



# 2

## Consideration



**THE SECOND STAGE OF THE BUYER'S JOURNEY IS CONSIDERATION. BUYERS IN THIS STAGE ARE MUCH LIKE AN EXCITED EXPLORER WHO'S DECIDED UPON A DESTINATION BUT DOESN'T KNOW HOW TO GET THERE. THEY HAVE IDENTIFIED A PAIN POINT, CHALLENGE, OR GOAL – BUT AREN'T SURE HOW TO SOLVE THEIR ISSUE OR ACHIEVE THEIR BUSINESS OBJECTIVE. SO, THEY START RESEARCHING POTENTIAL SOLUTIONS.**

According to experts, 70 percent of buyers define their needs and start searching for solutions independently before ever engaging with a sales rep. And 72 percent turn to Google™ for guidance before anything else.

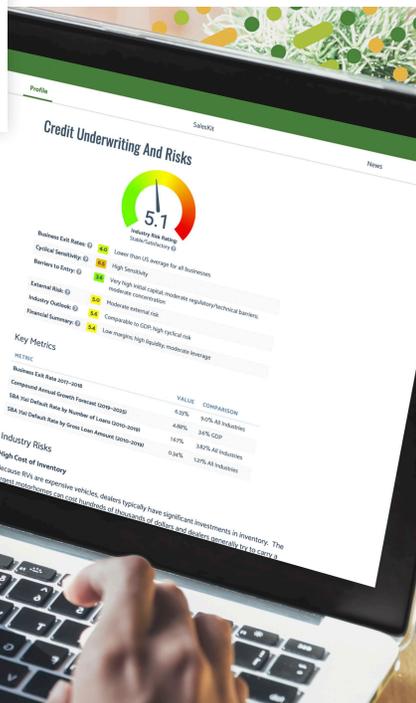
As buyers will turn to the Web multiple times when seeking out solutions, it's important that your website is packed with educational materials, like eBooks and whitepapers, which can be informed and industry-focused by using Industry Intelligence during their creation.

### High Cost of Inventory

Because RVs are expensive vehicles, dealers typically have significant investments in inventory. The largest motorhomes can cost hundreds of thousands of dollars and dealers generally try to carry a wide selection of vehicles under different brand names to attract buyers. Large dealers may hold several million dollars in inventory at any one time. Firms generally depend on floor plan financing offered by manufacturers and third party lenders to help fund inventory holdings.

### Seasonal Sales

Summer is the peak season for RV travel and demand drops quickly in the late fall/winter. Many campgrounds start to empty once football season starts. Extended periods of inclement weather can also deter camping activity and depress sales. Dealers typically build inventory prior to peak periods to maximize sales. Some dealers in Northern states reduce operating hours or even shut down over the winter.



## INDUSTRY RISKS / CHALLENGES

Every industry has its own unique set of challenges. Know the important issues and understand the specific hurdles that may keep the business owner up at night.

# 2

## Consideration

### • **AT THIS STAGE, YOU MAY START INTRODUCING YOUR SOLUTIONS AND SERVICES AS DISTINCT OPTIONS FOR THE BUYER TO EVALUATE.**

But touting your solutions alone won't move the buyer forward. To do that, you'll need to continue educating yourself on a prospect's industry. You could start your own winding Google adventure to collect and consolidate all the information you'll need, but that would take hours, if not days, and most likely leave your head swimming with irrelevant information. Or you could take a fast pass to actionable, convenient, and focused industry insight with Industry Intelligence.

The Consideration Stage is the perfect time to start actively reaching out to new prospects and re-engage lost leads with warm prospecting touches via email, phone calls, and meeting invitations. Of course, that means properly preparing for calls and meetings, sharing industry-relevant news articles and forecasts, and answering questions with confidence and clarity to build trust and position yourself as an industry expert rather than just a sales or marketing rep.



### **USE INDUSTRY INTELLIGENCE DURING THE CONSIDERATION STAGE TO:**

- Connect the value of your solutions to a prospect's specific business challenges and goals
- Properly prepare for calls and meetings
- Share relevant news articles and industry insight
- Re-engage lost leads via emails, calls, and meetings
- Demonstrate confidence and build trust

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Stage 3: Decision

Choose a co-pilot.



- **LIKENING OUR BUYER TO AN INTREPID TRAVELER WHO HAS DONE THEIR OWN RESEARCH, PICKED A DESTINATION, AND HAS A BASIC IDEA OF HOW TO GET THERE, BUYERS IN THE DECISION STAGE ARE ACTIVELY SEARCHING FOR A CO-PILOT. THEY NEED SOMEONE WHO KNOWS THE ROAD, CAN POINT THEM IN THE RIGHT DIRECTION, AND WILL PROVIDE SUPPORT ALONG THE WAY. IT'S TIME TO PROVE WHY THEY SHOULD CHOOSE YOU.**

90 percent of buyers say that when they're ready to make a purchasing decision, they'll find you (DemandGen Report). You better be ready when they do. That means setting yourself apart from the competition.

When compared side-by-side, many solutions and services are nearly identical in terms of capabilities and functionality. Your personal expertise, informed business guidance, and the support you'll provide along the way ensures the buyer that you'll be the best wingman as they move forward.

**RV Rental Bookings Are up 846% in April with a Promising Summer Season Ahead**

*Analysis • Apr 27, 2021 • Yahoo Finance*

**Wilmington RV Reporting Low Inventory, 4-Month Orders**

*News • Apr 7, 2021 • RV Business*

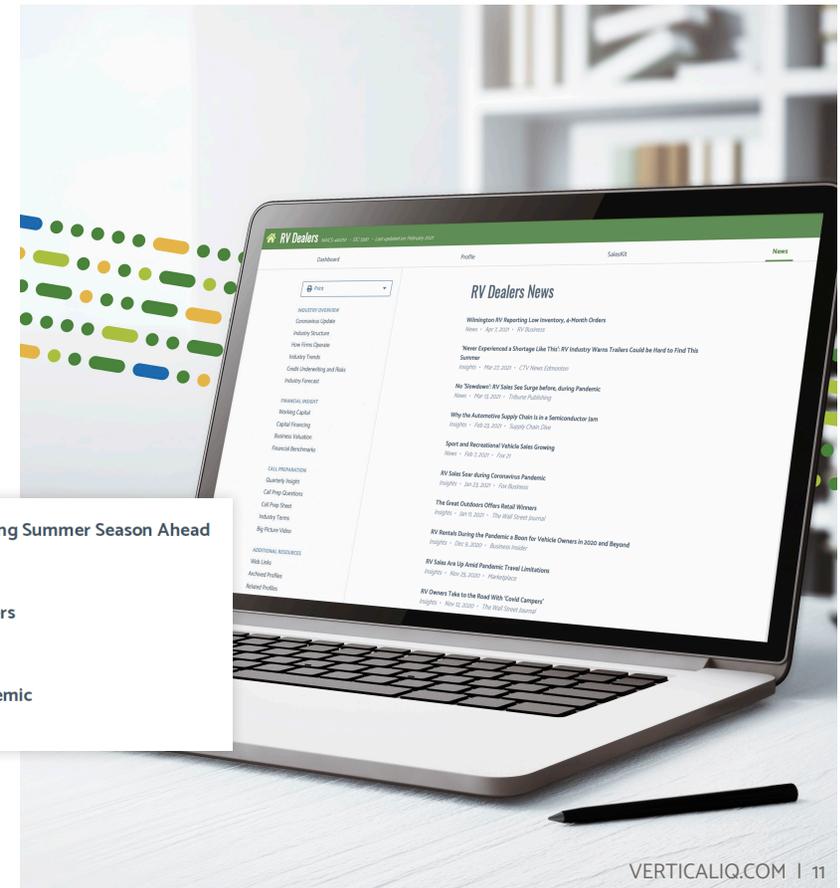
**No 'Slowdown': RV Sales See Surge before, during Pandemic**

*News • Mar 13, 2021 • Tribune Publishing*

## INDUSTRY-SPECIFIC NEWS ARTICLES

Demonstrate and deliver real value as they are making their decision by sharing relevant news articles like these:

- **No 'slowdown': RV Sales See Surge before, during Pandemic**  
Tribune Publishing; March 2021
- **Why the Automotive Supply Chain is in a Semiconductor Jam**  
Supply Chain Dive; February 2021





## USE INDUSTRY INTELLIGENCE DURING THE DECISION STAGE TO:

- Detail exactly why a buyer should choose you
- Demonstrate deep industry expertise
- Discuss specific business challenges, industry trends, and opportunities
- Share highly relevant, industry-specific content and presentations

- **ACCORDING TO LINKEDIN'S 7<sup>TH</sup> ANNUAL TECHNOLOGY BUYING RESEARCH GUIDE, THE AGE OF AGILITY, 46 PERCENT OF TECHNOLOGY DECISION-MAKERS SAY A VENDOR'S KNOWLEDGE OF THEIR UNIQUE NEEDS IS A KEY FACTOR WHEN AWARDING NEW BUSINESS. EVEN MORE REASON TO ALWAYS BE READY IF YOUR PROSPECT WANTS TO CHAT.**

During the Decision Stage, you should be continually discussing and sharing timely and relevant Industry Intelligence with your prospect, including industry trends, news, and opportunities. Use industry-specific data at every touchpoint in this stage to demonstrate your expertise and align your solutions and services directly with your target's current challenges and business goals. Industry Intelligence dashboards, call prep sheets, big picture videos, and even COVID-19 impacts are readily available via Vertical IQ.

Tap into Industry Intelligence to easily create highly detailed presentations that dive into historic and current industry issues to inform future planning. Finance professionals also can use Industry Intelligence to underwrite new loans and investments. Industry Intelligence-based prospecting letter templates, voicemail scripts, quarterly email alerts, sharable slides, and news articles are always at your fingertips with Vertical IQ's Industry Intelligence SalesKit and mobile app. So, you can consistently and confidently demonstrate your understanding of the big picture as well as your prospect's unique business pain points – and chart a direct path to closing more deals.

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Stage 4: Adoption

All aboard!



# 4

Adoption

● ● **ONCE YOUR PROSPECT BECOMES A CLIENT/CUSTOMER, THEY'VE REACHED THE ADOPTION STAGE. THE DECISION TO MOVE FORWARD WITH YOU HAS BEEN MADE. THE MOMENT HAS COME TO HIT THE GAS AND HELP THEM MOVE FORWARD QUICKLY TO ADOPT AND START USING THEIR NEW PURCHASES.**

Keep in mind that your audience typically expands during the Adoption stage to include members of your buyer's expanded team. While your new client may be sitting confidently behind the wheel and ready to roll, they'll have passengers, too. It's your job to help your client bring them on board and steer them down the road to real change.

## INDUSTRY IMPACTS DUE TO COVID-19

The Coronavirus (COVID-19) has affected industries in various ways. Why not provide timely and relevant updates on how your prospect's industry has been affected by COVID-19?

## Coronavirus Update

Apr 23, 2021 -- Growth Expected to Continue Post-pandemic

- Winnebago CEO Michael Happe said in March that the company is not seeing any significant decline in retail momentum and outdoor product demand as the spring 2021 selling season starts. A huge order backlog means that Winnebago factories will likely be operating at close to full capacity for the rest of 2021. Management believes that interest RVs will remain high after the COVID-19 threat disappears.
- RV dealers capitalizing on the pandemic-driven surge in sales may not benefit as much as some may have hoped from the addition of high-tech features to RVs. A campground trend analysis provided to the National Park Service (NPS) in 2020 by CHM Government Services found that Wi-Fi connectivity is a low priority for park visitors compared to restrooms and site improvements. RV dealers are likely to benefit from a new campsite development plan from the National Park Service that calls for the enlargement and improvement of RV sites. Development plan guidelines, including a campground design guide, are being updated for release in the spring of 2021.
- RV service technician became the third-fastest growing job nationwide in 2020, according to compensation platform PayScale. There are roughly 15,000 RV service technicians nationwide, according to the RV Technical Institute (RVTI), which trains RV service technicians. RVTI estimates that about 3,000 more technicians are needed.
- In some states, RV dealers can sell online and electronically. Dealers are using digital channels, including Facebook, Craigslist, YouTube, to engage customers. Virtual sales appointments, video chats, and home delivery eliminate person-to-person interaction.



## USE INDUSTRY INTELLIGENCE DURING THE ADOPTION STAGE TO:

- Deliver industry-specific training and on-boarding
- Provide clients with sharable content to enable organizational change
- Help end users understand the business reasoning and benefits of new solutions
- Foster adoption for better results and ROI

- **DURING THE ADOPTION STAGE, YOU'LL NEED TO DEMONSTRATE THE REASONING BEHIND IMPLEMENTING NEW SOLUTIONS AND THEIR STRATEGIC VALUE. THAT'S THE ONLY WAY TO MOVE NEW USERS OUT OF THEIR COMFORT ZONE.**

Concentrate on education and delivering value past your sale to drive faster adoption and usage of your solutions and services. Sharing data and insight from Vertical IQ's Industry Profiles, Quarterly Updates, Big Picture Videos, and News articles will absolutely accelerate this process and foster adoption of your offerings across the business for better results and ROI.



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**Stage 5: Loyalty**

Avoid roadblocks.



- **TURNING A BUYER INTO A LOYAL, LONG-TERM CUSTOMER TAKES TIME AND TRUST. WITH INDUSTRY INTELLIGENCE, YOU CAN ACT AS A TRUE CO-PILOT, KEEPING CLIENTS APPRISED OF THEIR PROGRESS WITH THE MOST CURRENT AND RELEVANT INDUSTRY DATA (EVEN DOWN TO THE LOCAL AND REGIONAL LEVEL) TO DRIVE THEIR BUSINESS FORWARD.**

During the Loyalty Stage of the buyer’s journey, you want to remain top of mind and do everything you can to ensure your client avoids unnecessary risks and can overcome obstacles they may encounter. Steer them in the right direction with Industry Intelligence, and capture upsell opportunities or deepen the relationship by sharing Vertical IQ’s industry-specific Quarterly Updates, News articles, Local Economy reports, individual Industry Profile chapters, Financial Benchmarks, and more.

With Industry Intelligence, your clients can make informed decisions moving forward with data and insights based on current info, compiled by experts, instead of guesses or assumptions about what’s around the next corner.

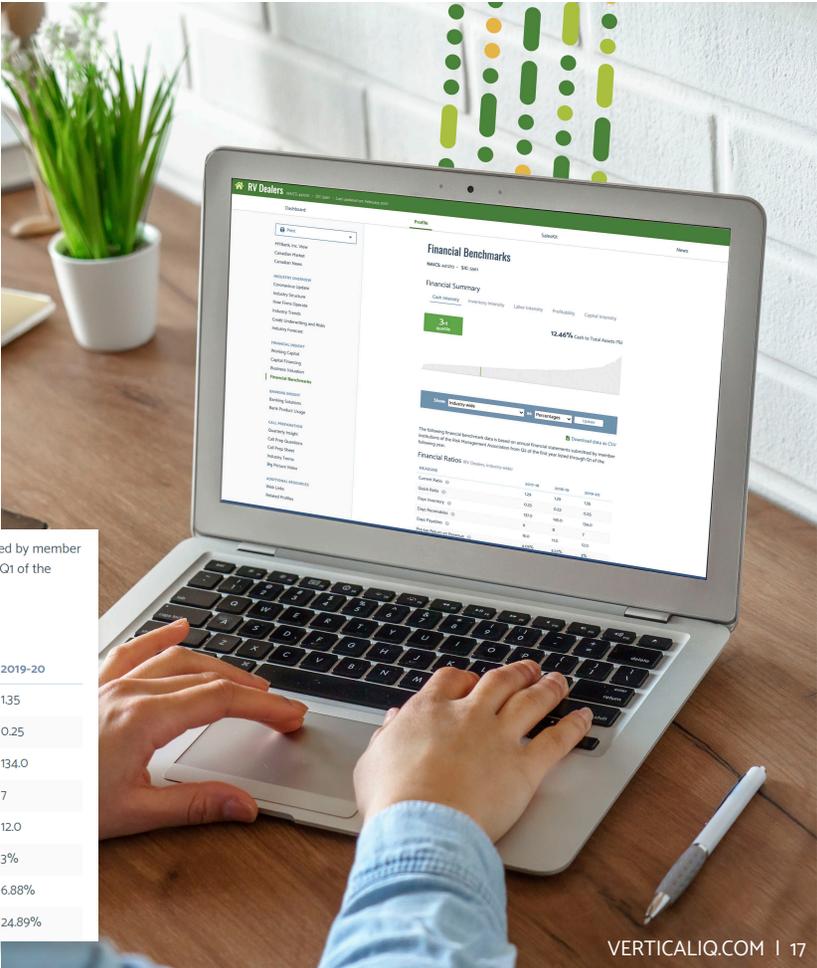
The following financial benchmark data is based on annual financial statements submitted by member institutions of the Risk Management Association from Q2 of the first year listed through Q1 of the following year.

**Financial Ratios (RV Dealers, Industry-wide)**

MEASURE	2017-18	2018-19	2019-20
Current Ratio	1.29	1.29	1.35
Quick Ratio	0.23	0.22	0.25
Days Inventory	137.0	145.0	134.0
Days Receivables	6	8	7
Days Payables	16.0	11.0	12.0
Pre-tax Return on Revenue	4.05%	3.22%	3%
Pre-tax Return on Assets	9.16%	7.11%	6.88%
Pre-tax Return on Net Worth	35.79%	28.96%	24.89%

## FINANCIAL BENCHMARKS

Share industry-specific financial benchmark data with your customers to compare their key financial metrics to the industry averages.





### USE INDUSTRY INTELLIGENCE DURING THE LOYALTY STAGE TO:

- Provide an exceptional customer experience
- Maintain engagement using news and trends
- Add value with industry-specific projections and impacts of current events like COVID-19
- Share quarterly updates
- Help clients understand financial statistics

- **WHEN YOU CAN KEEP CUSTOMERS ON TRACK TOWARD THEIR GOALS AND AVOID POTENTIAL ROADBLOCKS OR EVEN DISASTERS, YOU'RE ON THE FAST TRACK TO CREATING LOYAL CUSTOMERS WHO CONTINUE TO USE, PURCHASE, AND UPGRADE SOLUTIONS AND SERVICES.**

Moreover, you can use Industry Intelligence to point out new and exciting potential opportunities, sharing shortcuts and tips to get customers where they want to go with confidence and speed.

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Stage 6: Advocacy

Don't miss this!



● ● **IT'S ONE THING TO CHECK OUT A TRAVEL BROCHURE – AND QUITE ANOTHER WHEN A CLOSE FRIEND, COLLEAGUE, OR FAMILY MEMBER RECOMMENDS A SPECIFIC DESTINATION.**

That's what advocacy is all about: creating happy customers who readily endorse you, your solutions, and your business. Ideally, you will have proven yourself to be a high-value business co-pilot – and your customers will be excited to share their positive experience with others.

## QUARTERLY UPDATES

Stay in touch with customers by sharing Vertical IQ's Quarterly Emails that include updates on the industry, spotlighted articles, and a notable financial trend.



### Quarterly Update 1st Quarter 2021

#### New Trailer Costs More Than Some Homes

Luxury recreation vehicle firm Bowlux is accepting pre-orders for an 'ultra-premium travel trailer' with COVID-grade hygiene measures including hospital-grade HEPA filters and germ-killing UVC lighting that disinfects surfaces. There is also a freshwater filtration system. The \$265,000 trailer unit will be available starting in 2022. Bowlux' sales inquiries increased 4.5 times in 2020, and the company is still seeing growth.

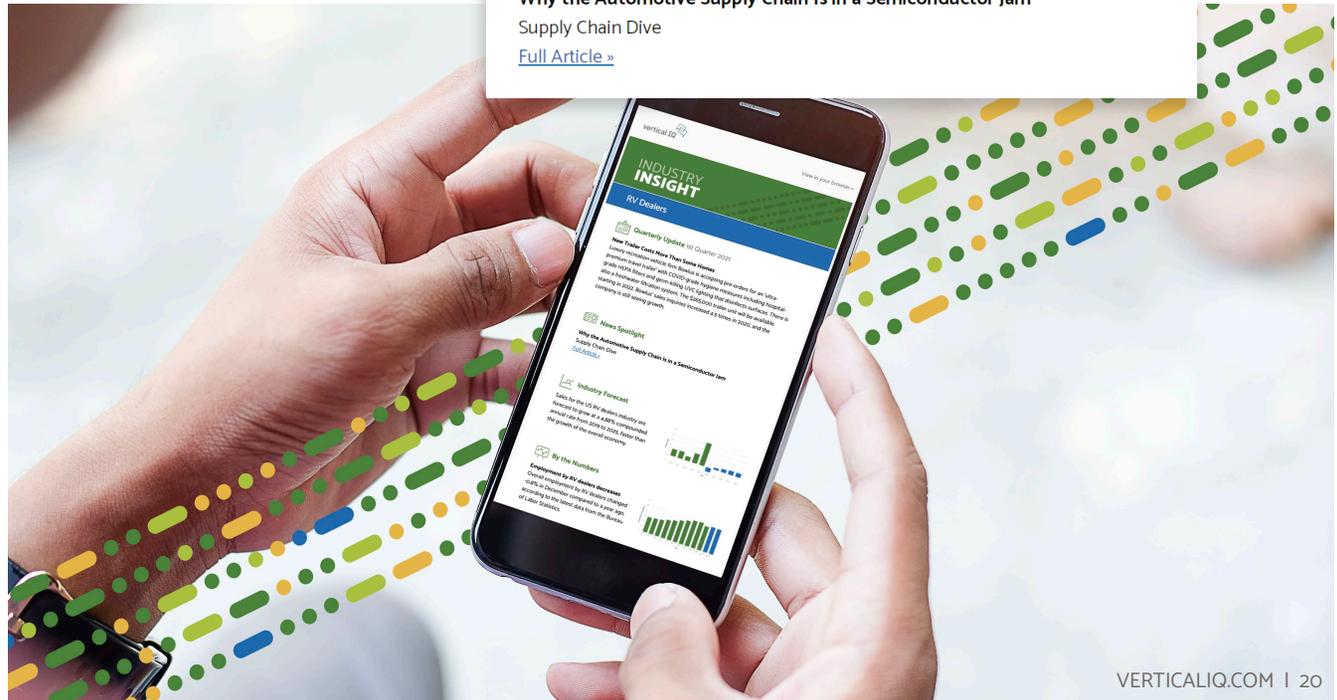


#### News Spotlight

#### Why the Automotive Supply Chain Is in a Semiconductor Jam

Supply Chain Dive

[Full Article »](#)





## ● KEEP USING INDUSTRY INTELLIGENCE TO EMPHASIZE YOUR ROLE AS A TRUSTED ADVISOR AND NURTURE RELATIONSHIPS WITH CUSTOMERS (AND THEIR FRIENDS).

Reach out with relevant industry tidbits or deep details from Industry Profiles and Quarterly Updates. You can also share localized data derived from more than 325+ metropolitan statistical areas (MSAs) and 3,100 U.S. counties to demonstrate the dynamics of unique markets and take full advantage of new opportunities.

When you leverage Industry Intelligence during the Advocacy stage, you're better positioned as a trusted advisor – and more likely to get clients to expand their own business relationship with you as well as advocate on your behalf.

## USE INDUSTRY INTELLIGENCE DURING THE ADVOCACY STAGE TO:

- Increase industry referrals and expand your business
- Continue to add value with shareable content, industry-specific presentations, and detailed regional and economic data
- Identify industry trade organizations



## ● IN CONCLUSION

Industry Intelligence is powerful fuel that propels buyers through their sales journey, regardless of which stage they are in today. By adding industry-specific information at each stage of their journey, you can win, grow, and retain more business. You'll also see your competitors quickly disappear in the rear-view when you share Industry Intelligence throughout the sales cycle.

Industry Intelligence from Vertical IQ isn't just better than traditional sales tools – it gives you the horsepower to bypass objectives and fly past the competition as it's:

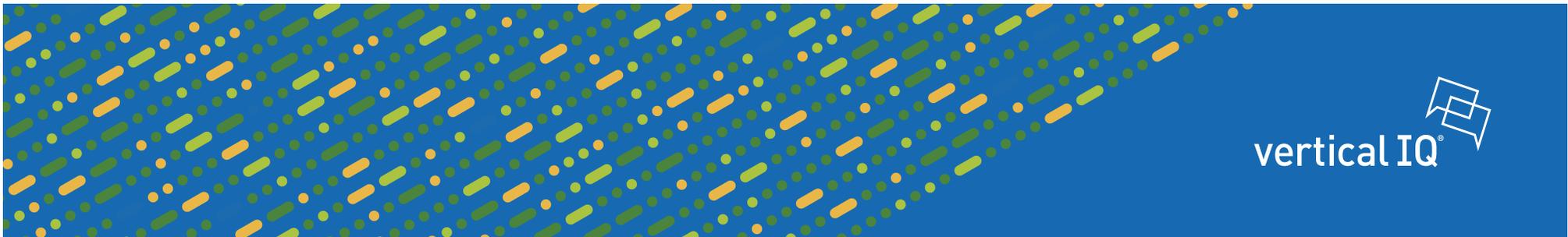
- **ACTIONABLE:** Vertical IQ doesn't just give you piles and piles of e-data and wish you "good luck" – we give you the industry insights and practical tools you can use to win, grow, and retain business right now.
- **CONVENIENT:** Thanks to an intuitive, easy-to-master interface, API capabilities, and an accompanying mobile app, Vertical IQ makes it easy to integrate our very best with yours – and puts everything you need to win new business at your fingertips.
- **FOCUSED:** Vertical IQ is exclusively focused on equipping you to ask the right questions, start the right conversations, and land the right kinds of business for your organization.

Perhaps most importantly, Vertical IQ is in the readiness business. We supercharge sales and marketing teams to capitalize on the power that Industry Intelligence can deliver across the buyer's journey to create more long-lasting and profitable customer relationships.

## About Vertical IQ

Headquartered in Raleigh, N.C., Vertical IQ is a nationally recognized leader in Industry Intelligence. Whether they're pitching a local brewery or a national biotech, successful sales and marketing teams use Vertical IQ to better understand a prospect's or client's business challenges before, during, and after sales meetings. Covering more than 525 distinct industries, 3,400 local economies, and more than 90 percent of the U.S. economy, Vertical IQ equips users with the confidence and credibility to make memorable first impressions and sustain enduring relationships.

**LEARN MORE ABOUT HOW READINESS WINS AT [VERTICALIQ.COM](https://verticaliq.com)**



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