

Industry Intelligence: Sales Tools to Open Doors and Close Deals

COMPANY BACKGROUND

Since 1986, Profile America, Inc. has helped business-to-business marketers understand the industries into which they sell products and services. The company's concise, easy-to-understand "Industry knowledge products" help facilitate a relationship-building, customer-focused sales approach.

TWO REPORT FORMATS

Reports are available in 3-page Quick-Learn Reports and 1-page Industry Snapshots. Both reports contain stats, facts, and forecasts that give training managers and sales reps insight into the industries in which their customers and prospects operate. Without such insight, the consultative sale is a more challenging process.

DELIVERY OPTIONS

An annual subscription to www.profileamerica.biz provides password-protected access to the "report download" area of the site, where reps can download and print reports. We also provide CDs containing our material in PDF format, so that our reports can be stored on our customers' networks for easy in-house access.



Profile America's 3-Page Quick-Learn Reports help advertising sales reps build rapport and gain credibility.

Cost-Effective Industry Intelligence for High-Performance Sales Teams

Major broadcast media companies have taken a well-documented beating over the past couple of years, and small- and mid-market players have also encountered declining advertising revenue. But the worst appears to be over -- at least for media companies that are selling smarter and actively pursuing customers that have never done business with broadcast media before. Access to Profile America's industry intelligence helps enlighten ad sales representatives and allows them to create compelling and effective messages for their advertisers to deliver to *their* target audiences.

In today's difficult economy, sales and marketing teams are being asked to do more with less. Profile America offers a cost-effective way to increase productivity and boost profitability, for both traditional and online properties. Becoming a Profile America subscriber gives managers and ad sales representatives easy access to a vast store of knowledge -- leaving them free to practice their core competencies: developing successful media strategies for their advertisers.

Our customers report that their ad sales reps use Profile America's Quick-Learn Reports and Industry Snapshots more often, and more effectively, than any other sales collateral material that is available to them.

- Media sales representatives want to be smart about their customers' industries -- so they can "walk the walk and talk the talk" of their customers' businesses -- but they do not want to spend more than a few minutes *becoming* smart.
- Advertising sales managers use Profile America's "industry knowledge products" in strategic-planning initiatives, as well as in sales-training and sales-preparation programs, to support both their print and online products.
- Sales representatives who are well-informed are confident and professional, and more likely to be viewed as partners, peers, or problem-solvers -- and not merely as "order takers."
- Profile America provides issue and trend data on 200 industries by reviewing business periodicals, trade journals, and research reports from market research firms, industry associations, and government agencies, as well as by interviewing industry participants, consultants, and analysts.

Know More, Do More, Be More

Today's media sales representatives are being asked to do more than sell space on a page, a presence on a website; or a 30-second commercial. They are increasingly being asked to act as small-business advertising consultants. With Profile America's industry intelligence, advertising sales reps are exposed to independent, third-party insight into hundreds of different industries. Having inside-the-industry perspective on their advertisers' operating environments, they gain instant credibility and are able to quickly establish a foundation on which to present their ideas and motivate advertisers to act.