



## SalesAdvantage

Providing prospective customer intelligence through specialized research

**The heart of our SalesAdvantage system is research** – specialized intelligence gathering that focuses on a client’s key prospects. Using our trademark profiling process, our analysts work with you to determine your ideal customer profile and then upload it into our system. Then they identify how that customer functions and how buying decisions are made. The sales advantage, of course, is that you are now able to react quickly in a rapidly changing marketplace.



**Your company will benefit from “on-target” sales research:**

- Increasing sales revenue from timely and accurate intelligence gathering
- Reducing the selling cycle time by reaching the appropriate person quickly
- Creating a competitive advantage through knowledge of the prospect’s decision process
- Providing the sales team with a common language for strategic account planning
- Enabling the organization to quickly react to the changing marketplace
- Providing a measurable road map of action—a strategy map (action plan)

**The Strategy International SalesAdvantage report is custom-fitted and includes prospect information such as:**

- Company Data—addresses, phone and fax numbers, website, revenue, number of employees, etc.
- Contact Data—location, phone and fax numbers, title, e-mail address, decision-maker information, discussion dialog, etc.
- Assessment Data—strategic initiatives, purchasing plans, current suppliers, solution processes, decision cycle, etc.

By applying the results of the Strategy International SalesAdvantage system, we create a strategy map that details action steps and other marketing intelligence. By implementing this information your sales team can immediately begin to increase their sales effectiveness.



## Case Study

Due to the sensitivity of some of our projects, certain clients have asked to remain anonymous, in which case we have provided a description of the project and the industry in which it relates.

### 1. The Problem

*Fortune 1000 firm desired rapid sales revenue growth*

An international manufacturing operation wanted to rapidly grow its annual sales revenues. Their challenges included:

- > Choosing the best markets to enter
- > Determining the ideal prospects for their products and services
- > Identifying potential customers that fit the ideal criteria
- > Designing an approach that could be duplicated easily and effectively

### 2. The Approach

Since the company was a global conglomerate, it needed a regional strategy to identify new markets and customers. Strategy International assessed each market for attractiveness and tactical position, then fit it with a new plan.

### 3. Recommendations

- > Strategy International recommended the strategic approach for each individual target account using the intelligence gathered

### 4. Results

The company implemented the new strategy based on Strategy International's suggestion to break the company into independent sales market units. This allowed the company to increase their sales revenue to targeted customers and establish an ongoing system to target new customers. The resulting overall sales performance improvement is impressive.

## The Strategy International Approach

- > To ensure that all client engagements are efficiently and effectively executed on time and to the agreed budget
- > To develop, lead, motivate and enhance the client team and to inspire the team to be innovative and proactive in problem-solving
- > To work closely with the senior management team to add value to identify and solve problems
- > To manage and oversee all stages of the client engagement, providing excellence and industry best practices

**Strategy International** is a leading, international provider of integrated strategy management tools and technology solutions for business, education and professional companies. Strategy International's management strategies serve the needs of senior management executives, sales and customer service teams with products and services that are time-proven in many leading companies worldwide.

Strategy International serves the middle-market with innovative products and a full range of strategy management solutions incorporating research, business analysis and implementation experience and solutions.



#### 360° Corporate Profiling

Increasing profits through in-depth company analysis



#### Sales Advantage

Providing prospective customer intelligence through specialized research



#### Customer Touch

Creating heightened customer management through time-proven business modeling



#### Customer Satisfaction Research

Tracking company performance against your customers' expectations



**STRATEGY**  
INTERNATIONAL

5813 E. Riverside Boulevard • Rockford, IL USA 61114-4963  
Phone: 815.226.0038 • Fax: 815.226.8890 • [www.strategyinc.com](http://www.strategyinc.com)