

## IBISWorld for Business Development

IBISWorld reports provide a one-stop shop for sales teams – from executives at the strategic planning stage, to frontline staff in need of conversation starters or negotiation-situation intelligence.

IBISWorld provides industry intelligence that analyses the performances of 400+ UK industries.

Each industry report provides the most detailed performance data and analysis on the market, including supply chain information, forecasts, risk scores, operating strengths and weaknesses, analysis of external drivers, major player market strategies, and industry profit and cost benchmarks.

Our reports are published at the five-digit level of the United Kingdom Standard Industrial Classification (UK SIC).

IBISWorld is an online industry solution. Reports are updated up to four times per year, and are available in three user-preferred lengths: four-page iExpert Summaries, Industry Reports of 25-30 pages and 20-page Risk Rating Reports. Our strategic database covers all reports to give you a bird's-eye view of the economy. Report data and analysis can be downloaded as value-added content for your presentations.

IBISWorld reports provide a one-stop shop for sales teams – from executives at the strategic planning stage, to frontline staff in need of conversation starters or negotiation-situation intelligence. Our reports will save executive time at all stages of the strategy process, and increase both sales call time and call quality with cut-through intelligence.

### Sales Planning

Use IBISWorld intelligence to direct Business Development and Marketing operations towards the industries that require your goods or services. Whether the industry is growing or shrinking, outsourcing, experiencing technology change or trying to open new markets,

IBISWorld provides the key data and analysis necessary for your big-picture prospecting. Integrate the data from the Database into your own CI and CRM systems, linking the information to companies via the industry code.

IBISWorld reports show the total size of the market for a good or service and how that market is expected to perform over the next five years. Review the competitive landscape of an industry as well as substitute industries in order to qualify the best prospects.

Our industry reports explain industry jargon to educate your sales team. IBISWorld's collection of more than 400 reports provide the perfect curriculum for sales training and seminars aimed at getting your team to engage with clients and prospects as trusted peers.

### Sales Support

Don't look for a needle in a haystack online, or rely on partisan, incomplete or out-of-date sources. Use IBISWorld for data and analysis to support your pitch.

Our four-page iExpert Summaries provide key information fast. Summaries include Key Statistics, Key Success Factors, Markets & Products, Geographic Spread, Cost Structure and Performance Analysis. Part of the content is presented as a Q&A based on current industry trends and expected pain points to prep users for one-on-one conversation.

IBISWorld is an online resource available to staff 24/7. With 400+ reports, we have a report to cover all needs. Each report follows a consistent format that allows users to find answers quickly, compare and benchmark industry data and analysis, and integrate our data into reports.