

Powerful Benefits

- Identify the “Right” targets
- Develop a complete Account Picture
- Focus sales teams
- Increase profitability
- Achieve full marketplace potential
- Create actionable, measurable ways to pursue accounts
- Define your strategic account goals
- Measure your progress
- Pinpoint areas of greatest opportunity and minimum penetration
- Discover new opportunities before your competitors do
- Get the sales support you need to focus and track results
- “Score all customers and prospects based on potential, products purchased, and current “spend”
- Visualize customer/prospect locations on maps for effective call planning
- Define sales territories and trade areas
- Understand your data and leverage it to grow sales

Are you focused on the “Right” target accounts?

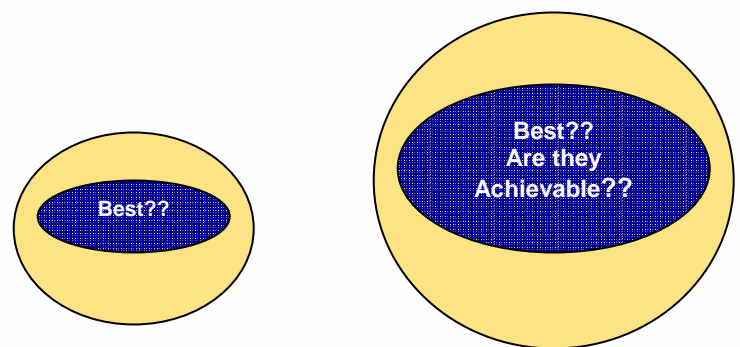
Worried that your sales team is not achieving your fullest marketplace potential, yet realize it isn’t possible to call on all customers and prospects?

How do you assign priorities and direct sales force activities to maximize the potential of accounts and focus your sales teams on the “right” targets?

Many companies sell a “target customer profile” which claims to identify your “best customer”. Usually, this just gives you the highest value customers. Strategically, those “high value” customers may not be the best opportunity for you – they may be expensive to acquire and retain.

Maybe rather than fight for 30% share of high value customers, you might want to acquire 70% of lower value customers, but most “target customer” analysis doesn’t account for this.

Target “profiles” alone do not provide a tangible, actionable way to build a sales strategy. InfoGrow does with a list of scored accounts that you can integrate into your sales planning process.



Your customer base

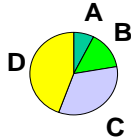
The prospect universe

InfoGrow will analyze all your customers and all available prospects to create groups showing penetration, total average annual spend on a product and the spend with you. We deliver our results in easy-to-understand Excel reports with charts and maps. In addition, if you need help in focusing and tracking results with your reps, we are ready to support your effort with a hosted or in-house CRM solution.

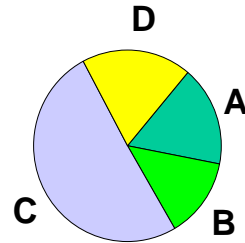
The InfoGrow Market Analysis Solution for Sales & Marketing Effectiveness

Our Process

- Analyze **ALL** your customers and **ALL** prospects using sophisticated statistical methods to “score” every customer and prospect based on:
 - Economic potential of the account
 - Primary products purchased
 - Your current share of dollars they spend



Your customer base



The prospect universe

- Review the characteristics of your account and prospect base and create “groups”
- Visualize prospect locations on maps for effective call planning
- Enable you to define your strategic goals for pursuing accounts, such as:
 - Do you want to focus on only “A” accounts?
 - Do you want to set goals for each rep to increase share of “B” accounts each quarter?
 - Do you want to achieve 100% share for “C” accounts?
- Define sales territories / trade areas for focusing sales & marketing
- Build and/or support a CRM system that creates an actionable, measurable way for sales & marketing to pursue the accounts based on the strategy you define

Gain a competitive advantage by getting your sales focus right!

InfoGrow