

Market Intelligence

Information to steer Marketing/Sales

Data → Information → Intelligence

Before you reach the market:

Data on number of establishments (where do you get it?)

- By size
- By industry
- By geographic market

Yields information about market size and segment size

Data on contacts

- Name
- Mailing address
- Phone Number

After you reach the market (CRM):

More contact information (how do you get it, how do you organize it?)

- eMail address(es)
- Contact dates (past/future)
- Contact hot buttons
- Summarizing variables (status, product interest, potential, time horizons)



What is Market Intelligence?

- Skills, Knowledge & Tools
- Market Intelligence is the process of acquiring, formatting and maintaining key information about customers and prospective customers.
 - *Demand for your product*
 - *Standard format for Address, phone, email*
 - *Process for periodic update of key information*
 - *Standard Database Design*
 - *Process for dealing with Data Vendors*

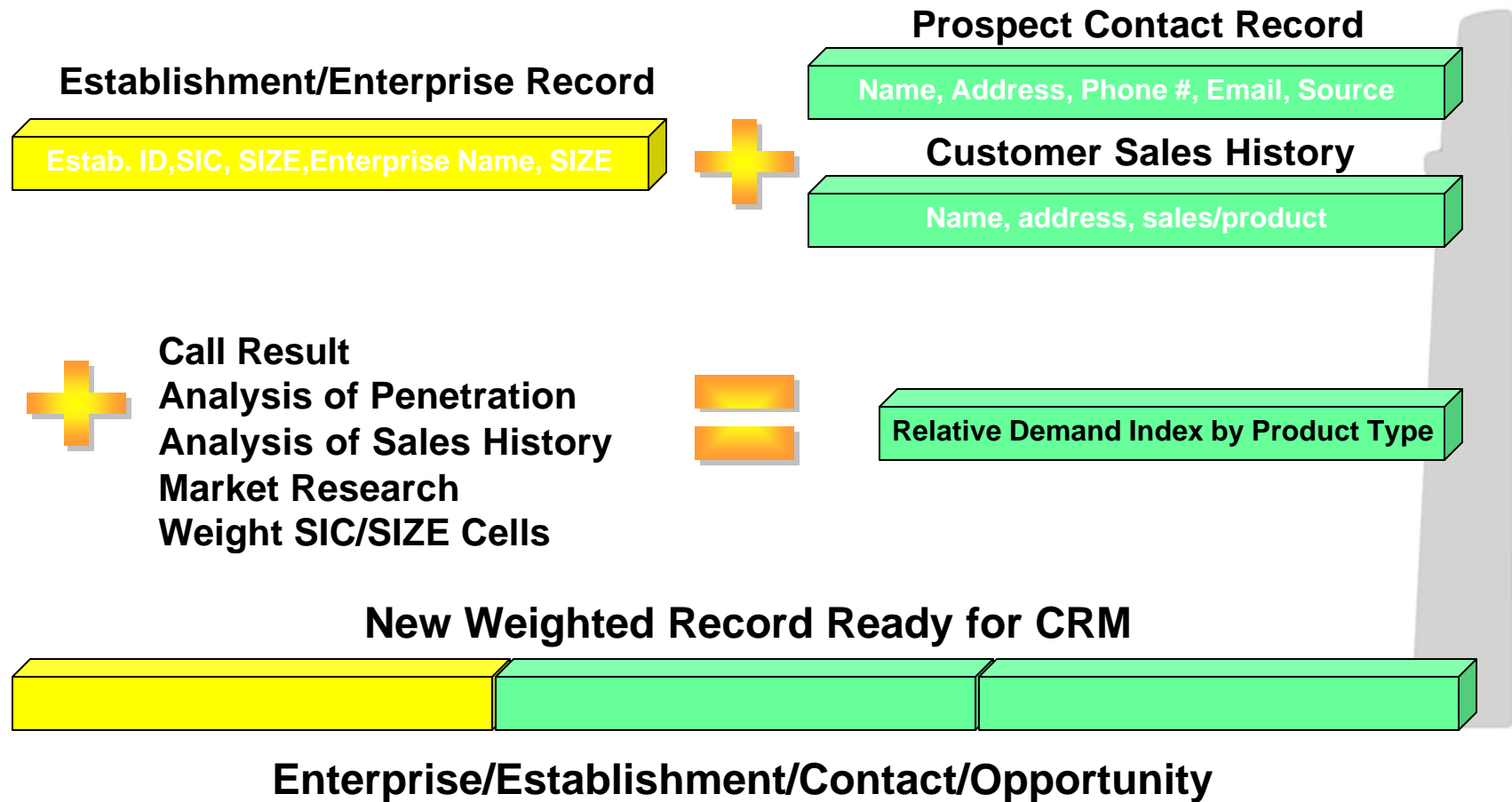


What can you do with Market Intelligence?

- Increase Sales by 2X-3X
- Compress start-up cycle time
- Avoid IT pitfalls
- Answer such questions as:
 - What is the relative potential of each contact in a list?
 - 20% of the contacts in a list will buy 80% of the product being sold. Which of the contacts belong to this high potential group?
 - How can I allocate marketing \$, the time of Sales Reps, or my time, for maximum effect?
 - Which contacts belong to specific market segments for which I have a tailored program?
 - How can I use a list of contacts to prepare a sales forecast and set quotas, by product, by Region, by territory?



Adding Value to Contact Records

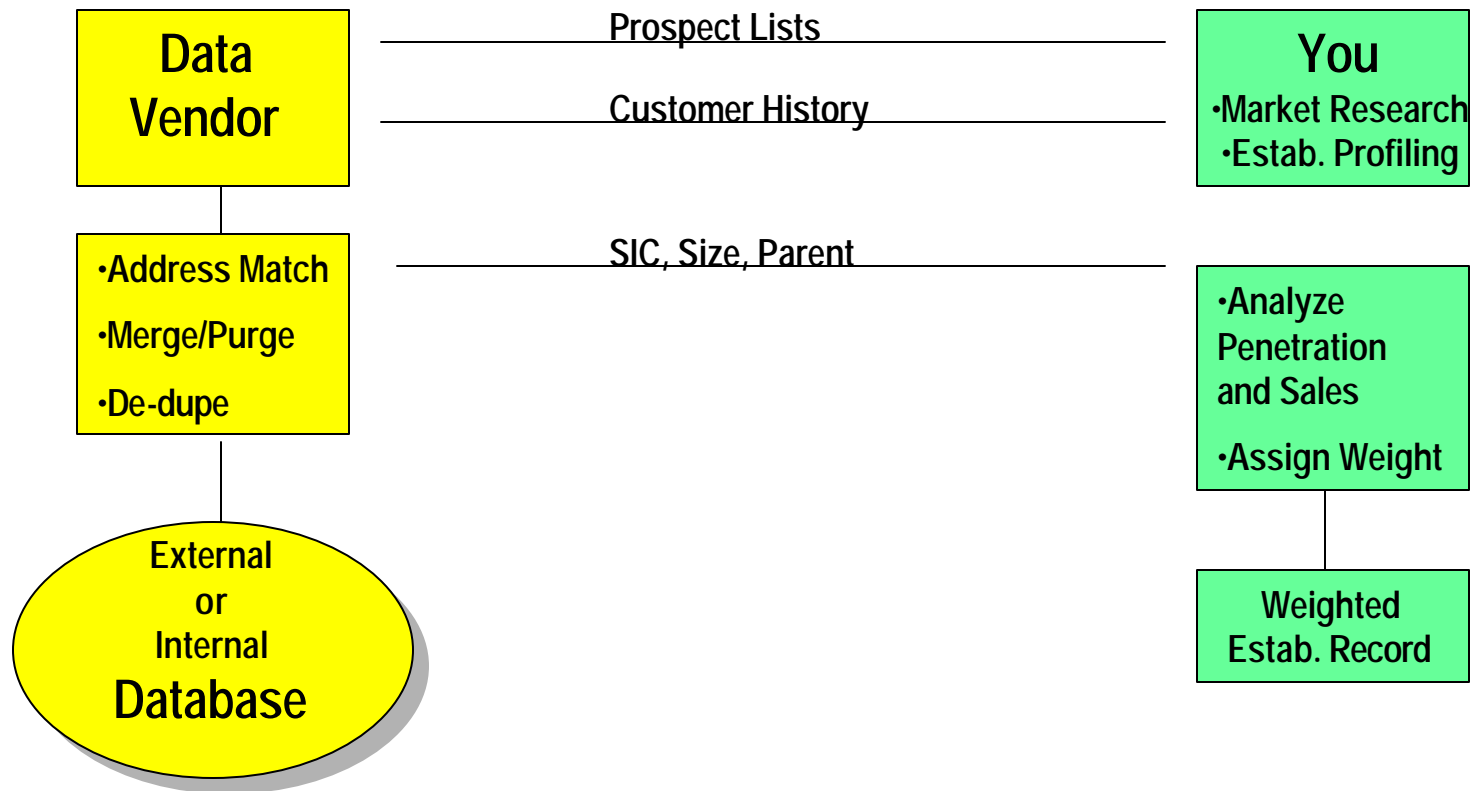


D&B DATA RECORD

FIELD	EXAMPLE	FIELD	EXAMPLE
DUNS NUMBER	100000266	YR STARTED	1997
EMAIL SUFFIX	KODAK.COM	MANUFACTUROR	1 (OR 0)
COMPANY	KODAK	ULTIMATE DUNS	067919167
STREET ADDRESS	123 MAIN ST	HQ DUNS	121325088
CITY	ROCHESTER	PARENT DUNS	002206902
STATE	NY	PARENT HQ CITY	ROCHESTER
ZIP MAIL	14450	PARENT HQ ST	NY
ZIP +4	0421	LINE OF BUS.	Book Publishing
COUNTY	447	PRIMARY SIC	2087
SMSA	493	SIC EXTENSION 1	0000
TELEPHONE	585-223-4204	SIC EXTENSION 2	9903
CEO FIRST NAME	ANDREW	SIC EXTENSION 3	9907
CEO MIDDLE INIT.	C	SIC EXTENSION 4	0205
CEO LAST NAME	JOHNSON	SIC #2	73891200
CEO PREFIX	MR	SIC #3	73740104
CEO SUFFIX	JR	SIC....TO SIX	73560206
CEO TITLE	PRESIDENT		
SALES VOLUME	19600000		
EMPLOYEES TOT	225		
EMPLOYEES HERE	218		



Data— Information— Intelligence



Market Intelligence Program

Address Match, form database extension "Append"

Data Vendor

Establishment data

Name
Address
Sic's
Empl.here
Duns#

Enterprise data

Name
Address
Ultimate Duns#
Empl. Ent.

New Record

Contact data

Contact Name
Phone #
Email address

Establishment data

Name
Address
Sic's
Empl.here
Duns#
Relative Demand Index

Enterprise data

Name
Address
Ultimate Duns#

Contact/Sales History

Contact List

Contact Name
Estab. Name
Estab. Address
Phone #
Email address
Source codes

Sales History

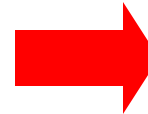
Customer address
customer #
\$Sales/product/date



Find the best prospects

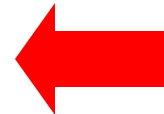
You

- Contact info of your best customers
- Contact info of the customers of a partner
- Sic and Size info from research



Data Vendor

- Address Match
- Append Sic and Size
- Pull new (relevant) records from strongest cells



You

- Set relative demand index and add prospects to your database

Developing a MI capability

Skills you will require

- Understand Valid uses of Market Intelligence information
- Contact Tracking/Sales Force Automation systems - CRM
- Develop an account with Market Intelligence Sources (Business to Business)
 - Dun & Bradstreet
 - Ziff Davis Market Intelligence (Computer Intelligence)
 - ABI
 - National Decision Systems
 - Specialized sources (I. E. publication subscription lists)
- Statistical Analysis of Marketing information
 - Analysis of Sales History
 - Analysis of Penetration
 - Form Demand index for product
- Market Research interface to define segmentation and support filtering and weighting
 - Define Market Segments
- Database Manipulation Tools (re-formatting, extraction, summarization, updating)



Your MI checklist

Is my contact list:

- Cleaned, Current, and standardized (std. address format, valid zip/area code)?
- Void of duplicates?
- Aligned with my target market?
- Evaluated for relative demand?
- Prioritized?
- Segmented for vertical markets?
- Formatted for integration with a Customer Relationship Management (CRM) System?
- Tied with a national database of updated information?

Do I have:

- The capability to identify the relative demand for each contact?
- The IT capability to clean, update, extract and summarize quickly?





Growth performance.

Contact Information

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