

IBISWorld for Business Development

“[IBISWorld] is the best investment we made with our marketing dollars. It has offered us a lot of versatility in researching and allowed us to look at many markets for our various technologies”

American Trim

IBISWorld provides industry intelligence that analyzes the business operating risks and opportunities in 700 U.S. industries.

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

Our reports are published at the 5-digit level of the North American Industry Classification System (NAICS)

IBISWorld is an online industry solution. Reports are updated three times per year on average and are available in three user-preferred lengths: 4-page iExpert Summaries, Industry Reports of 40-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 front line 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 5 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 700 report 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, rely on partisan, incomplete or out-of-date sources. Use IBISWorld for data and analysis to support your pitch.

Our 6-page Executive 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 Q&A based on current industry trends and expected ‘points of pain’ to prep users for one-on-one conversation.

IBISWorld is an online resource available to staff 24/7. With 700+ reports, we have a report to cover all needs. Moreover, each report follows a consistent format, which allows users to find answers quickly, compare and benchmark industry data and analysis and transplant our data into reports.

Selected Clients

Adobe

American Express

Fedex

Google

IBM