

## salesforce

# Empower Lenders with Industry-Specific, Customer-Focused Questions, Issues and Talking Points

IBISWorld's Call Prep Insights provide independent analysis on more than 1,400 US industries, allowing relationship managers to seamlessly articulate key facts and industry trends to their prospects and clients without ever having to leave Salesforce.







Smarter Relationship Managers

## **Engaged Prospects**

## **Accelerated Loan Cycle**

## How Call Prep Insights help drive bank revenue



#### Challenge Prospects with Key Industry Insights

Encourage prospects to think differently about their problems and consider new opportunities



#### Access New Information Daily

Call Prep Insights instantly enriches your Salesforce Account pages with company data, strategic insights and tactical talking points



#### Engage Prospects on Their Terms

Become an industry expert by asking role-specific questions focused on your clients' business problems



#### **Establish Credibility**

Anticipate your prospects' pain points and use their language to demonstrate expertise



#### Develop Immediate Rapport

Find relevant talking points that matter to your clients and tailor conversations accordingly



#### **Identify Opportunities**

Identify cross-selling opportunities by using IBISWorld's data to understand the products that suit your client based on their industry conditions



#### Accelerate the Loan Cycle

Complete a more detailed analysis of your prospect's operating environment to strengthen loan applications

## IBISWorld's Call Prep Insights Help Lenders Bring Value to Every Conversation

Sales & Marketing	TECHNOLOGY
Strategy & Operations	Q: Have you been able to reduce wage costs by automating operations over the past five years?
Technology	Labor has been made more productive for operators
Compliance	Q: How does your company invest in technology to establish a competitive edge over your competitors?  • The primary investment target has been in precision tools and automated fractors
Finance	0
Internal Issues	0
External Impacts	0

### **Call Preparation Questions**

Ask questions focused on key roles such as Marketing, Finance and Strategy, so you can tailor conversations around the most important problems your client or prospect is facing.

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Competition Level         0         Medium         Steady         Comparison should spend on product innovation or marketing to differentiate themselves as competition.           Marker Concentration         This top four comparise account for 40 70% market share         The top four comparise account for 40 70% market share           Marker Concentration         Undum         Deve & Comparise (25.1%)         Other Market Spender (25.1%)           Of Hodgering V121.6%)         Other Market Spender (20.1%)         Other Market Spender (20.1%)	Regulation Change	0	Medium	Steady	Companies spend time and money to monitor and comply with regulations; rules create high barriers to en
Market Concentration Model Medium Medium Model Medium Model Medium Model Medium Model Medium	Technology Change	0	Medium		Companies spend on innovation in their production processes to gain competitive advantage
Market Concentration Major Companies Medium CNH Industrial NV (11.4%)	Competition Level	0	Medium	Steady	Companies should spend on product innovation or marketing to differentiate themselves as competition
	Major Companies	0	Medium		Deere & Company (25.1%) CNH Industrial NV (11.4%)
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### **Understand Industry Structure**

Understand the operating conditions within your client's industry, including any major regulatory or technology trends, to spark sales conversations your clients will actually want to engage in.

✓Key Facts				
INDUSTRY METRIC		INDUSTRY (2017)	(2012-2022)	MANUFACTURING SECTOR AVG. (2017)
Industry Revenue (\$)	0	\$40.1bn	d	\$30.2bn
Industry Revenue Growth %	0	-2.6%	÷	-0.2%
Employment Growth %	0	-0.7%		0.3%
Establishments Growth %	0	-1.2%		0.4%
Profit Margin %	0	4.8%		6.5%

## **Key Industry Facts**

Determine if an industry's fortunes are rising or falling and build conversations around how this impacts your client's business.

Major Industry Trends    Standard Industry Trends   Standard Industry Trends  Standard Industry Industry Industry  And Industry Industry  Standard Industry  Standar	Seei prices, which are a major legat cost for the industry are projected to increase Lass valithy is uncloped to might the might effect as a digratural price hole declines Manufacturem villocation increasing production line automation and also productivity US exports maintain a storeg porteringt of revenue because of product quality Manufactures are directly more fueld file effect products to meet revenue minions standards The total number of aprilutions operators is declining, affecting industry revenue Converse/handwing and educade strand for aprilutional regional product priority
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## **Industry Trends**

Gain highlights of the top trends occurring in your client's industry right now. Quickly get up-to-speed on what is keeping your client awake at night.



Recognized as the nation's most trusted independent source of industry research, IBISWorld offers a comprehensive database of unique information and analysis on 1,400+ industries. With an extensive online portfolio valued for its depth and scope, the company equips clients with the insight necessary to make better business decisions while saving time and money. IBISWorld Industry Research serves a wide range of academic, business, professional service and government organizations from its US Headquarters in New York City.