

UNSOLVED

mysteries

OF LOSING A SALE

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Unsolved Mysteries of Losing a Sale

2020 | TV-PG | 1 Season | Docuseries

Perplexing prospect disappearances, shocking sales losses, and confusing encounters fuel this gripping eBook focused on the power and value of Industry Intelligence.

Trailer

Episode 1. Who

Episode 2. What

Episode 3. Where

Episode 4. When

Bonus Tip

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Forensics Report

Finale

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TRAILER.

INTRODUCTION



"I get goosebumps just thinking about it."

TRAILER.
INTRO

It happens far too often...

You find the perfect prospect. From the start, it seems as if you'll be a great match. A little digging proves your solutions and services should align with their needs and requirements. Yet, for some unknown reason, you can't win their business – and you can't figure out why.

Like a viewer of the iconic (and recently rebooted) docuseries *Unsolved Mysteries*, you're left feeling frustrated and wondering exactly what happened. Could you have done something differently during the sales process? Where exactly did things go wrong?

More importantly: How can you keep it from happening again?

It's time to explain the unexplained. To that end, we're sharing the 5 Ws (Who, What, Where, When & Why) required to solve the mystery of lost sales in today's far-from-normal business climate. Get ready to discover what's missing in your sales process along with the secrets and value of Industry Intelligence across the sales cycle.

CONTINUE READING
EPISODE 1.



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EPISODE 1.

WHO



“It just doesn't make sense...”

Even amateur sleuths know that solving a mystery starts with discovering the WHO at its center. Most sales professionals do the same, turning directly to their company's Sales Force Automation (SFA) and Customer Relationship Management (CRM) systems or even Sales Intelligence tools for data on leads, accounts, and contacts.

While those tools are certainly more effective than Internet and social media searches, they can't deliver the complete scope of information and insight required to capture a new customer.

In today's world, you need much more than a name, title, or professional history. You must fully grasp the complexities shaping how your prospect views their business, industry, and the world at large. These days, even the very best SFA, CRM, and traditional Sales Intelligence tools will prove just about as helpful as an old-fashioned telephone book in revealing

those essential insights. Basic business data is no longer enough to adequately prepare you to seek out and secure the new and long-lasting customers you need to drive to revenue.

If you really want to win new business and create mutually beneficial relationships, you need timely, localized information, and insightful industry analysis that positions you as an insider and value-added advisor from the get-go. Ideally, it should also be consistent with how you already manage introductory prospect meetings as well as present your solutions and capabilities. You shouldn't have to re-invent your entire discovery or sales process with each new lead or take even more time out of your day searching for clues to truly connect with potential customers.

CONTINUE READING
EPISODE 2.



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EPISODE 2.

WHAT



*"I kept saying there is something bigger...
And I'm going to find it."*

You've identified your target or suspect in the epic mystery some call the Buyer's Journey or Sales Cycle. You know WHO you're going after and you're armed with all the contact and company data your CRM, SFA, or Sales Intelligence tools provide.

Think you have all the evidence required to uncover a wealth of opportunities with them? Think you're ready to close a deal – or even approach a prospect?

Think again.



EPISODE 2. WHAT

If you're trying to prove that you're the best fit for a potential customer, there are some huge holes in your case. Savvy detectives and sales professionals would point out that your case lacks motive. What barriers are your prospects trying to overcome? What's keeping them up at night? What does success look like to them? Knowing the answers to those questions means investigating the WHAT behind the WHO. Without the WHAT, you absolutely lack the ability to understand a prospect's business. You can't add measurable value or build trust – and you will likely fail to connect with or keep a potential customer's business.

While CRM, SFA, and Sales Intelligence tools tell you WHO to call, Industry Intelligence tells you WHAT to say to get their attention as well as win and keep their business.

It delves much deeper into critical information and insights about industry trends, challenges, risks, and opportunities. With Industry Intelligence you get WHAT is impacting prospects today, in a succinct and easily consumable format. You're not Googling the day away or pouring over unreliable industry publications, vertical-specific websites, analyst reports, and webinars to gather the data you need to deliver value to prospects and customers.

**CUT CALL
PREPARATION TIME
BY MORE THAN 70%
USING INDUSTRY
INTELLIGENCE
SOLUTIONS**

CONTINUE READING
EPISODE 3.



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CEVIE 2CEVIE

EPISODE 3.

WHERE



*“If you know something,
please tell us!”*

Clearly, you need to unlock the mystery of why you're not closing as many deals as you (and your boss) would like. Even if you're putting your Sales Intelligence tools and Internet searches into play with prospects, you're still missing a critical piece of the puzzle. Take a hint from those persistent private investigators that show up in every crime drama and docuseries: by looking closely at the local environment.

Regional and local economic data is vital to connecting with and maintaining profitable business relationships. Today's chaotic business climate and economic uncertainty has decision-makers on edge.

Business Owners are not going to rely on a generalist during a time that requires highly specific strategic insight to improve if not save their business.

Understanding WHERE they are located and WHERE they can capture new opportunities is essential. Becoming an expert in their regional and local economy – knowing everything you can about WHERE your prospects and customers are doing (or attempting to do) business – puts you in the position to deliver highly relevant insight and targeted solutions.



EPISODE 3.
WHERE
cont'd

**WANT TO SEE YOUR SALES
NUMBERS CLIMB?**

Start leveraging local and regional economic data to:

- Break down barriers with new prospects and re-engage customers
- Articulate local economic trends currently impacting businesses
- Explore opportunities for business growth and transformation
- Focus your own business development efforts
- Align financial projections with local economy realities

Using local economic data to empower prospective and current customers elevates your status as a value-added advisor and solidifies business relationships – especially during difficult times.

CONTINUE READING
EPISODE 4.



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EPISODE 4.

WHEN



"We may have something more sinister going on..."

Some still swear you can find anything on the Internet. But "just anything" won't cut it when you're pursuing new business. You need the right thing – WHEN it's most impactful. That means timely and relevant data that make you more aware and insightful WHEN engaging a prospect.

Data isn't helpful if it's not up to date. As the COVID crisis continues and the pace of change accelerates, it's more important than ever to share highly relevant and current data with prospects and customers, so you can all stay ahead of rapidly shifting markets and trends. Internet searches take too much time and often turn up useless generalities. Vendor newsletters, business websites,

and even trusted industry publications are often lagging or outdated altogether. And your current Sales Intelligence tools or CRM system certainly aren't keeping you and your customers apprised of industry-specific news and market shifts.

Seek out Industry Intelligence that allows you to easily discover and share insights on the impact of real-world current events WHEN they're happening.

Understanding and sharing specific industry- and business-specific insight that is applicable today sets you apart from the competition and sets you up to deliver continued value as your business relationships progress.

EPISODE 4.
WHEN

Industry Intelligence reports show top performing industries, those hardest hit by the pandemic, and directions for steering businesses forward in a chaotic business climate. Vertical IQ currently provides free updates on how broad market sectors and specific industries are being affected by COVID-19 at verticaliq.com/covid-19.

CONTINUE READING
BONUS TIP.



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BONUS TIP.

PREP & FOLLOW-UP



BONUS TIP.
PREP &
FOLLOW-UP

*"It was staring right
at us the whole time."*

Intrepid investigators (and sales professionals) understand the critical importance of proper preparation for and follow-up after every prospect interaction.

By taking time to prep yourself for meetings and following up quickly with relevant information prospects can use now, you'll establish a foundation for a mutually beneficial business relationship.

Of course, this would take hours upon hours using traditional CRM systems and Sales Intelligence tools. With Industry Intelligence from Vertical IQ, you're ready (really ready) for every interaction in minutes. Plus, you have ongoing industry information and leave-behinds you can continually share to keep your relationship moving forward.

CONTINUE READING
BONUS TIP.



BEFORE MEETING WITH A PROSPECT OR CUSTOMER:

- Get yourself organized and review the data you have on hand from your CRM and/or Sales Intelligence tools
- Check out their LinkedIn profile and the company's social media presence
- Research your customer's/prospect's industry to understand the latest trends, challenges, and risks
- Read company news and blogs
- Run through what you want to learn and share
- Create an action plan for the meeting
- Research what's going on in the local economy of your customer/prospect
- Consider key thought provoking questions to better engage with the customer/prospect

AFTER MEETING WITH A PROSPECT OR CUSTOMER:

- Review your meeting notes with an eye toward what's most important to the prospect
- Connect their specific business concerns and challenges with a more holistic view of their industry
- Send an email that includes specific details from your meeting and data they can use now to address a specific issue
- Share industry- and business-specific data points, articles, and insights relevant to their business
- Continue to touch base with information and insights that demonstrate your knowledge of and ongoing interest in their industry and business



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EPISODE 5.

WHY



*“Give us a
little help.
That’s
all we’re
asking for.””*

In any unsolved mystery, clues are absolutely meaningless without context. The same applies to sales and marketing. If you want to step out of that traditional sales role and start acting as a trusted or strategic advisor, you must provide industry-specific information with context, care, and a plan of action.

Context brings life and value to data. You don’t want to be perceived as an unorganized investigator on the scene, drowning in the data you’ve collected but unable to accurately apply it to the case.

Instead, collaborate closely with business leaders and use Industry Intelligence (instead of a CRM or old-fashioned Sales Intelligence tools) to understand their strategy, competitors, customers, regulatory issues, risks, and market trends.

That way, you can understand and explain WHY the insight you’re sharing is essential – and prospects can quickly see WHY they should choose you, your solutions, and services to help them secure a more profitable future. Delivering industry- and business-specific data in a way that demonstrates knowledge and is immediately actionable is by far the best way to build trust and tilt the sales advantage in your favor.



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EPISODE 6.

HOW

2



“My hope is there is someone out there that knows the truth...”

By now, you should be seeing the truth: Industry Intelligence goes well beyond simply identifying WHO you want to do business with. It's the missing piece in the mystery of why you haven't been as successful in securing new business relationships as you would like to be.

Industry Intelligence arms you with competence, confidence, and credibility to create memorable first impressions and enduring business relationships as you can easily see, understand, and share:

- **What** is impacting prospects today, in a succinct and easily consumable (and shareable) format
- **Where** businesses are positioned in their regional and local economy, so you can deliver highly relevant insight and targeted solutions
- **When** current events are impacting your current and prospective customers along with directions for moving their business forward
- **Why** prospects should choose you, your solutions, and your services to secure a more profitable business future





EPISODE 6:
HOW
cont'd

That leaves us with just one lingering question: HOW? Thankfully, the answer is simple: Vertical IQ. We don't just deliver Industry Intelligence – we show you HOW to use it to win business with sales questions, best practices, and superior support. Far more impactful than traditional CRM systems and Sales Intelligence tools, Industry Intelligence from Vertical IQ is:

- **Actionable:** Vertical IQ doesn't just give you piles and piles of e-data and wish you "good luck" – we give you the industry insights and practical tools you can use to win, grow, and retain business right now.
- **Convenient:** Thanks to an intuitive, easy-to-master interface, API capabilities, and an accompanying mobile app, Vertical IQ makes it easy to integrate our very best with yours – and put everything you need to win new business at your fingertips.

- **Focused:** Vertical IQ is exclusively focused on equipping you to ask the right questions, start the right conversations, and land the right kinds of business for your organization.

Perhaps most importantly, we don't think of ourselves as being in the data business. Instead, we're in the readiness business – we help prepare sales and marketing teams to capitalize on the power that Industry Intelligence can yield in conducting more productive sales conversations and building stronger customer relationships. So, ask yourself: Are you ready? With Vertical IQ, the answer is always a resounding YES.

CONTINUE READING
FORENSICS REPORT.



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FORENSICS REPORT.

SUBJECT LACKS

INDUSTRY INTELLIGENCE



FORENSICS REPORT.

SUBJECT LACKS INDUSTRY INTELLIGENCE

ASSESSMENT

The subject was found frustrated, unable to determine why current sales and outreach methods failed to convert more leads into deals. Investigators at the scene discovered the subject was not ready or equipped to win, grow, or retain business.

ANALYSIS & APPLICATION

Armed only with traditional sales tools and lacking Industry Intelligence, the subject missed opportunities to add value at every stage of the sales cycle.

1. AWARENESS

It's critical to know as much as possible about a potential customer before outreach. Prior to initial contact, the subject should have used Industry Intelligence, including the 30-40 call prep questions included in all Vertical IQ Industry Profiles, to understand and demonstrate a strong interest in the issues impacting a prospect's business.

2. CONSIDERATION

The subject failed to use and apply Industry Intelligence as prospects considered whether to buy from the said subject or a competitor. Sending and sharing industry-specific letters/ emails, relevant news articles, slides, and leave-behinds (all of which are included in Vertical IQ's SalesKit) could have propelled deals forward by setting the subject well apart from any competition.

3. DECISION

As prospects evaluate whether to buy, the subject should be consistently sharing timely and relevant Industry Intelligence with the target. The subject can also utilize industry-specific data to align solutions and services directly with the target's current challenges for a perfect match that can seal the deal.

4. ADOPTION

While the subject may have been able to make initial sales, prospects often failed to adopt solutions and services into their long-term business operations and processes. By leveraging Industry Intelligence complete with Financial Data Interpretations, the subject could have translated data into timely business advice to empower the adoption of their offerings.

CONTINUE READING
FORENSICS REPORT.



FORENSICS

REPORT.

SUBJECT LACKS
INDUSTRY
INTELLIGENCE
cont'd

5. LOYALTY

The subject was unable to create loyal customers who continue to use, purchase, and upgrade provided solutions and services. The subject would have been able to drive more loyalty and capture upsell opportunities by sharing quarterly industry-specific business updates that keep useful data front-and-center – so tomorrow's decisions aren't made on yesterday's assumptions.

6. ADVOCACY

When typical sales professionals use Industry Intelligence to transform themselves into trusted advisors, customers advocate on their behalf to continue or even expand business relationships. The subject could and should use localized data derived from more than 300+ MSAs and 3,100+ U.S. counties to understand the unique dynamics in each individual market to take full advantage of opportunities provided with decision-makers and business colleagues via customer advocacy.

CONTINUE READING
FINALE.



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FINALE.

IN CONCLUSION



FINALE. READINESS WINS

Remember...

WHO

Connect personally with prospects and customers.

WHAT

Industry intelligence tells you what to say.

WHERE

Provide highly specific local or regional economic information.

WHEN

Offer timely data that shows your preparedness.

WHY

Collaborate to improve their business.

HOW

Use industry intelligence to win, grow and retain business now.

Sales professionals determined to accelerate the process from “I’m interested” to “I’m sold” must arm themselves with and apply Industry Intelligence during every step of the modern buyer’s journey.

Vertical IQ simplifies this process by putting everything sales professionals need at their fingertips with an easy-to-use platform, a mobile app for research on-the-go, and open architecture for hassle-free integrations with existing systems and infrastructure.

With Industry Intelligence from Vertical IQ, the subject of this investigation (and forward-thinking sales professionals) are always ready to conduct productive conversations and build stronger, more lucrative, customer relationships.

Visit verticaliq.com or email info@verticaliq.com



About Vertical IQ

Headquartered in Raleigh, N.C., Vertical IQ is a nationally recognized leader in **Industry Intelligence**. Whether they're pitching a local brewery or a national biotech, successful sales and marketing teams use Vertical IQ to better understand a prospect's or customer's business challenges before, during, and after sales meetings. Covering more than 525 distinct industries, 3,400 local economies, and more than 90 percent of the U.S. economy, Vertical IQ equips users with the confidence and credibility to make memorable first impressions and sustain enduring relationships.

LEARN MORE ABOUT HOW READINESS WINS AT [VERTICALIQ.COM](https://verticaliq.com).

