SALES & BUSINESS DEVELOPMENT:
TOP USES FOR PLUNKETT RESEARCH ONLINE

Access to *PlunkettResearchOnline.com* is like having your own, in-house research department!

1

Competitive Intelligence

EXAMPLE: You've been asked to study your competitors in the wireless network equipment sector

YOU NEED:
a) the number of cellular subscribers in the U.S.
b) a list of the leading cellular service providers (with revenues and CEOs' names),
c) a list of the leading wireless industry associations, and
d) a table comparing the speeds of various wireless technologies including Wi-Fi, WiMax, GSM and CDMA.

ACTION PLAN: Using Plunkett's extensive corporate data, you begin by compiling a list of both U.S and non-U.S. manufacturers in your sector. Then, with one click, you create a PDF of top companies ranked by market capitalization, revenues, revenue growth, profits and return on equity. Next, wanting to focus on Cisco Systems, you easily create a spreadsheet comparing Cisco to 3 top competitors. Finally, you create a spreadsheet of vital operating and revenue numbers comparing Cisco to the average for all companies in this industry code.

TIP: You are always just one click away from exporting vital data to Excel or PDF.

2

TRAINING: Plunkett Research is the best tool for use in training situations - whether training new personnel or creating a seminar for partners.

EXAMPLE: You are planning a 2-day sales seminar for new sales team members. Your staff plans to open the retreat with a presentation of trends within three key industries: Nanotechnology, Computers/Infotech, and Health Care.

ACTION PLAN: Use the Industry Research Centers within Plunkett Research Online. You will be able to quickly create and distribute professional-quality summaries of each industry sector, using our exclusive Build-A-Report tool. Your report will include key trends, statistics and top companies in each industry

TIP: You can also export your favorite data in to Excel, and the manipulate that data to build presentation slides and charts.

3

Writing Sales Plans

EXAMPLE: Your CEO requires you to give a detailed report on the electronic games industry for a new product. By turning to Plunkett Research Online, you can quickly find data on industry leaders and competitors, market size, technology trends and industry profit margins.

ACTION PLAN: You go to the Games, Apps & Social Media Research Center on Plunkett. Using our unique Build-A-Report tool, you are able to export vital sections of your sales plan, including: **a)** an industry overview, **b)** profiles of top 10 companies to target as prospects, **c)** industry statistics, **d)** a list of leading industry associations, and **e)** an industry glossary.

TIP: You will be able to research and fully understand the trends, growth opportunities, technologies and challenges of vital industry sectors – this knowledge will enable you to be fully up-to-date on industry trends during those all-important sales and planning meetings with potential.

4

Sales Prospecting

EXAMPLE: Your VP of Marketing has an urgent need for the leading health product manufacturers within a neighboring state.

ACTION PLAN: Using a few simple criteria within Plunkett's health care Research Center, you export a list into Excel, including company name, address, phone, executive names with titles, revenues and more. Our databases give you fully searchable access to complete profiles of thousands of the most important companies and tens of thousands of executive contacts. You'll be able to compile custom lists, filtered by NAIC sector code, revenues and/or location, and export precisely the contact data that you need.

TIP: Using a simple form within Plunkett, you can email the file instantly to the party who needs it.

PR **Plunkett Research,** Ltd.
Our Market Research = Your Smart Decisions