

# SALES & BUSINESS DEVELOPMENT: TOP 5 USES FOR PLUNKETT RESEARCH ONLINE



Access to [PlunkettResearchOnline.com](http://PlunkettResearchOnline.com) is like having your own, in-house research department!

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## 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, and LTE.



**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. Also, you will be able to export our table of wireless technology access speeds.



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

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## 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.

## SUMMARY

Appropriate staff members will be better informed about vital industries and their key facts. Business development team members will be confident and knowledgeable on sales calls and initial meetings. No other research tool gives sales, marketing and business development professionals the cost-effective, easy-to-use features available on Plunkett Research Online.

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## 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:** This knowledge will enable you to be fully up-to-date on industry trends during those all-important sales and planning meetings with potential.

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## SALES PROSPECTING



**EXAMPLE:** Your VP of Marketing has an urgent need for a list of 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 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.

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## SALES STRATEGY



**EXAMPLE:** Your staff decides to look into the growth potential of a cutting-edge industry: Renewable Energy.



**ACTION PLAN:** Using Plunkett's Alternative & Renewable Energy Research Center you will be able to create a report in a few minutes that includes: **a)** a summary discussion of the alternative and renewable energy sector, **b)** exact statistics of the annual growth of wind, solar, hydroelectric and biomass power, **c)** an overview of fuel cell technologies, and **d)** a statistical breakdown of renewable energy consumption within the U.S.



**TIP:** Our trends and statistics analysis provides easy access to the information you need to get an overview of the industry in which you are looking to build your business and create opportunities for growth. With Plunkett Research you can find the exact data you need, copy it, and paste it into your own report.