

# Building a Company Profile from Scratch – How to do it

Intelligent Profiling Services for Sales, Marketing, Decision-Making



ENTER LIST OF COMPANIES



ENTER PROFILING OBJECTIVES

## 1 DEFINING PROFILE REQUIREMENTS

- Identify opportunities
- Gather baseline measures
- Evaluate information relevance to objectives
- Designate company profile characteristics



ENTER INTELLIGENCE REQUIREMENTS

Basic Company Information & History	Office Locations	Company and Product Awards	Company Financial Data	Corporate Balance sheet
Income & Cash-flow Details	Operating Markets	Key Customers & Partnerships	Products & Services	SWOT Analysis
Competitor Analysis	Executive Bio's	Organization Chart	IT Infrastructure Details	Email Addresses
Social Media Profiles	Website & SEO Analysis	Decision-maker / Department Manager Contacts	IT Budgets	Employee Size

## 2 TAPPING KEY RESOURCES

- Match master database for available intelligence
- Assign on-site resources for real-time updates
- Acquire approvals from respective record-keeping authorities
- Validate acquired data for relevance and accuracy



ENTER PROFILING FORMAT

## 3 REPORTING

- Create wireframe that fulfills client's requested format
- Assemble validated data to fit the wireframe
- Add additional insights from marketing experts
- Input actionable assistance specific to sales/marketing/decision-making

## 4 DELIVERY

- Quick and efficient delivery through emails
- Continuous updates on every stage of progress
- Single point contact for queries and communications
- Campaign and data support post delivery



**RECEIVE COMPLETE COMPANY PROFILE!**



**PICK YOUR COMPANY AND GET STARTED!**