



## ***Sales & Market Intelligence***

*Research for Enterprise Technology Companies*



From time to time, every company needs to kick-start a sales campaign, accelerate the development of major accounts, shorten the time to market for a new product or service, or regain the competitive high-ground in an established market. Redline Associates specialises in developing and carrying out detailed sales research assignments, designed to give you momentum in growing your business:

- **Test and refine new Value Propositions**
- **Understand industry sector buying habits**
- **Gain the key sales information required to win major accounts**
- **Quickly create new sales opportunities**
- **Understand the tactics and relative position of your competitors**

### ***Market Intelligence***

Redline Associates helps sales and marketing teams identify the **industry-specific business problems** that your organisation can solve in target vertical markets, for example:

- What is the compelling need for my product or service in this new sector?
- What are the pain points that I can address?
- What are the buying drivers that these types of customers have?
- What is the strongest ROI justification in this market?
- How best can I differentiate from other established solutions?

### ***Customer Example***



#### ***"A unique 360° approach....."***

This leading Microsoft Business Solutions Partner needed to gain a real competitive advantage in a tough market. We gave them a complete 360 degree view of their market proposition, their competitive strengths and weaknesses, and a clear strategy for winning, based on factual and contextual data about key vertical markets. We undertook detailed research to validate the sales messages and then worked with the team to create compelling business development strategies.

***"Redline's research has helped us to understand the unique business value we can bring to our customers, and supported the process of defining our sales and marketing focus with a very flexible and consultative approach."***

**Adrian McNay**, Managing Director

Our market research services can be used to powerful effect when you need an **independent, structured** view of your marketplace, to assist in objective decision making:



- **Concept testing**
- **Brand perception**
- **Market-sector Value Proposition development**
- **Market positioning/competitor intelligence**
- **Customer Experience Measurement**
- **Acquisitions Research**

**We find answers, validate opinions, spot opportunities, discover knowledge and create strategies to support every aspect of business development.**

### ***Sales Intelligence***

Major accounts are hard nuts to crack, but the use of detailed research information, specific to your sales needs, can reduce the selling effort, shorten the sales cycle and significantly increases your chances of success. We personally interview multiple contacts within each target organisation, and collate an accurate 'account map' of key decision-makers, with a wealth of relevant contact information, opportunity profiling and other sales-related intelligence specific to your value proposition in that market. A senior sales professional will then help develop account plans and sales strategies with the Sales team.



### ***Market Expertise***

Redline Associates' research is underpinned by our expertise in articulating complex, enterprise technology propositions to key vertical markets, including:

- **Financial Services**
- **Telecommunications**
- **Automotive/Transport**
- **Retail**
- **Public Sector**
- **Not For Profit**

### ***Customer Example***



***"Really shortened our sales cycle..."***

This major IT services company needed to quickly build comprehensive sales intelligence about blue-chip target accounts in several key sectors. We carried out very detailed, in-depth research, interviewing multiple senior contacts within each target account such as Xerox, T-Mobile and Virgin Group, and delivered a complete sales strategy for each one, based on accurate, actionable sales intelligence.

**Our expertise** in discovering the true business drivers for your solutions in key industries will underpin your sales approach with real-world insights.

### *Customer Example*



GDC are a leading GIS consulting and software company based in London. We undertook research into new market sectors for GDC to generate detailed knowledge of industry trends, legislative drivers, key market hot buttons, compelling reasons to buy and actionable sales intelligence in major accounts. The intelligence was used to assess the market potential and create unique value propositions for the sales team.

*"Redline have taken a personal and dedicated approach to supporting our sales and market development plans. The market research and business development assistance will help us to fast track entry to new markets."*

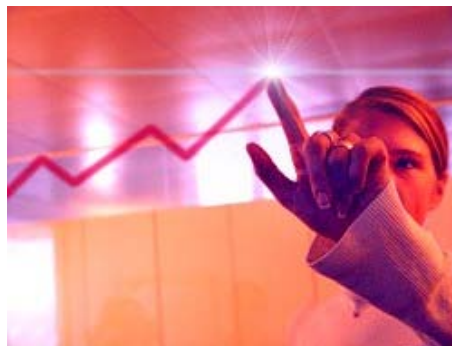
**Steven Feldman**, Managing Director

### ***About Us***

Redline staff are senior Sales and Marketing professionals with a wealth of IT and industry experience: we only conduct low-volume, high quality research assignments using a credible one-to-one interview process, backed by detailed desk research.

### ***Accelerate Your Growth™***

**Call us on 01428 652591 or find out more at  
[www.redlineassociates.co.uk](http://www.redlineassociates.co.uk)**



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