

Empower Lenders with Industry-Specific, Customer-Focused Questions, Issues and Talking Points

IBISWorld's Call Prep Insights provide independent analysis on more than 1,400 US industries, allowing relationship managers to seamlessly articulate key facts and industry trends to their prospects and clients without ever having to leave Salesforce.



Smarter Relationship Managers



Engaged Prospects



Accelerated Loan Cycle

How Call Prep Insights help drive bank revenue



Challenge Prospects with Key Industry Insights

Encourage prospects to think differently about their problems and consider new opportunities



Engage Prospects on Their Terms

Become an industry expert by asking role-specific questions focused on your clients' business problems



Identify Opportunities

Identify cross-selling opportunities by using IBISWorld's data to understand the products that suit your client based on their industry conditions



Access New Information Daily

Call Prep Insights instantly enriches your Salesforce Account pages with company data, strategic insights and tactical talking points



Establish Credibility

Anticipate your prospects' pain points and use their language to demonstrate expertise



Develop Immediate Rapport

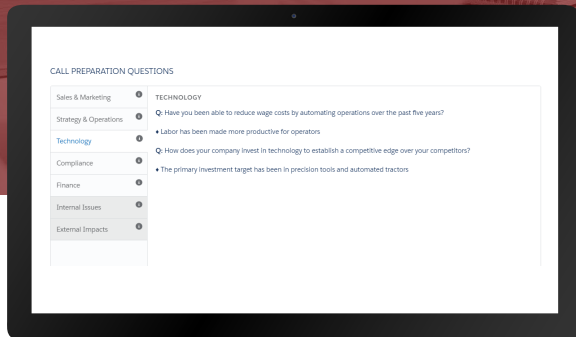
Find relevant talking points that matter to your clients and tailor conversations accordingly



Accelerate the Loan Cycle

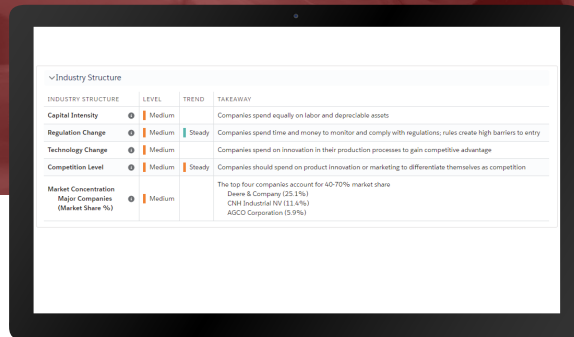
Complete a more detailed analysis of your prospect's operating environment to strengthen loan applications

IBISWorld's Call Prep Insights Help Lenders Bring Value to Every Conversation



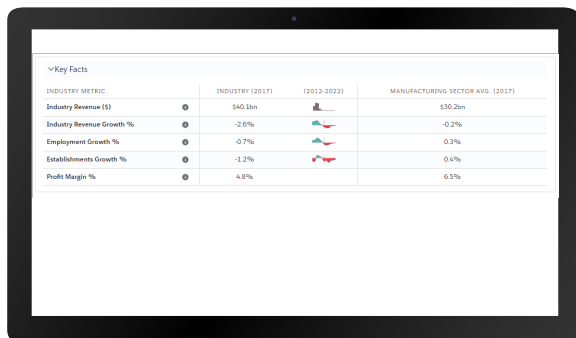
Call Preparation Questions

Ask questions focused on key roles such as Marketing, Finance and Strategy, so you can tailor conversations around the most important problems your client or prospect is facing.



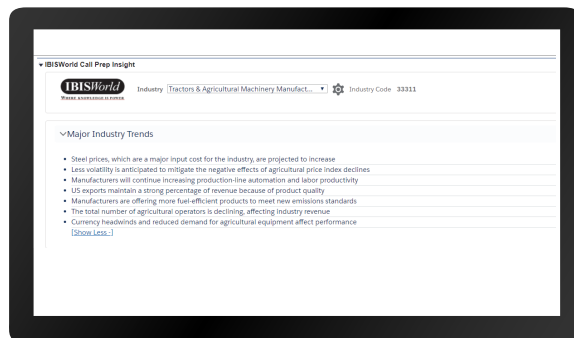
Understand Industry Structure

Understand the operating conditions within your client's industry, including any major regulatory or technology trends, to spark sales conversations your clients will actually want to engage in.



Key Industry Facts

Determine if an industry's fortunes are rising or falling and build conversations around how this impacts your client's business.



Industry Trends

Gain highlights of the top trends occurring in your client's industry right now. Quickly get up-to-speed on what is keeping your client awake at night.



Recognized as the nation's most trusted independent source of industry research, IBISWorld offers a comprehensive database of unique information and analysis on 1,400+ industries. With an extensive online portfolio valued for its depth and scope, the company equips clients with the insight necessary to make better business decisions while saving time and money. IBISWorld Industry Research serves a wide range of academic, business, professional service and government organizations from its US Headquarters in New York City.