



► *Monitor a competitor's marketing and sales activities*



► *Obtain feedback on strategic and tactical corporate initiatives*



► *Create a solid communications link between field needs, experiences, and corporate management*



PROOFS®

Polling Research of Operations, Field, and Sales

○ Monitor | ○ Communicate | ○ Learn

Why PROOFS?



- | Field feedback is critical to strategic planning
- | Creates direct communications link
- | Provides proactive vs. reactive feedback
- | Ensures third party objectivity

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Addressing the Field Information Needs of Sales, Marketing, Strategic Planning, Research and Development, and More.

PROOFS® - Polling Research of Operations, Field, and Sales

The market intelligence amassed by your organization's personnel is one of the most valuable assets your management team can tap into to drive strategic direction. SalesIQ has developed a rapid, cost-effective resource to access this market intelligence, and drive significant new sales results.

How Can Your Organization

Benefit from PROOFS – Working with

your key management team, together we develop the polling questions that can elicit the critical field market intelligence your organization needs to most accurately drive strategic decision making.

Then, utilizing our highly skilled research team, we quickly reach out to your operations, field and

sales personnel, providing immediately actionable market intelligence.

There are many areas within an organization that can become more strategically focused with PROOFS feedback. For example,



competitive intelligence teams can capture and disseminate critical field intelligence across all areas of the company, marketing teams can poll sales personnel to link production needs with print strategy, and research and development teams can learn directly from the frontline what product and service features are most vital to customers and prospects.



"World Leaders in B2B Sales Intelligence"®

PROOFS®: FAQs

Q: *How often are we able to poll our teams?*

A: Teams can be polled as often as required, from weekly, to quarterly, to bi-annually, depending upon frequency of information needs. Teams can consist of from 25-10,000+ respondents.

Q: *How is PROOFS different from other market intelligence services provided by SalesIQ?*

A: Three key differences are respondent types, scope, and cost. PROOFS primary respondents are typically internal personnel and/or external distributors with whom you have a contractual relationship. PROOFS then provides a defined scope of timely field intelligence, at a low subscription rate.

Q: *How many questions can we ask in a PROOFS survey?*

A: Most PROOFS surveys have no more than four questions. Interviews last 10 to 15 minutes.

Q: *How long before we receive feedback?*

A: Feedback is provided immediately, with team meetings occurring every two weeks to review progress.



What You Need to Know, Now!



PROOFS® is one of the most important intelligence programs your organization can implement to drive a stronger bottom-line!

PROOFS quickly adapts to changing intelligence requirements, is cost effective, and is easy to pilot for results and value. And, most importantly, PROOFS provides a rapid method for gathering immediate intelligence for strategic decision-making needs.

- Monitor a competitor's marketing and sales activities.
- Obtain continuous intelligence on pricing, customer satisfaction, market drivers, client penetration, industry direction, sales tools, management changes, win/loss, service issues, competitor positioning, and new product introductions.
- Fine-tune corporate strategic and tactical initiatives.
- Create a solid communications link between field needs, experiences, and corporate management.



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Who Can Benefit from PROOFS ?

Nearly every organization can benefit from having access to immediate market information. From marketing teams, to sales management, to research and development departments, PROOFS offers a cost-effective method for gathering invaluable intelligence from operations, field, and sales personnel.

○ Marketing

Poll sales personnel for areas of critical need.

○ New Product Development

Obtain immediate feedback on market needs, directly from the field personnel.

○ Client Service

Tap into operations personnel to identify improvement opportunities that will increase customer retention.

○ Sales Management

Survey distributors to learn vital competitive information that will maximize new sales.

○ Monitor | ○ Communicate | ○ Learn

Providing vital field intelligence for sales, marketing, strategic planning, and research and development.

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