



professionals
academy

Passing on Knowledge.

RECOGNISE AND EXPLOIT POTENTIALS.

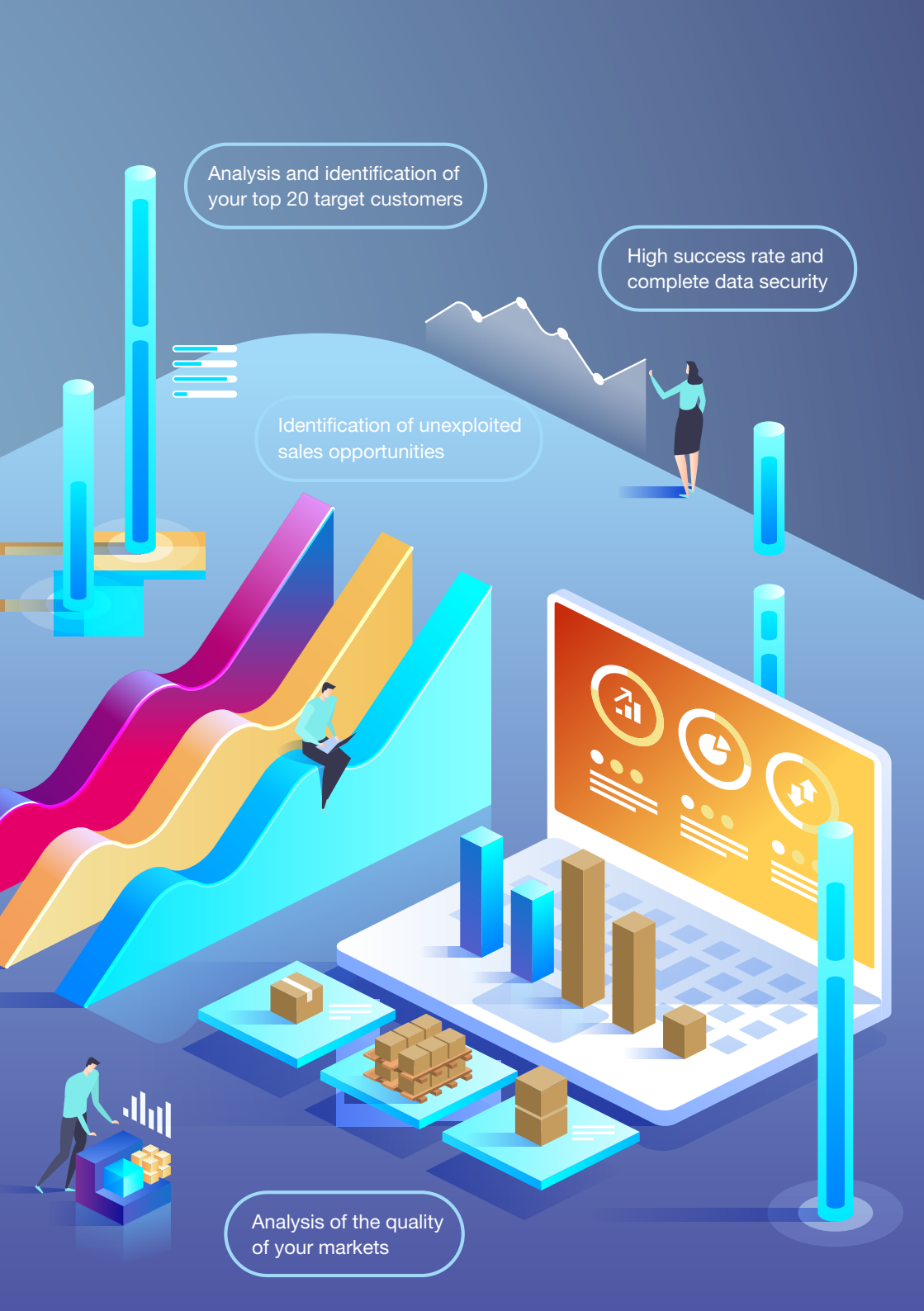
White-Spot-Analysis for
the packaging industry.

With our White-Spot-Analysis for the packaging industry, you are able to identify untapped customer potential. We evaluate them individually and systematically for you and your company.

Visual illustration in form of a strategic sales map



Constant improvement and extension of our analysis



Analysis and identification of
your top 20 target customers

High success rate and
complete data security

Identification of unexploited
sales opportunities

Analysis of the quality
of your markets

Our model considers a radius of 150 kilometers around your location. We include relevant influencing parameters. The result: a tailored approach to managing your sales activities. This enables you to achieve even more targeted market exploitation.

INDIVIDUAL AND SYSTEMATIC

DISTANCE KILOMETERS

- + Distance kilometers to your location
- + Distance kilometers to your strongest competitors

INDUSTRY STRUCTURE

- + Industry structure
- + Sales volume
- + Corrugated board intensity of markets

RELEVANCE

- + Known companies (active, former and in the past contacted companies)
- + Postcode areas in which numerous existing customers are represented

OUR MODEL

- + Operational instrument
- + Flexible
- + Individually tailored to your needs

PRACTICAL OVERVIEW OF REVEALING MARKET DATA

We provide you with a list of top 20 target customers in your region and additionally visualize them in a sales map.

SHARE KNOWLEDGE AND PROFIT TOGETHER

For the analysis of the white spots in your region, we use our extensive database as a basis. We complement our model with relevant information about your individual customer base. This increases the quality and success rate.

One thing is safe: your data. They are treated confidentially and deleted after the project is completed.

YOUR ADVANTAGES

EFFICIENT - TARGETED - INDIVIDUAL



Speed:

You minimize your research effort and increase your effectiveness in customer approach.



Target security:

You increase your success rate in the acquisition of new customers.



Inspiration:

You motivate your sales force through systematic concepts for market development.

SHARING RESOURCES AND KNOWLEDGE

For the White-Spot-Analysis in your region, we use our own data as a basis. We exclude duplicates of your list out of the search. This includes:

- + Active customers
- + Former customers
- + Interested parties and contacted companies

This is how we achieve the optimum results together.

OUR OFFER

As a customer of the Professionals Academy you benefit from special conditions: Progroup covers 50% of the costs. You will receive the exclusive promotional price of 1,500 €.

Because you are a valued partner. This creates joint growth at eye level. For a strong future.

Included services:

- + Analysis and identification of your unknown top 20 target customers
- + Clear visualization in form of a strategic sales map
- + Further development of the product portfolio



**professionals
academy**

Passing on Knowledge.

**Any questions?
We are here to help you.**

*Professionals Academy SPO GmbH
Maximilianstraße 43
67433 Neustadt/Weinstraße
T. +49 1525 9713306
info@professionals-academy.de
www.professionals-academy.de*