

Topic:
Company Profiling

[Open up New Business Streams with Key Prospects](#)

A full understanding of your major prospects is critical to your successful engagement with them. We share our 6 Ways to Increase your Return with

[The 6 Keys of In Depth Company Profiling.](#)

iCAD is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunication sectors.



A full understanding of your major prospects is critical to your successful engagement with them; this includes their internal structures, attitudes to adopting certain technologies, their criteria for choosing a supplier, who shapes and makes their policies to name but a few.

How do you shape YOUR offer to meet THEIR needs? What are THEIR expectations? Can YOUR internal infrastructure and resources cope with THEIR potential demands?

What are THEIR challenges? Where are THEIR pains? What are the business drivers that could lead to a purchase of YOUR goods or services?

These and other questions need answering if you are to meet your sales forecasts; the answer is in obtaining an in depth profile of companies within your identified target market.

Since 1992 Business Advantage has been helping hundreds of IT Vendors and their channel partners generate leads for ongoing pipelines. Often this has meant profiling companies to enable account management teams to gain better access to key prospects, or as part of the justification for new market entry, a shift in business activity or analysis of competitive activity. We thought you might benefit from the experience we have gained and we share the following with you in the hope that they will help avoid pitfalls and lead to better practice.

We hope you in enjoy our [6 Keys of In Depth Company Profiling](#)